

**A STUDY OF FACTORS INFLUENCING CONSUMER'S  
DECISION ON PURCHASE INTENTION TOWARDS ELDERLY  
SHAMPOO AMONG SENIOR CITIZEN IN THAILAND**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
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Thematic paper  
entitled  
**A STUDY OF FACTORS INFLUENCING CONSUMER'S  
DECISION ON PURCHASE INTENTION TOWARDS ELDERLY  
SHAMPOO AMONG SENIOR CITIZEN IN THAILAND**

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**ABSTRACT**

The purpose of this study is to explore the factors that influence the purchase intention towards elderly shampoo among senior citizens in Thailand in order to be a useful guideline for brands and manufacturers to develop elderly shampoo that can serve the needs of the market demand.

The quantitative research approach will be conducted in this thematic paper and collected the data from 400 respondents who are Thai people, aged 60 years old and over, across Thailand.

The result of this study found that product design, health consciousness, product attributes, and environmental consciousness are factors affecting senior citizen's purchase intention towards elderly shampoo in Thailand.

**KEYWORDS:** Purchase Intention/Senior citizen/Elderly Shampoo/Thailand

107 pages

## CONTENTS

	<b>Page</b>
<b>ACKNOWLEDGEMENTS</b>	<b>iii</b>
<b>ABSTRACT</b>	<b>iv</b>
<b>LIST OF TABLES</b>	<b>vi</b>
<b>LIST OF FIGURES</b>	<b>x</b>
<b>CHAPTER I INTRODUCTION</b>	<b>1</b>
1.1 Background	1
1.2 Research Objectives	12
1.3 Research Questions	12
1.4 Expected Research Benefits	13
<b>CHAPTER II LITERATURE REVIEW</b>	<b>14</b>
2.1 Purchase Intention	14
2.2 Environmental Consciousness	14
2.3 Product Design	15
2.4 Perceived Quality	17
2.5 Trustworthiness	17
2.6 Brand Image	19
2.7 Product Attribute	20
2.8 Pricing	22
2.9 Health Consciousness	23
2.10 Conceptual Framework	24
<b>CHAPTER III METHODOLOGY</b>	<b>25</b>
3.1 Population	25
3.2 Method	25
3.3 Sample Size	25
3.4 Questionnaire Design	26
3.5 Data Collection	26

## CONTENTS (cont.)

	<b>Page</b>
3.6 Data Analysis	27
<b>CHAPTER IV DATA ANALYSIS AND FINDINGS</b>	<b>29</b>
4.1 Demographic Profile of Respondents	30
4.2 Descriptive Statistic: Mean	32
4.3 Descriptive Statistic: Frequency	42
4.4 T-Test Analysis	48
4.5 ANOVA Analysis	51
4.6 Reliability Test	65
4.7 Multiple Regression	66
<b>CHAPTER V DISCUSSION AND CONCLUSION</b>	<b>68</b>
5.1 Discussion	68
5.2 Conclusion	73
<b>CHAPTER VI RECOMMENDATIONS</b>	<b>78</b>
6.1 Recommendation	78
6.2 Limitations and the direction of future research	81
<b>REFERENCES</b>	<b>83</b>
<b>APPENDICES</b>	<b>91</b>
Appendix A: QUESTIONNAIRE	92
<b>BIOGRAPHY</b>	<b>107</b>

## LIST OF TABLES

<b>Table</b>	<b>Page</b>
1.1 World Population by age group (thousands)	2
1.2 Top10 countries with the largest share of persons aged 60 years old and over	4
1.3 Population of Thailand in 2019	6
1.4 Thailand Population by age group (thousands)	8
1.5 Life expectancy (years) in Thailand	10
3.1 Interval Scale and Meaning	28
3.2 Rule of Thumb on Cronbach Alpha	28
4.1 Descriptive Statistic of the Purchase Intention	33
4.2 Descriptive Statistic for the Environmental Consciousness	34
4.3 Descriptive Statistic for the Health Consciousness	35
4.4 Descriptive Statistic for the Trustworthiness	36
4.5 Descriptive Statistic for the Perceived Quality	37
4.6 Descriptive Statistic for the Brand Image	38
4.7 Descriptive Statistic for the Product Design	39
4.8 Descriptive Statistic for the Product Attribute	40
4.9 Descriptive Statistic for the Pricing	41
4.10 Frequency Distribution of Brand Image	42
4.11 Frequency Distribution of Pricing	42
4.12 Frequency Distribution of Product Design: Color Tone	43
4.13 Frequency Distribution of Product Design: Open Method	44
4.14 Frequency Distribution of Product Attributes: Product Content	45
4.15 Frequency Distribution of Product Attributes: Benefits	46
4.16 Frequency Distribution of Product Attributes: Scent	47
4.17 Independent Sample t-test comparing between genders on purchase intention	48

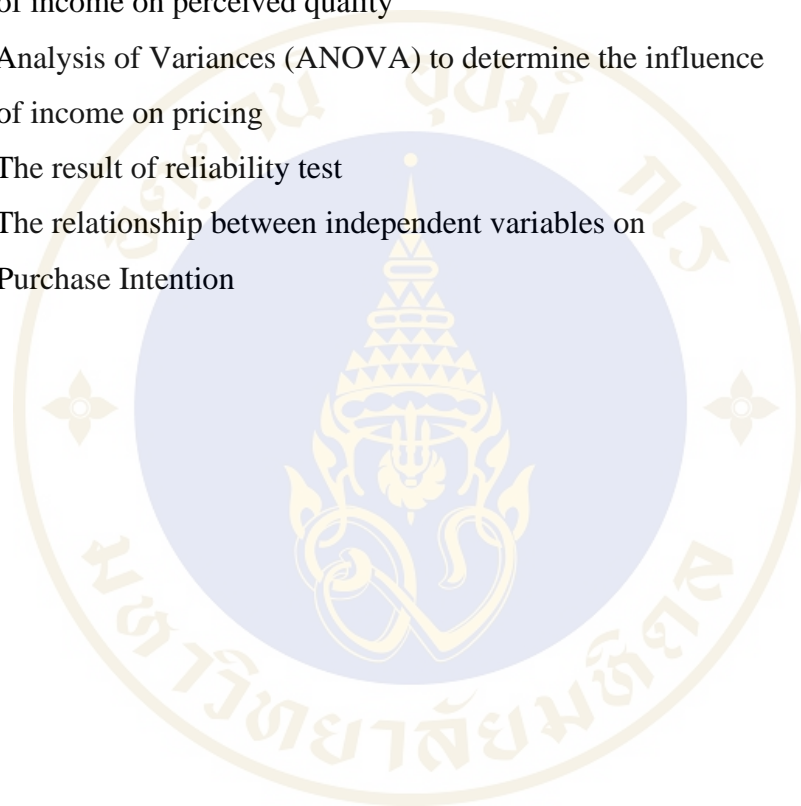
## LIST OF TABLES (cont.)

<b>Table</b>	<b>Page</b>
4.18 Independent Sample t-test comparing between genders on pricing	49
4.19 Independent Sample t-test comparing between age group on purchase intention	50
4.20 Independent Sample t-test comparing between age group on product design	50
4.21 Analysis of Variances (ANOVA) to determine the influence of occupation on purchase intention	51
4.22 Analysis of Variances (ANOVA) to determine the influence of occupation on environmental consciousness	52
4.23 Analysis of Variances (ANOVA) to determine the influence of occupation on health consciousness	53
4.24 Analysis of Variances (ANOVA) to determine the influence of occupation on perceived quality	54
4.25 Analysis of Variances (ANOVA) to determine the influence of occupation on pricing	54
4.26 Analysis of Variances (ANOVA) to determine the influence of education levels on purchase intention	55
4.27 Analysis of Variances (ANOVA) to determine the influence of education levels on environmental consciousness	57
4.28 Analysis of Variances (ANOVA) to determine the influence of education levels on health consciousness	58
4.29 Analysis of Variances (ANOVA) to determine the influence of education levels on trustworthiness	59
4.30 Analysis of Variances (ANOVA) to determine the influence of education levels on product attributes	60



**LIST OF TABLES (cont.)**

<b>Table</b>	<b>Page</b>
4.31 Analysis of Variances (ANOVA) to determine the influence of education levels on pricing	62
4.32 Analysis of Variances (ANOVA) to determine the influence of income on perceived quality	63
4.33 Analysis of Variances (ANOVA) to determine the influence of income on pricing	64
4.34 The result of reliability test	65
4.35 The relationship between independent variables on Purchase Intention	66



## LIST OF FIGURES

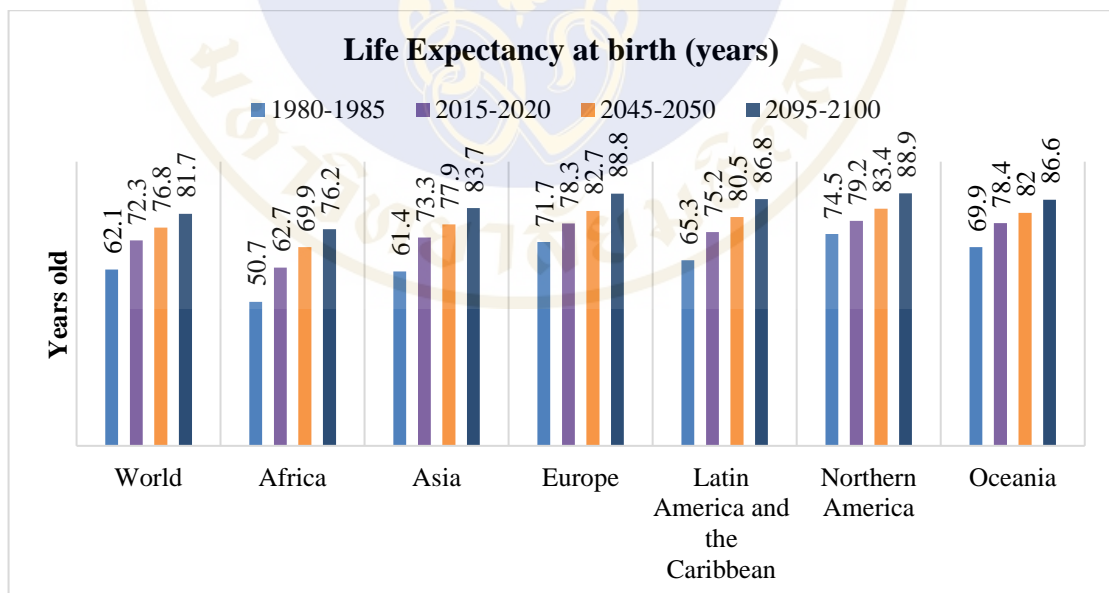
<b>Figure</b>	<b>Page</b>
1.1 Life Expectancy at birth, by regions for selected periods	1
1.2 World Population by age group (percentage)	3
1.3 The proportion of people aged 60 and over is projected to grow in all Asian countries, 2015 - 2030	5
1.4 Thailand Population Pyramid by Age Group	7
1.5 Speed of population aging in selected countries	9
1.6 Income sources to finance old-age consumption at ages 65 years or over of selected countries	11
2.1 Model of conceptual framework	24
4.1 Distribution of Respondents by Gender	30
4.2 Distribution of Respondents by Age range	30
4.3 Distribution of Respondents by Education Level	31
4.4 Distribution of Respondents by Occupation	31
4.5 Distribution of Respondents by Monthly Income	32

## CHAPTER I

### INTRODUCTION

#### 1.1 Background

The megatrend of population aging is one of the most significant challenges that every country throughout the world has faced. With advanced technology and innovative medical treatment, people survive to even more advanced ages. Therefore, life expectancy is increasing globally (World Economic Forum, 2018). From 1980 to 1985, the average world life expectancy was 62 years old (Figure 1). After that, the life expectancy between 2015 – 2020 rises by 10 years or from the aged 61 to 72 years old. From 2045 to 2050, the figure is projected to increase by 4 years to 76 years old. In the period between 2095 and 2100; the life expectancy will eventually rise to 81 years old (United Nations, World Population Prospects, 2019).



**Figure 1.1 Life Expectancy at birth, by regions for selected periods**

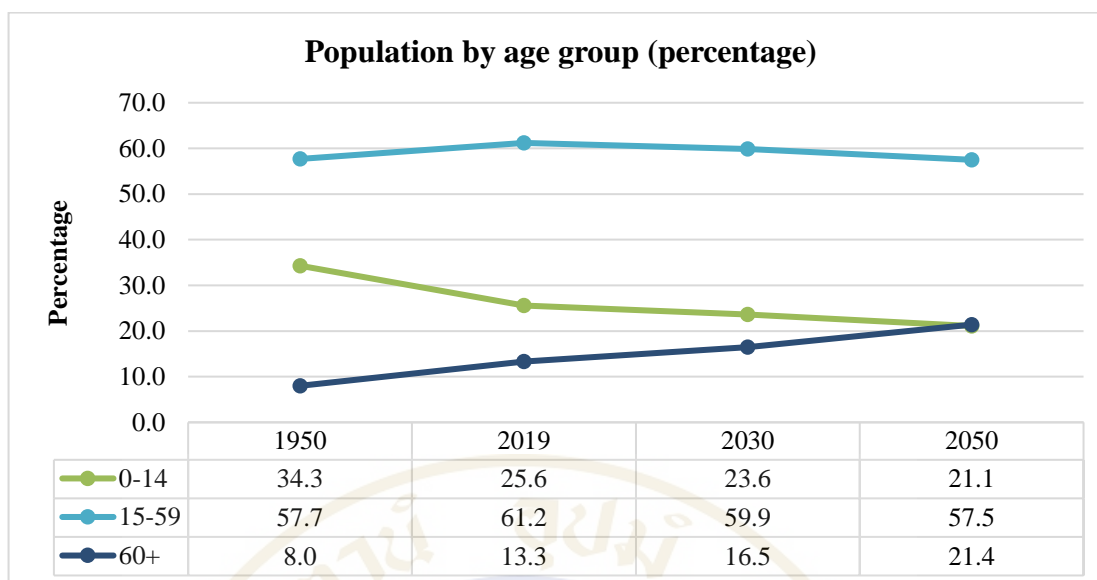
Source: United Nations, World Population Prospects 2019

According to the United Nations, the number of older populations aged 60 years old and over, is estimated to expand globally from 1 billion people in 2019 to 1.4 billion people in 2030 or approximately around 388 million persons. In the next 30 years from now on, the number is expected to increase double to 2.1 billion people by 2050 (Table 1). The number of the aging population, the older who is 60 years old and over, is growing faster in proportion comparison than the younger age generation (Figure 2). In 2050, the proportion of the aging population is projected to exceed the 0 – 14 years age group.

**Table 1.1 World Population by age group (thousands)**

Age	1950	2019	2030	2050
<b>Total</b>	<b>2,536,431</b>	<b>7,713,468</b>	<b>8,548,487</b>	<b>9,735,034</b>
0-14	869,609	1,975,280	2,019,462	2,055,659
15-59	1,464,665	4,719,925	5,121,788	5,599,736
60-64	73,448	315,329	409,748	530,787
65-69	55,143	260,475	340,038	447,800
70-74	37,383	179,308	261,881	367,975
75-79	21,902	120,047	194,427	306,711
80-84	9,627	80,377	113,822	221,727
85-89	3,475	41,160	55,810	127,935
90-94	947	16,593	23,737	55,852
95-99	198	4,439	6,602	17,659
100+	34	533	1,173	3,195

Source: United Nations Department of Economic and Social Affairs, Population Division, Profile of Ageing 2019



**Figure 1.2 World Population by age group (percentage)**

Source: United Nations Department of Economic and Social Affairs, Population Division, Profile of Ageing 2019

In a developing country, the senior citizen is growing much more rapidly than in developed countries. With this consequence, more than half of the older population live in developing countries right now. Therefore, the developing countries were home to 56 percent of the aging population during 1980. In 2017, there were calculated that over 60 percent of the world's older population lived in developed countries. However, in the next 30 years or in 2050, 80 percent of the global aging population will be people who live in low to middle-income countries. Therefore, the aging population among the developing regions is projected to increase from 652 million to 1.7 billion which is twice the number of the aging population in 2017. At the same time, the older population in developed countries will also increase to 38 percent or from 310 million persons to 427 million between 2017 and 2050 (World Health Organization, Fact sheets: Ageing and health, 2018).

The megatrend of the silver population is the consequence results in this significant challenge in 21<sup>st</sup> century was actually the contribution of the successful improvement from the 20<sup>th</sup> century such as incredible medical and pharmaceutical breakthroughs, the improvement in water, sanitation, and hygiene, as well as, having

adequate infrastructure, the physical and economic life. These advances have resulted in the 3 key drivers that contribute to the aging demographic shift which are declining fertility rates, falling mortality rates, and increasing longevity (Kenan Foundation Asia, 2018).

### 1.1.1 Population aging in Asia

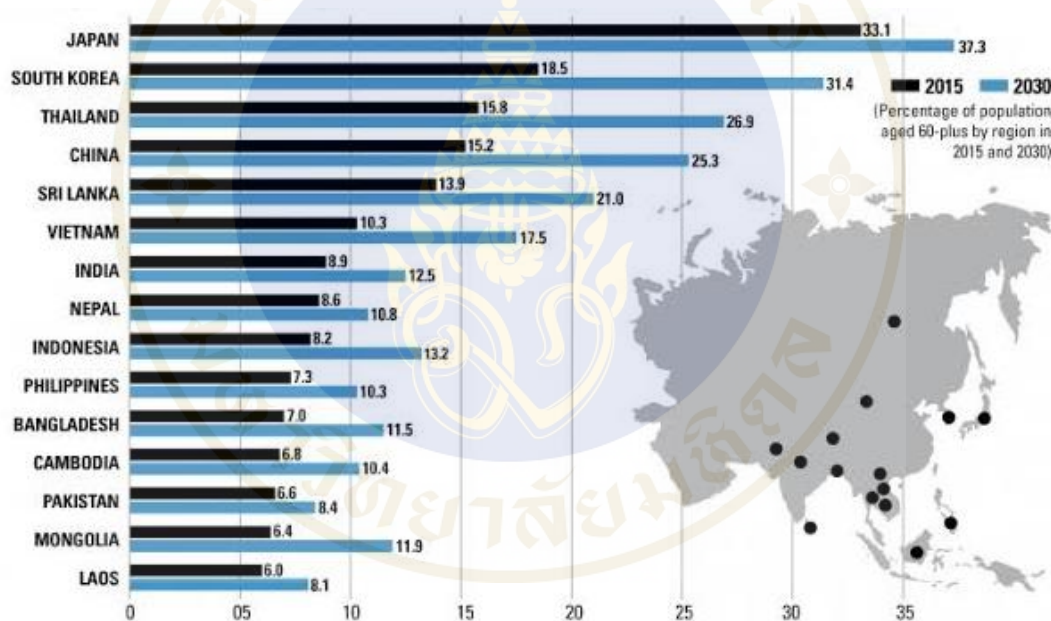
While the world is facing this megatrend of an aging society. Asia's demographic profile is also reshaped by exceptionally rapid population aging. The proportion between the youthful workforce and retirees are in the opposite direction. While the youthful workforce is reversing, the number of retirees is on the rise. In the next few decades, this region is having the oldest population in the world (The Jakarta Post, 2018; Donghyun P.,2011). During 1980 and 2017, almost the top 10 countries that have the largest share of the older population are European countries. However, in 2050, five in the top 10 countries with the majority of the elderly population are listed in Asia regions instead of European regions.

**Table 1.2 Top10 countries with the largest share of persons aged 60 years old and over**

	1980		2017		2050	
Rank	Country or areas		Country or areas		Country or areas	
1	Sweden	22.0%	Japan	33.4%	Japan	42.4%
2	Norway	20.2%	Italy	29.4%	Spain	41.9%
3	Channel Island	20.1%	German	28.0%	Portugal	41.7%
4	United Kingdom	20.0%	Portugal	27.9%	Greece	41.6%
5	Denmark	19.5%	Finland	27.8%	Public of Korea	41.6%
6	Germany	19.3%	Bulgaria	27.7%	Taiwan	41.3%
7	Australia	19.0%	Croatia	26.8%	Hongkong	40.6%
8	Belgium	18.4%	Greece	26.5%	Italy	40.3%
9	Switzerland	18.2%	Slovenia	26.3%	Singapore	40.1%
10	Luxemburg	17.8%	Latvia	26.2%	Poland	39.5%

Source: United Nations (2017). World Population Prospects: the 2017 Revision

Among Asia's region, Japan and South Korea are projected to grow faster than their neighbors. Japan is the number one that has the older population at 33.1 percent. By 2030, it is estimated that Japan's elder population will reach 37.3 percent of all population. While the 2nd country that is rapidly aging is South Korea. South Korea's older population between 2015 and 2030 is expected to increase approximately by 13 percent (from 18.5 percent to 31.4 percent). This is the first time for South Korea having the proportion of older people exceed the younger workforce. South Korea has been transformed into an older society much faster than its neighbors. For Thailand, one in four of the population or 26.9 percent will be a senior citizen aged 60 years old and over by 2030. This consequence leads Thailand to become the 3rd country in Asia that the population is growing faster (The Jakarta Post, 2018).



**Figure 1.3 The proportion of people aged 60 and over is projected to grow in all Asian countries, 2015 – 2030**

Source: Global Age Index, 2015

### 1.1.2 The definition of an aged society

According to the World Health Organization (WHO), there is a difference between “aging society” and “aged society”. WHO defines the “aging rate” as the proportion of a society’s population that consists of an elder who is 60 years old and over. For an “aging society”, it means the elder population in a society or aging rate is more than 7%. The definition of “aged society” means the number of elder population or aging rate exceeds 14%. While a “super-aged society” is defined as the elderly population or aging rate is over 21%.

### 1.1.3 Aged Society in Thailand

In 2019, there is 66.3 million population in Thailand divided into males 32.0 million and female 34.3 million females. The largest population in Thailand is still the Labor force (15-59 years) at 65.5 percent of its population. The elderly (60 years and over) is the second-largest proportion which is 17.5 percent. While the least proportion of Thailand's population is the children (under 15 years) at 17 percent (Mahidol University, 2019).

**Table 1.3 Population of Thailand in 2019**

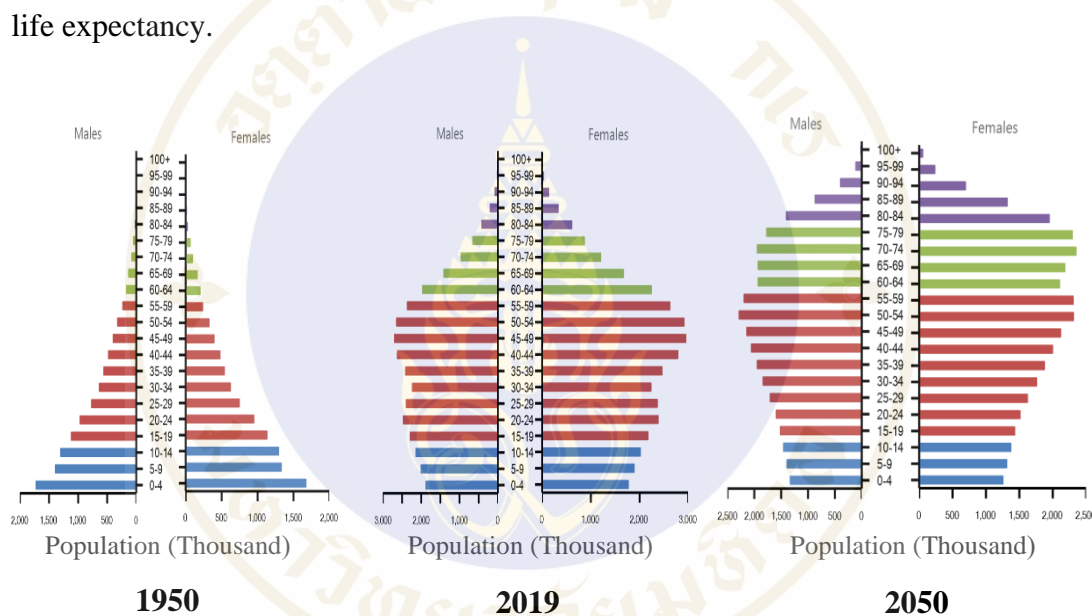
<b>Population by Age Group (x1000)</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>	<b>%</b>
Children (under 15 years)	5,812	5,546	11,358	17%
Labor force (15-59 years)	21,357	22,072	43,429	65.5%
Elderly (60 years and over)	4,905	6,682	11,587	17.5%
<b>Overall</b>	<b>32,074</b>	<b>34,300</b>	<b>66,374</b>	<b>100.00%</b>

Source: Mahidol University, Mahidol Population Gazette, Population of Thailand, 2019

In figure 1.4 shows a demographic transition in the shape of “Population Pyramid.” The Population Pyramid portrays the age profiles of the Thais’ population in



1950, 2019, and 2050. In 1950, the expansive population pyramid shows most of the population is young and growing. This represents that Thailand at that time is developing nations with high fertility rates and life expectancies are lower than average. Then in 2019, the population pyramid has transformed into constructive population pyramids that represent the smaller proportion of people at a younger age. While the elderly population is also diminishing. This type of pyramid indicates that Thailand had higher levels of social and economic development. People received a quality education and health care is available to a large portion of the population While the population pyramid in 2050 displays as a stationary shape. The population in Thailand is now growing. In addition, this shape means low birth rates and low death rate, and longer life expectancy.



**Figure 1.4 Thailand Population Pyramid by Age Group**

Source: United Nations Department of Economic and Social Affairs, Population Division, Profile of Ageing 2019

From 1950 to 2019, the elderly population (60+) had been increasing in the proportion of 1 million (5 percent of the population) to 11.5 million (17 percent of the population) in 2019. Then the proportion of elderly is anticipated to reach 23.5 million or 36 percent of the population by 2050 (Table 1.4). The projection of the elderly growth rate in Thailand is relatively high. The annual growth rate has been increasing at

approximately 3.0–3.6 percent annually. With the rapid growth of the Thai older population, the proportion of the older population is expected to double over the population aged around 19-23 years (World Health Organization, 2019). Then Thailand will become a completed aged society when the aging rate reaches 13.1 million or 20 percent of the total population in 2021 (The Nation Thailand, 2017).

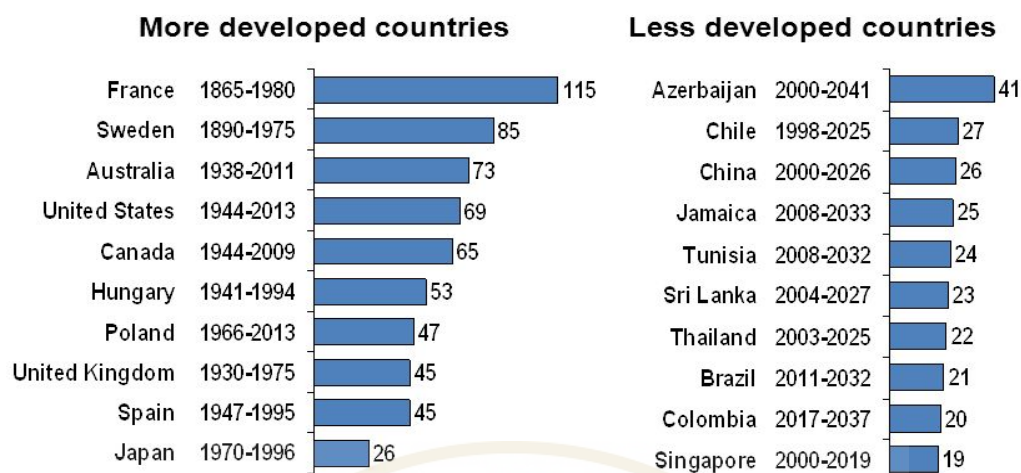
**Table 1.4 Thailand Population by age group (thousands)**

Age	1950	2019	2030	2050
<b>Total</b>	<b>20,710</b>	<b>69,626</b>	<b>70,346</b>	<b>65,940</b>
0-14	8,726	11,358	10,014	8,129
15-59	10,939	43,429	41,324	34,229
60+	1,045	11,587	19,008	23,582

Source: 1) United Nations Department of Economic and Social Affairs, Population Division, Profile of Ageing 2019

2) Mahidol University, Mahidol Population Gazette, Population of Thailand, 2019

With the remarkable speed of demographic shift from the younger workforce to the older population in Thailand among the developing country, the Bank of Thailand (BOT) has also alarmed that Thailand's aging society will face greater challenges. This is because Thailand has less time to prepare for such a significant population shift. While other countries have up to 115 years to prepare for the transition from "aging" to "aged" society, Thailand is taking only 20 years, the fastest and earliest developing country to become an aged society (Figure 5).



**Figure 1.5 Speed of population aging in selected countries**

(Number of Years of Percent of Population Age 65 or Older to Rising from 7% to 14%)

Source : CRE: World Regions by 2050 Professor Yoo Soo Hong

The consequence that accelerates the shift of population aging in Thailand during the past several decades causes by the lower fertility rate as well as the expansion of the average lifespan of people in Thailand. This result is supported by the most successful project aimed to lower the total fertility rate within a short period of time from 1960 to 1990 from over 6 births per woman to below 2 birth per woman. In addition, with the successful development of education in public health, it has led to a rise in life expectancy. For Thai men, life expectancy increased from 55.2 years to 69.9 years for men and 61.8 years to 74.9 years for women. All of these consequences result in the rapid shift of the older population (aged 60 and over) in this remarkable size (United Nations, World Population Prospects, 2019).

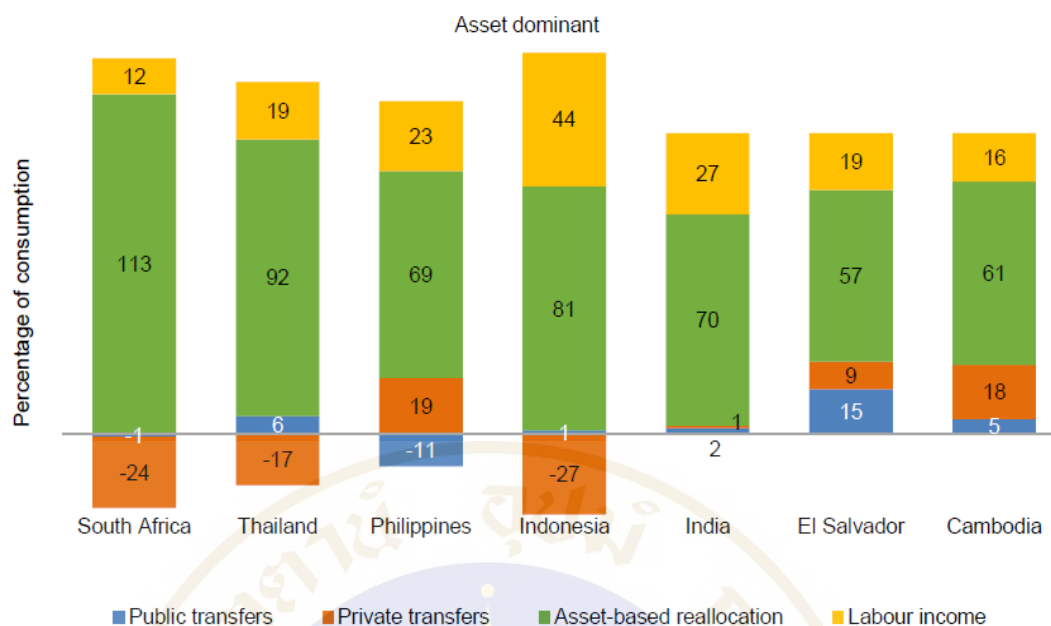
**Table 1.5 Life expectancy (years) in Thailand**

	1950-1955		1980-1985		2010-2015		2045-2050	
Age	Males	Females	Males	Females	Males	Females	Males	Females
0 (birth)	48.3	53.6	62.8	68.9	70.8	78.4	78.4	83.9
60	15.2	18.5	16.9	19.5	20.0	23.1	23.3	26.7
65	12.3	15.4	13.8	16.0	16.4	19.1	19.3	22.4
80	6.1	7.7	6.4	7.3	7.9	9.1	9.2	11.1

Source: United Nations Department of Economic and Social Affairs, Population Division, Profile of Ageing 2017

The sources of income that Thai older persons fund their consumption, namely, public transfers, private transfer, asset-based reallocation, and labor income (Figure 1.6). For 92 %, the Thai older persons finance their consumption mainly from their own assets and wealth. The second support, the older persons have financed themselves from their own income which is up to 19%. While the third rank of the resource is a public program for only 6%, for example, health care, social welfare from the government, and retirement pensions. The last source which shows the negative number is from private transfer such as from family members or other private sources.

In conclusion, most of the primary source of support is from the elders themselves, which means that the elder has to save and accumulate assets for retirement. While the support from the government is very low and the support from their family or private sources is limited.



**Figure 1.6 Income sources to finance old-age consumption at ages 65 years or over of selected countries**

Source: United Nations Department of Economic and Social Affairs, Population Division, Profile of Ageing 2019

Healthiness, wealthiness, quality of life and positive thinking can lead to longevity. Improved life expectancy brings opportunities to older adults, families, and local communities. It is essential for everyone, especially, the government to take any action and have a commitment to support the older population with formulating evidence-based policies such as improve healthcare quality, increase in retirement age, local caregiver community, local activities for elderly and education to strengthen and support an active aging population. In addition, the government should prepare to deal with this challenge situation by improving the balance of the fiscal budget such as increasing tax, pre-funding, develop medical advantage, and improve quality of life (World Health Organization, Fact sheets: Ageing and health, 2018).

Longer life of people is one of the main influences on economic growth that create the business sector an opportunity to supply individual fulfillment. Older persons desire to stay healthy and even to be healthier in order to stay engaged in society and their families. Products related to health such as medical and bioscience advancement

help fulfill aging individuals' hope to live even longer and healthier lives. With the growth in numbers of the aging rate, senior people represent as major consumer and human capital resource that every business sector should concern to catch up with this new opportunity market. Businesses have been at the forefront of industrialization and innovation, developing markets to meet the needs and aspirations, opportunities abound in the elderly market (Irving , Beamish, & Burstein, 2018)

The social and economic dimensions of many nations have been influenced by this shift of the older population. This megatrend becomes one of the main factors that shape the social transformations of this twenty-first-century era. Almost all sectors of society, not only labor or only financial markets but also the demand for products and services are influenced by this change in the older population. Commercial businesses who advances of this opportunity can be successful as a business leader and achieve business expansion in this market. It is necessary to understand the market dynamics and spectrum of older adults as consumers better than before. It is also essential to view them as valuable assets rather than as burdens to society (APEC, 2017).

The scope of this study is confined to the personal care product; Shampoo which focuses on the elderly market. The definition of the elderly in this study means the individual who is 60 years or over. This study is to get hand-on knowledge of the demand of the elderly on shampoo products in Thailand.

## **1.2 Research Objective**

1.2.1 To understand the purchase intention of elderly shampoo in the aging society

1.2.2 To identify the factor affecting the purchase intention among senior citizen in Thailand

## **1.3 Research Questions**

1.3.1 What is the intention to purchase elderly shampoo among senior citizens in Thailand?

1.3.2 What is the factor that affects the purchase intention of senior citizens?

## **1.4 Expected Research Benefits**

The researchers hope that the study can benefit either directly or indirectly, towards;

### **1.4.1 Brand and manufacturer**

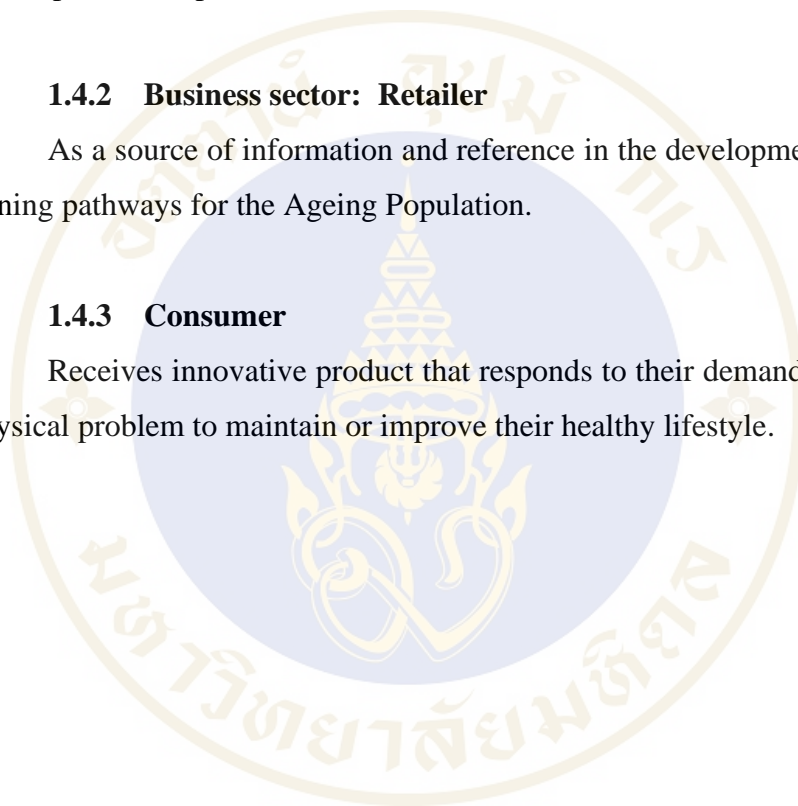
The results of this study can contribute to a deeper understanding of the intention to purchase elderly shampoo among the senior people. Also, a guideline to develop the product responds to the consumer's demand.

### **1.4.2 Business sector: Retailer**

As a source of information and reference in the development of the market and opening pathways for the Ageing Population.

### **1.4.3 Consumer**

Receives innovative product that responds to their demand and helps solve their physical problem to maintain or improve their healthy lifestyle.



## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Purchase Intention**

Purchase intentions are the planned behavior that has the possibility to translate into buying behavior based on their attitudes and emotions (Kim, Chun, & Ko, 2017). It is an essential prediction of a person's intention to perform a behavior with respect to a product (Goh, 2010). It is the subjective probability to perform or the effort required to execute a behavior such as purchasing a product or service (Ramayah, Lee, & Mohamad, 2010). The intention to purchase is able to change from a particular product or service in an industry which is highly regarded to different moderators (Afzali & Ahmed, 2016). The individual preference for quality and image can increase consumer purchase intentions. Consequently, this perception can be positively impacted by the manufacturer identification which can help improve purchase intention effectively (Porral & Lang, 2015). In contrast, doubt is one of the factors that have a negative effect on purchase intention of a person, especially to new products. Customers will make a question in their mind whether the product is able to respond to their expectations or adequate for them or not (Afzali & Ahmed, 2016).

This study will focus on the probability of a person's intention to purchase a product. Their purchase intention can be influenced by several factors such as attitude, emotion, experience with products, as well as, quality and image perception.

#### **2.2 Environmental consciousness**

Environmental consciousness is a belief system shaped by psychological factors that impact individual behaviors to have a tendency to engage in pro-environmental behaviors (Sharma & Bansal, 2013). Individuals who concern about the environment will become sensitive to the extent of rejecting to purchase some specific goods that are harmful to the environment (Mishal, Dubey, Gupta, & Luo, 2017).



However, the degree of responsible behavior has depended on the levels of environmental concerns of a person. An individual, who has a high concern of the environment, will refrain themselves and others from destructing the environment. They even go to the extent to pay higher prices to protect the green environment (Hsu & Lin, 2015). The environmental consciousness can occur in a business organization when a company produced an environmentally friendly product while cause less or zero impacts on the environment (Kautish & Sharma, 2018).

The previous study also reported the findings of the relationship between environmental consciousness and social demographics such as age, gender, education, and social class (Diamantopoulos, Schlegelmilch, Sinkovics, & Bohlen, 2003). The knowledge of the environment, individual's attitude, and behavior are also predictors of environment-conscious consumer behavior between act and actual environmentally friendly behavior. This can be addressed the moderating role of pro-social status. Some consumers are willing to pay for the ecologically sound products and even create eco-investments (Schwepker Jr & Cornwell, 1991). There is a relationship between pro-environmental purchase behavior and measures of environmental consciousness. This previous research found that some consumers purchase green products to express their environmental consciousness (Schlegelmilch, Bohlen, & Diamantopoulos, 1996).

In this context, the study focuses on the consumer side which defined Environmental consciousness as the tendency of individuals towards pro-environmental behaviors. Individuals who concern about the environment will refrain from purchase a product that causes environment damages.

### **2.3 Product Design**

Product design is the outcome of the planning and organizational process. There are two perspectives of product design which is 1) product function; and 2) aesthetics of product appearance (Liu & Tsai, 2009). In business, product design is important for companies to increase their competitive advantage to create product differentiation. The main objective of the design is to reach the high satisfaction of the target consumers in order to create higher profits for the company to survive and grow. The successful product design is achieved when the creative designers effectively

combine the major elements of the design mix, namely 1) performance 2) quality 3) durability 4) appearance, and 5) cost. So it can be implied that effective product design is when the product has a creative balancing of performance, quality, durability, and appearance variables at a price that the target consumers are able to acquire (Kotler & Rath, 1984).

At the business level, it is important for the firm to invest in product design. The previous study suggests that any company that has the ability to create innovative design, can provide superior added value to the customer which leads to higher performance compared to the competitors in the marketplace (Kumar, Townsend, & Vorhies, 2015). The design is the initial point of contact between consumers and the product/or the brand. Product design is an essential differentiated tool to create a strong value when the product design can delight the consumers. This emotional response is expected to have an impact on beliefs about the value of the product, develop the enduring relationships with the product, and the perception of the brand. For the company, the unique design can raise product sales, as a result, it leads to a sustainable competitive advantage (Luchs & Swan, 2011; Kumar, Townsend, & Vorhies, 2015).

The appearance of the product design in terms of aesthetic design is one of the most important psychological influences for marketing. The aesthetics product design is associated with the shape or the product, the used materials, the concept of the design, the color and, etc. First-Rate product design can generate higher profit for the company which leads to higher economic value. The impact of the aesthetic design on a person is varied in a degree related to which visual aesthetics were important for them. Consequently, it also influenced their aesthetic product choices (Afzali & Ahmed, 2016). Thus, the design is considered as strategic, especially among the highly competitive market nowadays. Nonetheless, the product design is successful or not, it depends on the designer to effectively create unique and superior product characteristics, that can delight and match with the perception of customers (Moon, Park, & Kim, 2015).

In this context defines the product designed as a tool to create competitiveness and create high satisfaction among the customers. Product design is a well-planned strategy to create superior customer value through developing a product

design that responds to the customer's demand in terms of aspects of both product appearance and functionality.

## **2.4 Perceived quality**

The perception of quality depends on the factors which consumers use to evaluate a service or product (Morano, Barrichello, Jacomossi, & D'Acosta Rivera, 2018) on the outer dimension or the complete set of the fundamental of products and services (Saleem, Ghafar, Ibrahim, Yousuf, & Ahmed, 2015). So perceived quality is the opinion of an individual based upon product and service features. On the contrary, the objective quality can be measured and verified on the actual technical excellence of the product (Tsiotsou, 2006). Therefore, perceived quality is not the same definition as objective quality. The perceived quality started when active relationships between suppliers and customers exist (Beneke, Flynn, Greig, & Mukaiwa, 2013).

The judgment of product quality is influenced by experiences, expenditure, situations, and the needs of the customer. Therefore, perceived quality can help increase customer satisfaction if the customers have some previous experience with products or services (Ming Lee, Chi Lee, & Chen Wu, 2011). In the short run for business, high-quality perceptions help raise profits from charging the premium price. In the long run, market expansion, as well as market share gains, will create effective business growth. Thus customer-perceived quality is necessary as key factors of sustainable business success (Bartikowski, Kamei, & Chandon, 2010).

In this context, perceived quality is how a consumer evaluates a product's overall set relying on the outer dimension of a product. We aim to focus on the subjective quality that focuses on the value of a certain product. If the customer has a positive perception of product quality, it will lead to customer satisfaction which is a key determinant of sustainable business success.

## **2.5 Trustworthiness**

Before giving a definition of trustworthiness, it is important to know that trust and trustworthiness are fundamentally different constructs. One is 'pure trust' or

we can define it as a 'social virtue' while 'trustworthiness' is a determinant of calculated risk-taking. When it is related to social capital, trustworthiness is more relevant and consequential rather than trust. If a person is trustworthy, then that person is trusting. However, a person is trusted, it is not necessarily trustworthy (Khan, Lakshmiratan, Laure Py, & Shah, 2003). In the relationship of buyer-seller, trustworthiness is essential in building and promoting the exchange relationships. It helps develop brand loyalty through the establishment of bonds and relationships between the brand and its customers. Trustworthiness is a foundation for judgment formation if the brand is trustworthiness in the eye of the customer. This will provide a positive effect on the customer to develop behavioral loyalty (Kosiba, Boateng, Amartey, Boakye, & Hinson, 2018).

Trustworthiness acts as a mediating link that inspires confidence between the counterpart. Trustworthiness is the truthfulness with which a signal indicates the actual product quality customers can physically touch the product and determine whether the quality information provided is true or false compared to the actual quality (Ni & Sun, 2018). According to the previous study found that there was a relationship between trustworthiness and willingness to buy.

The consumers' willingness to buy for products or services would be lower if they received misleading price communication practices. The consumers will develop suspicion toward the sources of information which lower the level of trustworthiness. When the trustworthiness is decreasing, it also reduced the willingness to buy consumers. This study also found that the malpractice of price misleading advertising based on incompleteness had reduced trustworthiness in consumers' minds even more negative reactions than failure to provide clear information to consumers (Romani, 2006).

The trustworthiness of the retailers could be transferred to the brands or products that the retailer offers its customers. The more the retailer is perceived as trustworthy, the more the positive effect on the newly provided product brand. Trustworthiness is a major moderator to help new products overcome the customer's uncertainty and resistance. Hence, the trustworthiness of the retailer plays an important role in new product acceptance and help shorten the decision-making process of the customers (Beck & Kenning, 2015).

In this context, trustworthiness is the positive relationship between seller and buyer which builds under social virtue. Trustworthiness helps customers overcome uncertainty and shorten the decision-making process in the acceptance of a product or service.

## **2.6 Brand Image**

American Marketing Association (AMA) described the brand image as a mirror-like that reflects the desired personality of consumers through the brand or product's existence in their mind. The brand image can be defined as a set of the relation of brand perception that reflected in consumer memory known as brand awareness. Align with this dimension, it can be categorized into three major sets, namely, attributes, benefits, and attitudes (Keller, 1993) Therefore, the brand image is a set of beliefs that people perceived is true about a brand; feelings, expectation or thoughts. Favorability, strength, and uniqueness of brand associations are three major elements of the brand image. These three important aspects of the brand image can be established just in one of the following three categories, namely, product attributes, the benefits /or consequences of using a brand, as well as brand personality or attitudes towards the brand. In order to be consumers' favorable brand, the firms have to create favorable and positive associations between the brand and consumer so that there would be a positive image of the brand at the top of consumers' minds (Arslan & Altuna, 2010; Bian & Moutinho, 2011).

A differentiated positioning and uniqueness of the brand are shaped through an effective communication of the brand image. Not only this practice helps enhance the brand's market performance but it also creates an opportunity for long-term brand equity. (Bian & Moutinho, 2011). Brand differentiation and brand personality are the main factors needed in order to build a powerful brand image. Thus, the brand image itself acts as an instrument of creating differentiation (Prayag, 2010). For the brand name, it can be identity and exclusivity that represent the company. The name, symbol, and design of a brand name can be created to differentiate the product from the competitors (Rahim, Safin, Meriam, Ali, & Abas, 2016). Brand image is considered a crucial concept in the view of consumer behavior research. The brands try to associate

the metaphor of “brand as a person” which is described as the image that reflects the user (Riley, Charlton, & Wason, 2015). The consumer expresses what they think and feel towards the brand. Refer to this behavior, the brand can be implied as to the personal symbolism. When the brand image successfully consumers becomes the consumers’ preference, the brand’s messages would strongly influence the consumers than its competitors. Therefore, brand image can be used as an important factor to identify a buyer’s behavior (Ming Lee, Chi Lee, & Chen Wu, 2011).

In this context, brand image is perceptions about the brand in customers’ minds and then reflected by the brand association held in consumer memory. This can be implied that brand image is a mirror reflection of the consumer’s personality, in other words, consumer’s expression of their thoughts and feelings through the brand product they are using. In addition, brand differentiation and brand personality are the main factors needed in order to build a powerful brand image. For this reason, Brand image plays an important role to influence consumers’ buying behavior.

## **2.7 Product Attribute**

Product attribute is defined as functional value of a product that generates usefulness in the view of basic utility to the consumers (Moon, Park, & Kim, 2015). It is the product’s feature that can respond to the level of the consumers’ satisfaction in terms of needs and wants through possessing, utilizing or applying the product (Rahim, Safin, Meriam, Ali, & Abas, 2016). In a broader concept, the product attribute is functions that create benefits and providing competitiveness in creating superior competition, such as improved functionality and performance (Moon, Park, & Kim, 2015).

Product attributes can also relate to emotional benefits which appear to be the “categorization effect” where the entity is considered to be part of the member of its intended category. There are two dimensions of product attributes to be considered. The first dimension is “must-be” attributes. And the second dimension is “attractiveness” or “appealing”. In mature market segments, the second dimension is considered the most significant and influential to consumers (Abbott, Holland, Giacomini, & Shackleton, 2009). The preferences of product attributes in the consumer’s mind tend to be highly

influenced by the demand for individual benefits. Therefore, benefits act as the moderators to determine “what” attributes a product should possess to meet the consumers’ needs, and with how those attributes or features can satisfy those needs (Canever, Trijp, & Lans, 2007).

For an innovative market, product attributes and its performance are the most distinguishing element that creates potential to drive competitive advantage. According to the previous research findings, it indicates that that product attributes are considered as the major influences for consumers’ brand switching of high-technology capital products, although, it comes with the high switching costs (Al-Kwafi, Ahmed, & Yammout, 2014). Therefore, it is imperative for the new product that should educate the consumers in order to accurately understand what and how the product attribute could perform. This is related to schema-consistent information, encode information in a schema-consistent manner and make schema-consistent inferences, which is to describe the pattern and behavior of a person to organize categories of information and the relationship among them. This can help consumers to understand and interprets a large amount of new information around them immediately if that information is related to their pre-existing knowledge. However, if the product attribute is not aligned with the consumer’s belief, it can mislead consumers to interpret the information incorrectly. This situation of failure communication may cause the consumers to think that they are receiving something that they are not. This consequence could result in customer dissatisfaction (Mason & Bequette, 1998). For example, the personal care market, the attributes that are considered important in consumers’ purchase decisions consist of the major three attributes, namely, “Safe for skin”, “Product performance”, and “Ingredients”. For other additional attributes such as “product fragrance” and “good value for money” are also considered important by female respondents (Johri & Sahasakmontri, 1998).

This study interests to explore the product attribute, in terms of both functionality and performance in order to find the adequate attributes that are attractive to the customer and leads the consumers to buy or switch to the new product. This study also determines which feature of a product that drives the customer to meet their satisfaction level.

## 2.8 Pricing

Pricing is a reasoned choice among a set of alternative prices with the objective to get the best profit under a planning period of time. The pricing is implemented in order to respond to a specific situation (Carricano, 2014). It is the most effective method to encourage consumers who are sensitive to price to receive the greatest value to make a purchase of a sought product at the lowest price (Liew & Falahat, 2019).

Pricing is one important element in the marketing mix that generate revenues for a company. There is no restrict method of pricing because none of the pricing approaches are perfect. However, flexibility must be maintained in order to establish the best price for products or services (Ketabchi, 2016). There is three fundamental pricing model that is widely used in the business sector.

The first strategy is *Cost-oriented pricing*. The company or marketer is the one who sets the selling price based on the cost of product or service. Then adding the profit in a percentage cost recovery, the organization seeks. Combining the cost of product and the profit bearing in mind will be finalized at its selling price.

The second strategy is *Demand-oriented pricing*. This price setting is depended on the perceived value of the product or service of consumers by determining the price that the market or consumers are willing to pay for. This strategy helps the firms get the best profit by charged premium price for a product or service which is seen as being 'value-added' so that it is essential to find out what is the 'value-added' bearing in mind of customers. This methodology is also known as customer-based pricing or value-based pricing.

The third strategy is *Competitor-oriented pricing*. This practice is making use of the main competitor's price for a similar product. The methods are to charge the same, or below the price of competitors. The company can also present a product or service in a better way to gain higher sales (Brindley, 1993 ).

Furthermore, there are other alternative options within the context of the firm's business strategy at leading firms such as price segmentation plan, its pricing capability strategy, competitive price reaction strategy, and price positioning plan. In the area of Price positioning, it is the choice to price an offering at either Market Skimming, Market Neutral, and Market Penetration. *Penetration pricing* implies



holding prices low in comparison to competing alternatives adjusted for the offering's differential benefits in order to penetrate the market and grab market share. *Skim pricing* implies holding prices high in comparison to competing alternatives adjusted for the offering's different benefits and is often used as a new market entry plan. *Neutral pricing* implies pricing in alignment with the offering's competing alternatives after adjusting for its differential benefits. Of the three, neutral pricing should be taken as the default strategy, for it is most likely to be the most profitable strategy (Smith, 2016).

In this context, pricing is a tool to establish the best price for products or services in order to maximize the profit within a planning limit period. This study will focus on the demand-oriented pricing concept which focuses on setting the selling price based on the perceived-added value of consumers to their demand products or services.

## **2.9 Health Consciousness**

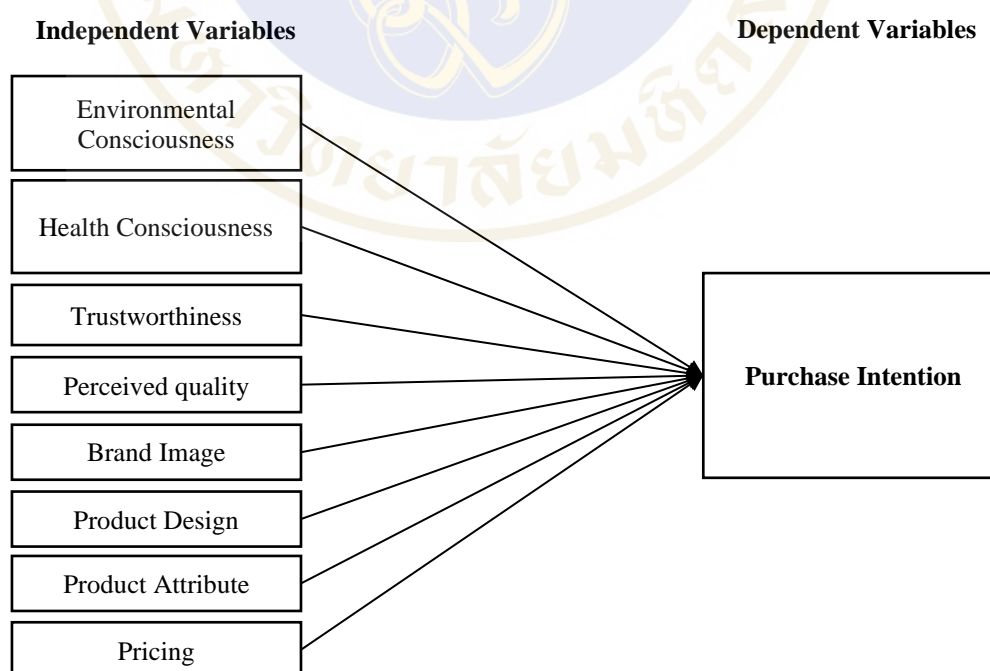
Health consciousness is a prominent predictor of an individual to take actions related to health (Mai & Hoffmann, 2012). An individual who is health-conscious prefers to consume healthy versions of products or green products across all categories. Health-conscious persons are willing to perform healthy behaviors. It can be affected by consumer resources, skills and proficiencies as well as demographic variables; gender, age, income and social class (Prasad, Strijnev, & Zhang, 2008). We can use health consciousness to assess persons on their level of readiness to undertake health actions (Michaelidou & Hassan, 2008). Individuals who have a high degree of health consciousness are likely to own a wellness-oriented lifestyle and to cooperate in health behaviors, such as exercising regularly than those who have a low degree of health consciousness (Meireles, 2018). These people are aware of their wellbeing and seek to sustain or even strengthen their level of health. They are willing to actively engaging in health preventive behaviors such as exploring health information, or consuming healthy food so that they can maintain good health (Ahadzadeh, Sharif, & Ong, 2018). With the "wellness-oriented" behavior, they behave in a daily-routine healthy lifestyle as well as practicing prevention (Wen & Li, 2013). Therefore, health consciousness can be inferred as an antecedent of health behavior (Willis & Stafford, 2016).

In the context of the personal care industry, consumers who have a high concern on health-conscious may have a suspicious though that the product is safe for skin and body or not. They may seek more information on the types of ingredients contained in the product than those who have low health consciousness accordingly (Johri & Sahasakmontri , 1998) .

In this study context, heath consciousness is a predictor of a person to take actions related to health. A person who has a high level of health consciousness tends to actively take action to maintain or improve their health level in order to achieve or be in good health. It is also related to the personal care product context that people have concerned the product safety to their skin and body. Thus, people who are health consciousness will also concern about ingredients used in the product and also seek information to consider before making a buying decision.

## 2.10 Conceptual Framework

This study demonstrates variables based on the preceding discussions of the previous research in the following conceptual framework (Figure 2.1).



**Figure 2.1 Model of the conceptual framework**

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Population**

The empirical study carried out elderly shampoo purchase intention in Thailand. The scope of the target population in this study focused on the Thai senior citizen both males and females who are currently the age of 60 years old and over. From a marketing perspective, it is significant to identify the target population because people with different age groups have different behavior. In Thailand, the total number of senior citizens is 11.5 million people according to Mahidol Population Gazette, Population of Thailand, 2019 (Vol.28: January 2019).

#### **3.2 Method**

The quantitative method is used in this study. The assumption was made on the factor influencing the purchase intention toward elderly shampoo among senior citizens in Thailand. The paper questionnaire was conducted, and the questionnaire was divided into eight parts. The first part is the demographic information of the respondents. This is to know the respondent's background and to categorize the respondents. The second-part to the eight-part was designed to study all the following factors; Environmental consciousness, Product Design, Perceived quality, Trustworthiness, Brand Image, Product Attribute, Pricing, and Health Consciousness.

#### **3.3 Sample Size**

The sampling size of this study is 400 including both males and females who are Thai citizens and currently live in Thailand. They are 60 years old and above.

The sample size of the population is calculated using Taro Yamane's (1973) formula at a 95% confidence level. The calculation formula is presented as follows;

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

n = desired sample size

N = total population

E = acceptable error limit; by using the formula above

$$n = \frac{11,500,000}{1 + 11,500,000(0.05)^2} ; \quad n = \frac{11,500,000}{28,751}$$

$$n = 399.98 \approx 400; n = 400.$$

N = 11,500,000, E = 0.05

### 3.4 Questionnaire Design

In order to collect quantitative data, the questionnaire is a total of 68 questions. The questionnaire was pretested before using it to collect data. Pretesting in order to identify questions that are difficult to understand for participants or problems with the questionnaire that might lead to biased answers. The pretest was tested 2 times with 5 people each time.

### 3.5 Data Collection

The sampling was given out to the respondent in the form of a paper survey and online. Respondents are selected based on convenience sampling method. There is no specific demographic area or a specific time of the day to collect the data. The participant is provided with a short summary of the purpose of the study before filling the questionnaire.

In this study, a questionnaire was considered as the best-fit method for collecting quantitative data as it allowed the researcher to study as many variables as possible. With quantitative studies, each respondent was asked to respond to the same questions. This allowed the researcher to completing the statistical analysis. In addition,

considering the large population size with time and budget limitations. Therefore, the questionnaire was a suitable method for collecting the data.

The survey questionnaire was designed in correspondence with the literature reviews. All questions were connected to the factors that influence purchase intention of elderly shampoo among Thai senior citizen; Environmental Consciousness, Health Consciousness, Trustworthiness, Perceived Quality, Brand Image, Product Design, Product Attribute, and Pricing.

This questionnaire consists of 4 parts, examining all the factors of the conceptual model by using 68 questions.

Part 1: "Introduction" to introduce what the study will be explored but not specific because it will get bias data from the respondents.

Part 2: "Screening Question" to filter out people who are not the target age group, 60 years old and over.

Part 3: "Specific Question" to explore the factors affecting the purchase intention of elderly shampoo. It consisted of; five-point Likert scales, and multiple choices.

Part 4: "Demographic Question" to see the information of the respondents.

### **3.6 Data Analysis**

The Statistical Package for Social Sciences (SPSS) is used to conduct the statistical analysis and to summarize the data. Descriptive Statistics is used to analyze. The study used the T-test to find the difference in the population finding the mean between two groups which are male and female. To find the variance, this research used ANOVA to indicate the relationship of each variable, Regression is used to measure how strong or how weak the relationship between one dependent variable and independent variables.

The 5-level Likert scale (Likert, 1932) is used to measure the degree of agreement. To determine the minimum and the maximum length of the 5-point Likert type scale, the range is calculated by  $(5 - 1 = 4)$  then divided by five as it is the greatest value of the scale  $(4 \div 5 = 0.80)$  respectively.

$$\text{Interval Scale} = \frac{5 - 1}{5} = 0.80$$

Afterward, number one which is the least value in the scale was added in order to identify the maximum of this cell. The length of the cells is determined as follows;

**Table 3.1 Interval Scale and Meaning**

Mean score	Level of Agreement
4:21 - 5:00	Strongly agree
3:41 - 4:20	Agree
2.61 - 3.40	Neutral
1.81 - 2.60	Disagree
1.00 - 1.80	Strongly disagree

This research used Cronbach's alpha to test the reliability of the questionnaire. According to Hair et al, (2006), Cronbach's alpha widely used to assess internal consistency or reliability. The measurement ranges from 0 to 1, higher alpha values indicate higher reliability. In general, the values are acceptable at .70 and over (Nunnally, 1978). However, if the factor has only a few items, the values near .60 are considered acceptance (Hair, Black, Babin, & Anderson, 2006). Hair et al, (2003) provide a rule of thumb pertaining to the Cronbach alpha value as shown in Table 3.2.

**Table 3.2 Rule of Thumb on Cronbach Alpha**

Alpha Coefficient Range	Strength of Association
0.9	Excellent
0.8 to < 0.9	Very Good
0.7 to < 0.8	Good
0.6 to < 0.7	Moderate
< 0.6	Poor

Sources: Hair et.al (2003); Essentials of Business Research Method.

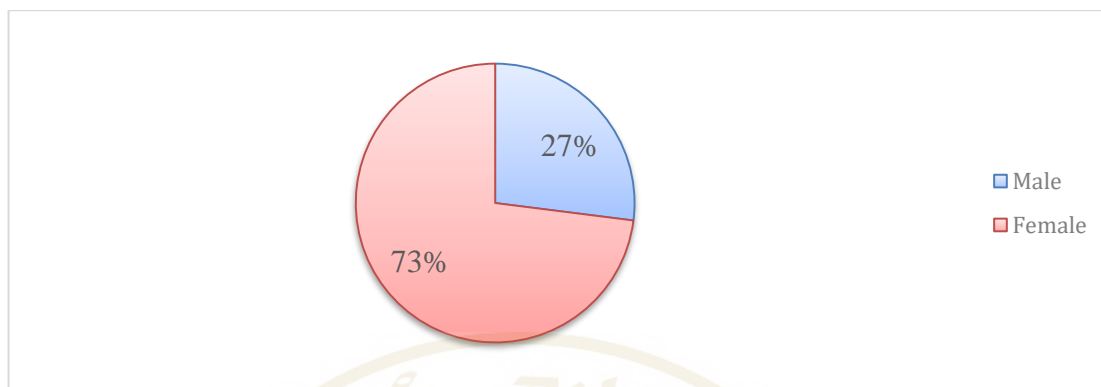
## **CHAPTER IV**

### **DATA ANALYSIS AND FINDINGS**

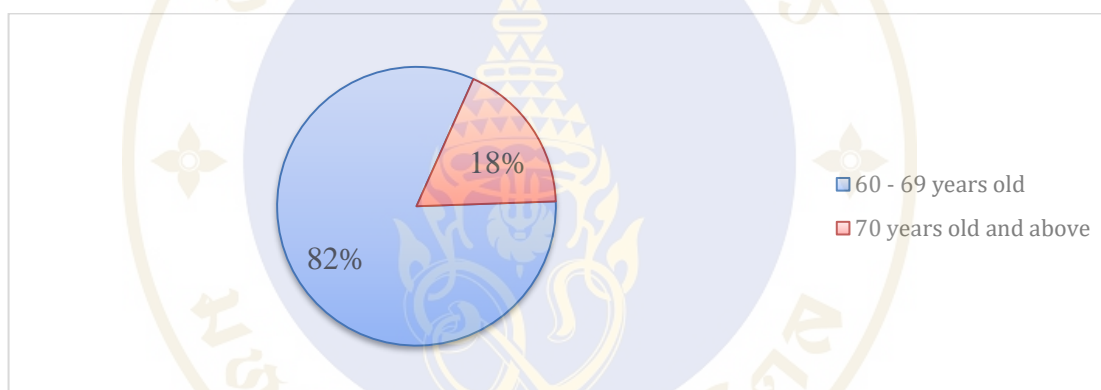
The purpose of this study was to identify the factors affecting the purchase intention among senior citizens in Thailand. This chapter presents the analysis of the data obtained through data collection of the 400 questionnaires distributed both by hand and online. According to the objective of the study and the questionnaire design, the results of the data will be analyzed in one main section; Quantitative results. Each analysis will interpret and answer the research questions. The findings are presented as follows;

- 4.1 Demographic Profile
- 4.2 Descriptive Statistic: Mean
- 4.3 Descriptive Statistic: Frequency
- 4.4 T-Test Analysis
- 4.5 ANOVA Analysis
- 4.6 Reliability Test
- 4.7 Multiple Regression

#### 4.1 Demographic Profile of respondents



**Figure 4.1 Distribution of Respondents by Gender**

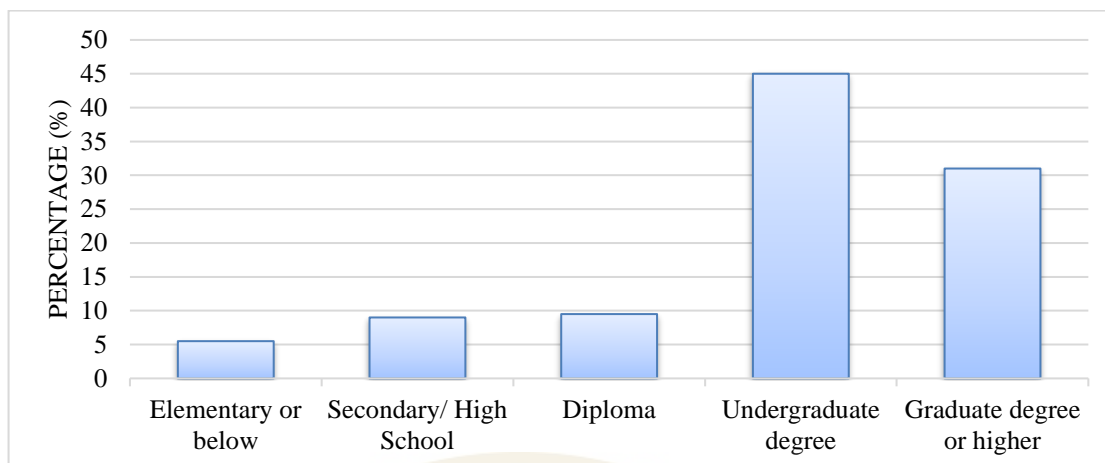


**Figure 4.2 Distribution of Respondents by Age range**

According to the gender distribution of the respondents in Figure 4.1, most of the respondents of a total of 400 sampling populations were female with the proportion of 292 (73 %) respondents compared to the male with 108 (27%) respondents.

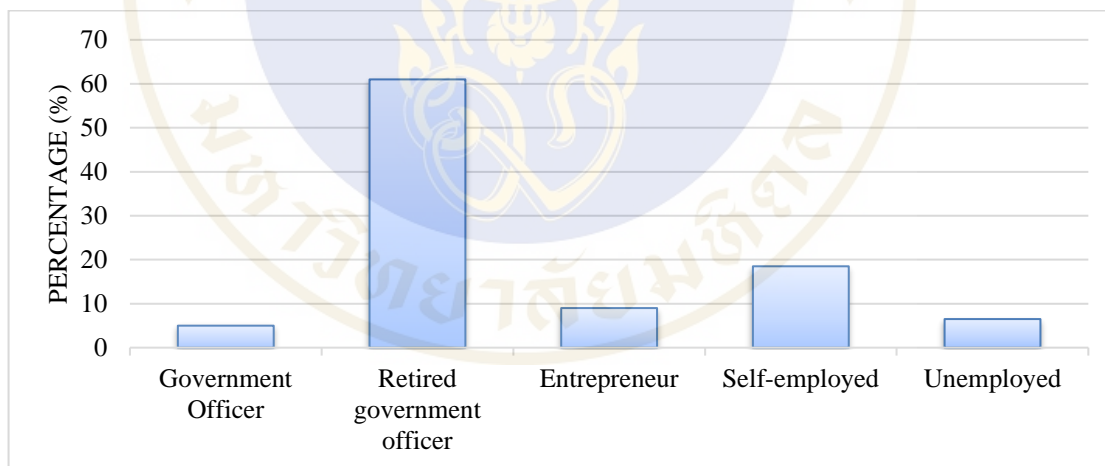
In Figure 4.2, there was a difference in the age group. 329 (82%) respondents were 60 – 69 years old, and only 71 (18%) respondents were 70 years old and above. This is because the population of the elderly group in Thailand who aged between 60 – 69 years are much higher than the group of 70 years old and above (National Statistic of Thailand, 2019).





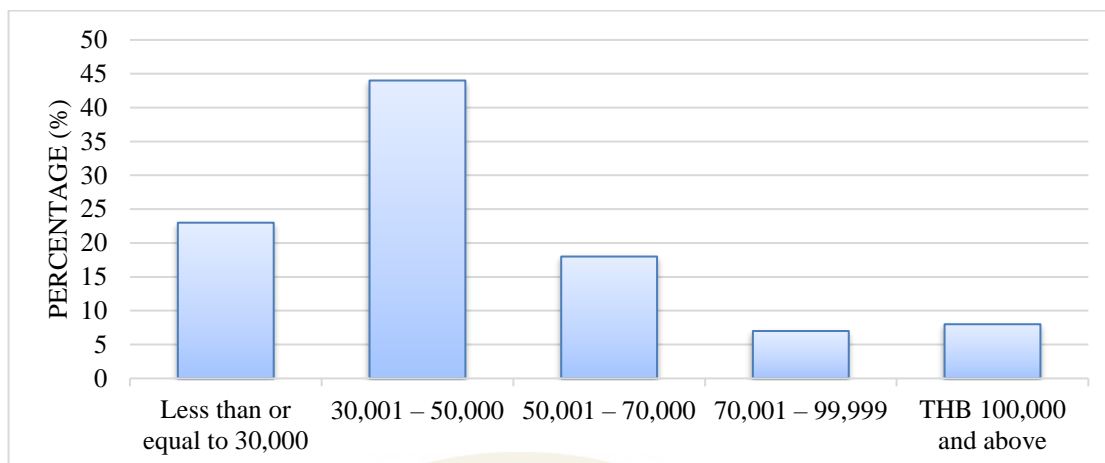
**Figure 4.3 Distribution of Respondents by Education Level**

In Figure 4.3, the great majority of the respondents were 180 (45%) undergraduate degree, while the second most had a graduate degree or higher with 123 (31%) respondents. Follows by 38 (9.5%) had a diploma degree, 37 (9%) graduated in Secondary/or High school, and then 22 (5.5%) with an elementary or below.



**Figure 4.4 Distribution of Respondents by Occupation**

In terms of occupation (Figure 4.4), over half of the respondents were retired government officer with 244 (61%) respondents. Follows by 74 (18.5%) were self-employed, and then 35 (9%) were an entrepreneur. Only 26 (6.5%) were unemployed, while 21 (5%) still worked as a government officer.



**Figure 4.5 Distribution of Respondents by Monthly Income (THB)**

In terms of monthly income segment (Figure 4.5), 174 (44%) which is the major portion of the respondents had an income between THB30,001 – THB50,000. Follows by 93 (23%) had an income Less than or equal to THB 30,000. With 74 (18%) respondents could earn between THB50,001 – THB70,000. Only 32 (8%) respondents had high income at THB 100,000 and above, and then 27 (7%) respondents had an earning between 70,000 – 99,999 per month.

#### **4.2 Descriptive Statistic: Mean**

The objective of descriptive analysis in this part is to understand the factors affecting the purchase intention of elderly shampoo among senior citizens. So that descriptive analysis was applied to simplify the data and measure the central tendency of the investigated variables by examining the mean of data regarding 9 variables: purchase intention, environmental consciousness, health consciousness, trustworthiness, perceived quality, brand image, product design, product attribute, pricing. The tables present mean and standard deviation. The higher the mean score indicates most respondents give positive feedback. While standard deviation is used to measure the variability or dispersion of the datasets. The values are based on the 400 respondents' answers. The results are presented from a scale of 1 (strongly disagree) to 5 (strongly agree).

**Table 4.1 Descriptive Statistic of the Purchase Intention**

<b>Purchase Intention</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Level of Agreement</b>
1.1 I would purchase an elderly shampoo if the product becomes available.	4.100	0.7916	Agree
1.2 I am positive about purchasing elderly shampoo.	4.243	0.7682	Strongly Agree
1.3 I believe that the elderly shampoo has my best interest in mind.	4.098	0.7871	Agree
1.4 I am willing to try the elderly shampoo.	4.182	0.7110	Agree
1.5 I would more likely to purchase the elderly shampoo if given information shown on the package.	4.278	0.7395	Strongly Agree
<b>Total</b>	<b>4.180</b>	<b>0.6544</b>	<b>Agree</b>

The above table shows descriptive statistics of purchase intention towards the elderly shampoo. The overall of the respondents has a positive attitude towards the purchase intention of elderly shampoo. The levels of agreement are ranged from agreeing to strongly agree in this factor. The highest-ranking of the mean value was for statement number 1.5, 'I would more like to purchase the elderly shampoo if given information shown on its package' ( $M = 4.28$ ,  $SD = .74$ ). Follows by statement number 1.2 which is 'I am positive towards purchasing elderly shampoo' ( $M = 4.24$ ,  $SD = .77$ ). The 3<sup>rd</sup> rank is statement number 1.4 'I am willing to try the elderly shampoo' ( $M = 4.18$ ,  $SD = .71$ ).

According to the descriptive result, it can be concluded that the respondents are positive toward the purchase intention of the elderly shampoo. The purchase intention of the shampoo will be increased if the information about the shampoo is provided on the package.

**Table 4.2 Descriptive Statistic for the Environmental Consciousness**

<b>Environmental Consciousness</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Level of Agreement</b>
2.1 I am concerned with environmental issues.	4.300	0.6901	Strongly Agree
2.2 When purchasing a consumer product, I particularly care about the environment.	3.970	0.8190	Agree
2.3 I tend to buy and use the product that can be recycled	3.903	0.9382	Agree
2.4 I reduce the consumption of disposal items	4.270	0.8300	Strongly Agree
2.5 I am willing to buy environmentally friendly products even if they are slightly more expensive.	4.168	0.8162	Agree
<b>Total</b>	<b>4.046</b>	<b>0.5284</b>	<b>Agree</b>

The above table shows descriptive statistics of environmental Consciousness towards the purchase intention of the elderly shampoo. The overall of the respondent agrees that environmental consciousness has an effect on their purchase intention toward the elderly shampoo. This study found that the highest mean score is statement number 2.1 that 'I am concerned with the environmental issues' ( $M = 4.30$ ,  $SD = .69$ ). The 2<sup>nd</sup> of the mean score is the statement number 2.4 'I reduce the consumption of disposal items' ( $M = 4.27$ ,  $SD = .83$ ). Follows by the 3<sup>rd</sup> highest mean score is statement number 2.5 'I am willing to buy an environmentally friendly product even if they are slightly more expensive' ( $M = 4.17$ ,  $SD = .82$ ).

According to the descriptive result, it can be concluded that the respondents have concerned about an environmental issue when they decide to purchase a product. Most of the respondents even reduce the consumption of disposable items such as plastic bags, plastic bottles and etc. The purchase intention of an elderly shampoo can be increased if the product is environmentally friendly or the package that can be recycled even though the price of the product is slightly higher than the average.

**Table 4.3 Descriptive Statistic for the Health Consciousness**

<b>Health Consciousness</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Level of Agreement</b>
3.1 I am worried that there are harmful chemicals in my shampoo	4.503	0.6828	Strongly Agree
3.2 I usually read the ingredient labels before making a purchase.	4.090	0.4717	Agree
3.3 I am interested in health information	4.360	0.6530	Strongly Agree
3.4 I am concern about my health all the time	4.478	0.6446	Strongly Agree
3.5 I prefer to use a product made of natural ingredient (organic) because I believe there are no harmful chemicals	4.363	0.6909	Strongly Agree
<b>Total</b>	<b>4.358</b>	<b>0.4657</b>	<b>Strongly Agree</b>

The above table shows descriptive statistics of Health Consciousness towards the purchase intention of the elderly shampoo. The overall the respondent strongly agree that health consciousness has an effect on their purchase intention toward the elderly shampoo. This study found that the highest mean score is statement number 3.1 which the respondents strongly agree that ‘I am worried that there are harmful chemicals in the shampoo’ ( $M = 4.50$ ,  $SD = .68$ ). Following the statement number 3.4 ‘I am concern about my health all the time’ ( $M = 4.47$ ,  $SD = .64$ ) which is the 2<sup>nd</sup> rank of the mean value. The last one with the least score among the top three, the respondents still strongly agree on the statement ‘I prefer to use a product made of natural ingredient (organic) because I believe there are no harmful chemicals’ ( $M = 4.36$ ,  $SD = .69$ ).

According to the descriptive result, it can be concluded that health consciousness has a strong effect on purchase intention towards the elderly shampoo. Most of the respondents are concerned that the shampoo they use contains harmful chemicals. This is because they concern about their health. In addition, the product made of natural ingredients (organic) can increase the purchase intention because they believe that there are no harmful chemicals in the shampoo.

**Table 4.4 Descriptive Statistic for the Trustworthiness**

<b>Trustworthiness</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Level of Agreement</b>
4.1 I find the new product launched by a familiar brand is trustworthy.	3.313	0.9681	Agree
4.2 I find the product endorsed by a celebrity is trustworthy.	2.580	0.8920	Disagree
4.3 If the product is able to deliver what it claimed, it is trustworthy.	4.128	0.8503	Agree
4.4 If the product has “FDA approval”, it must be reliable.	4.115	0.7336	Agree
4.5 If the product has endorsed by a dermatological institute or dermatologist, it must be reliable although the product launched by an unfamiliar brand.	3.958	0.8291	Agree
<b>Total</b>	<b>3.618</b>	<b>0.5581</b>	<b>Agree</b>

The above table shows descriptive statistics of trustworthiness towards the purchase intention of the elderly shampoo. The overall of the respondents agrees that trustworthiness has an effect on the purchase intention of elderly shampoo. The highest-ranking of the mean value was for statement number 4.3, ‘If the product is able to deliver what it claimed, it is trustworthy’ ( $M = 4.13$ ,  $SD = .85$ ). Follows by statement number 4.4 which is ‘If the product has “FDA” approval, it must be reliable’ ( $M = 4.12$ ,  $SD = .73$ ). The 3rd rank is the statement number 4.5 ‘If the product has endorsed by dermatological institute or dermatologist, it must be reliable although the product launched by an unfamiliar brand’ ( $M = 3.96$ ,  $SD = 0.83$ ). However, respondents disagree on the statement ‘I find the product endorsed by a celebrity is trustworthy’ ( $M = 2.58$ ,  $SD = 0.89$ ).

According to the descriptive result, it can be concluded that the trustworthiness of the elderly shampoo is important. Especially, the product should deliver what it claims. This will have an impact on their purchase intention. Moreover, the product will be trustworthy if it has FDA approval and endorsed by the dermatological institute or dermatologist.

**Table 4.5 Descriptive Statistic for the Perceived Quality**

<b>Perceived Quality</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Level of Agreement</b>
5.1 The durability of packaging makes you perceived as high quality.	3.638	0.9345	Agree
5.2 The product is of high quality if the Packaging Design is attractive.	3.068	0.9748	Agree
5.3 High-quality products are always expensive.	2.770	0.9188	Neutral
5.4 No allergies after using are perceived high quality.	4.283	0.7169	Strongly Agree
<b>Total</b>	<b>3.4394</b>	<b>0.64129</b>	<b>Agree</b>

The above table shows descriptive statistics of Perceived Quality towards the purchase intention of the elderly shampoo. The overall mean score indicates that the respondents have a positive attitude towards perceived quality. This study found that the highest-ranking of the mean value was the statement number 5.4, 'No allergies after using is perceived high quality' ( $M = 4.28$ ,  $SD = .72$ ). Following the 2<sup>nd</sup> ranking which is statement number 5.1 that 'The durability of packaging makes you perceived as high quality' ( $M = 3.63$ ,  $SD = 0.93$ ). The 3<sup>rd</sup> rank is the statement number 5.2 'The product is high quality if the Packaging Design is attractive' ( $M = 3.07$ ,  $SD = .97$ ).

According to the descriptive result, it can be concluded that the perceived quality toward the elderly shampoo somewhat has an effect on purchase intention. For the respondent, the experience of using the product and no allergies after using. It is more important than the quality and design of the packaging as well as the price of the product.

**Table 4.6 Descriptive Statistic for the Brand Image**

<b>Brand Image</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Level of Agreement</b>
6.1 I will be positive with the brand shampoo if it is used by friends. Although I have never used that brand shampoo before.	2.875	0.8924	Neutral
6.2 The product brand image is important as an indicator of product quality leading to increased purchase intentions.	3.593	0.8326	Agree
6.3 I prefer to buy or use products from the brand I feel like belonging to its community.	2.813	0.8713	Neutral
6.4 I am willing to pay the price for products from a good brand reputation more than the price to pay for similar products from an unknown brand.	2.860	0.9606	Neutral
<b>Total</b>	<b>3.035</b>	<b>0.6382</b>	<b>Neutral</b>

The above table shows descriptive statistics of the brand image towards the purchase intention of the elderly shampoo. This study found that the respondents only agree on the statement number 6.2 ‘The product brand image is important as an indicator of product quality leading to increased purchase intentions’ ( $M = 3.60$ ,  $SD = .83$ ), which is the highest mean score among the four statements in this factor. Whereas the other statements, the respondents have a neutral agreement.



**Table 4.7 Descriptive Statistic for the Product Design**

<b>Product Design</b>		<b>Mean</b>	<b>Std. Deviation</b>	<b>Level of Agreement</b>
<b>7.1 Aesthetic design</b>				
7.1.1	The product design is very stylish and modern.	3.463	0.8156	Agree
7.1.2	The aesthetic design of the product is luxurious.	2.983	0.7607	Neutral
7.1.3	The product design is simplistic.	3.720	0.7734	Agree
<b>Total</b>		<b>3.388</b>	<b>0.5476</b>	<b>Neutral</b>
<b>7.2 Ergonomic and usage design</b>				
7.2.1	The product is designed to accommodate user abilities	4.178	0.7499	Agree
7.2.2	The product is designed to be user-friendly and comfortable for anyone to use.	3.300	1.1547	Neutral
7.2.3	The product is designed to be innovative.	3.328	0.8673	Neutral
<b>Total</b>		<b>3.601</b>	<b>0.6451</b>	<b>Agree</b>
<b>7.3 Size and shape design</b>				
7.3.1	Lightweight and using less force to lift or hold the product	4.078	0.7569	Agree
7.3.2	The size fits with one-handed hold and a firm grasp	4.268	0.6573	Strongly Agree
7.3.3	Anti-Slip Handheld and non-slip special curve design	4.105	0.7749	Agree
7.3.4	Round edge preventing injury when dropping the bottle	4.108	0.7466	Agree
7.3.5	Made of a durable break-resistant material	4.250	0.6846	Strongly Agree
<b>Total</b>		<b>4.161</b>	<b>0.6022</b>	<b>Agree</b>

The above table shows descriptive statistics of product design towards the purchase intention of the elderly shampoo. The statements are separated into three groups: Aesthetic design, Ergonomic, and usage design, Size and shape design.

Comparing the mean score between three groups, the size and shape design has the highest mean score ( $M = 4.16$ ,  $SD = .60$ ), following by Ergonomic and usage design ( $M = 3.60$ ,  $SD = .64$ ), and then Aesthetic design ( $M = 3.39$ ,  $SD = .55$ )

The total of 11 statements among three groups, the highest mean score is statement number 7.3.2 ‘The size fits with one-handed hold and firm gasp’ ( $M = 4.26$ ,  $SD = .66$ ). Following by the statement number 7.3.5 ‘Made of a durable break-resistant material’ ( $M = 4.25$ ,  $SD = .68$ ). The 3<sup>rd</sup> highest means score is the statement number 7.2.1 ‘The product is designed to accommodate user abilities’ ( $M = 4.18$ ,  $SD = .75$ ).

**Table 4.8 Descriptive Statistic for the Product Attribute**

Product Attribute	Mean	Std. Deviation	Level of Agreement
8.1 The fast result after using	4.093	0.8003	Agree
8.2 Ease of use	4.345	0.6686	Strongly Agree
8.3 Aesthetics and Modern Design	3.835	0.7806	Agree
8.4 Durable high-quality Materials	4.020	0.7286	Agree
8.5 Varieties of variances	4.020	0.7321	Agree
8.6 Specialized product solutions	4.175	0.7353	Strongly Agree
8.7 New innovation	3.735	0.8040	Agree
<b>Total</b>	<b>4.031</b>	<b>0.5576</b>	<b>Agree</b>

The above table shows descriptive statistics of product attribute towards the elderly shampoo. The overall of the respondent agrees that product attribute has an effect on their purchase intention toward the elderly shampoo. The levels of agreement on average are ranged from agreeing to strongly agree in this factor. The highest-ranking of the mean value was ‘Ease of use’ ( $M = 4.35$ ,  $SD = .67$ ). Follows by the phrase ‘Specialized product Solution’ ( $M = 4.16$ ,  $SD = .74$ ). The 3<sup>rd</sup> rank is the phrase ‘Fast result after using’ ( $M = 4.09$ ,  $SD = .80$ ).

According to the descriptive result, it can be concluded that the product attribute has an impact on the purchase intention of the elderly shampoo. The purchase intention of the shampoo will be increased if the product is ease of use, showing the fast result after using, and has a specialized product solution that can respond to the demand.

**Table 4.9 Descriptive Statistic for the Pricing**

<b>Pricing</b>		<b>Mean</b>	<b>Std. Deviation</b>	<b>Level of Agreement</b>
9.1	Price is the main factor in decision product buying.	3.940	0.7667	Agee
9.2	I will compare the price of each product before buying it.	4.058	0.7686	Agree
<b>Total</b>		<b>3.625</b>	<b>0.4722</b>	<b>Agree</b>
<b>Promotion</b>				
9.4.1	Sampling or tester	4.028	0.8052	Agree
9.4.2	Buy 1 Get 1 Free	3.640	0.8673	Agee
9.4.3	Membership Reward Points	3.205	0.9111	Neutral
9.4.4	Lucky Draw	3.008	0.9108	Neutral
9.4.5	Price discount	3.948	0.7491	Agree
<b>Total</b>		<b>3.565</b>	<b>0.4502</b>	<b>Agree</b>

The above table shows descriptive statistics of pricing towards the elderly shampoo. The overall of the respondent agrees that pricing has an effect on their purchase intention toward the elderly shampoo. The levels of agreement on average are ranged from neutral to agree in this factor. The highest-ranking of the mean score was the statement number 9.2 ‘I will compare the price of each product before buying’ ( $M = 4.06$ ,  $SD = .77$ ). Follows by the promotion ‘Sampling or Tester’ ( $M = 4.02$ ,  $SD = .80$ ). The 3<sup>rd</sup> rank is the promotion ‘Price Discount’ ( $M = 3.95$ ,  $SD = .75$ ).

According to the descriptive result, it can be concluded that pricing has an impact on the purchase intention of the elderly shampoo. Before the respondents make a purchase, they will compare the price of the product. The purchase intention of the shampoo can be affected by promotion. The purchase intention will be increase if arrange the right promotion such as give away the sampling, or price discount.

### 4.3 Descriptive Statistic: Frequency

**Table 4.10 Frequency Distribution of Brand Image**

Brand Characteristics	Frequency (N)	Percentage (%)
Sincerity	316	79.0
Competence	56	14.0
Ruggedness	17	4.3
Excitement	11	2.8
Sophistication	0	0.0
<b>Total</b>	<b>400</b>	<b>100.0</b>

The above table shows the frequency and percentage of the brand characteristics that entice the respondents to make a purchase of the elderly shampoo. The brand characteristics that are attractive towards the respondents and dominate more than half of the proportion is ‘Sincerity’ with 316 (79.0%) responses. The second is ‘Competence’ which is 56 (14.0%) responses. Only 17 (4.3%) respondents selected ‘Ruggedness’ and 11 (2.8%) person response on ‘Excitement’. However, there are no people who respond to “Sophistication”.

**Table 4.11 Frequency Distribution of Pricing**

Price	Frequency (N)	Percentage (%)
THB 51 - THB100	174	43.5
THB 101 - THB150	138	34.5
THB 151 - THB 200	49	12.3
Less than or equal to THB 50	20	5.0
THB 201 and above	19	4.8
<b>Total</b>	<b>400</b>	<b>100.0</b>

The above table shows the frequency and percentage of the price that the respondents are willing to pay when purchasing a shampoo. Most respondents are willing to pay the price between THB 51 – THB 100 with 174 (43.5%) responses. Following by the price between THB 101 – THB 150 which is 138 (34.5%) respondents. The third rank is the price between THB 151 – THB 200 with 49 (12.3%) respondents.

Only a few people are willing to pay the price less than or equal to THB 50, or THB 201 and above.

According to the result, it can be interpreted that the price range between THB 51 - THB150 is the acceptable price that can affect purchase intention.



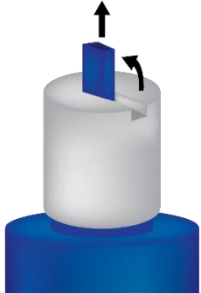





**Table 4.12 Frequency Distribution of Product Design: Color Tone**

<b>Color Tone</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
Monochromatic Tone	154	38.5
Cool Hues	120	30.0
Warm Tone	65	16.3
Punchy color	46	11.5
Contrasting color	15	3.8
<b>Total</b>	<b>400</b>	<b>100.0</b>

The above table shows the frequency and percentage of the color tone that the respondents preferred for shampoo packaging design that influences the purchase intention the most. Most respondents prefer 'Monochromatic Tone' the most with 154 (38.5%) responses. Following by the 2<sup>nd</sup> most is 'Cool hues' 128 (30.0%) respondents. The third rank is 'Warm Tone' with 65 (16.3%) respondents, and them 'Punchy color' with 46 (11.5%) respondents. Only a few people prefer 'Contrasting color' with 15 (3.8%) respondents.

According to the result, it can be interpreted that most of the respondents preferred the color that gives them relax, calm, and trust feeling such as monochrome, and cool hues.

**Table 4.13 Frequency Distribution of Product Design: Open Method**

 <p><b>Method 1</b> <b>Twist Open</b></p>	 <p><b>Method 2</b> <b>Spray</b></p>	 <p><b>Method 3</b> <b>Spray Nozzle</b></p>	 <p><b>Method 4</b> <b>Palm Pump</b></p>
 <p><b>Method 5</b> <b>Flip Cap</b></p>	 <p><b>Method 6</b> <b>Two-handed Pump</b></p>	 <p><b>Method 7</b> <b>Single-handed Pump</b></p>	 <p><b>Method 8</b> <b>Direct Nozzle</b></p>

Open Method (Multiple Selection)	Frequency (N)	Percentage (%)
Method 6	203	50.8
Method 5	146	36.5
Method 4	107	26.8
Method 7	107	26.8
Method 2	90	22.5
Method 1	79	19.8
Method 3	65	16.3
Method 8	25	6.3
<b>Total</b>	<b>822</b>	<b>205.5</b>

The Table 4.13 shows the frequency and percentage of the open method that is convenient for the respondents when using. The open method that is the most convenient for the respondents is Method 6: Two-handed pump with 203 (50.8%) responses. The second rank is Method 5: Flip cap which is 146 (36.5%) responses, follows by Method 4: Palm Pump. The fourth rank is Method 7: Single-handed pump which both are 107 (26.8%) responses.

According to the result, it can be interpreted that the most convenient open-method is the handed pump and flip cap which the users are familiar with.

**Table 4.14 Frequency Distribution of Product Attributes: Product Content**

<b>Product Content (Multiple Selection)</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
Cleansing Performance	332	83.0
Non-skin and eye irritation	312	78.0
Ease of rinse	282	70.5
Scent	236	59.0
Pleasing foam	146	36.5
Texture	114	28.5
Cool	112	28.0
Other	6	1.5
Rinse-free	3	0.8
<b>Total</b>	<b>1543</b>	<b>385.8</b>

The above table shows the frequency and percentage of the attributes of product content that influence the purchase intention toward elderly shampoo. The top 5 attributes of product content that influence purchase decision contains of ‘Cleansing Performance’ 332 (83.0%) responses, ‘Non-irritation’ 312 (78.0%), ‘Ease of rinse’ 282 (70.5%) responses, ‘Scent’ 236 (18.3%) responses, and ‘Pleasing foam’ 146 (9.5%) responses.

**Table 4.15 Frequency Distribution of Product Attributes: Benefits**

<b>Benefits (Multiple Selection)</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
Healthy hair	298	74.5
Hair fall prevention	281	70.3
Reduce itchiness and irritation	244	61.0
Moisturizing	203	50.8
Hair smoothness	196	49.0
Volumizing	191	47.8
Cure dandruff	190	47.5
Shiny hair	184	46.0
Hair dyeing	150	37.5
Anti-Aging	25	6.3
<b>Total</b>	<b>1962</b>	<b>490.5</b>

The above table shows the frequency and percentage of the product benefits that influence the purchase intention toward elderly shampoo. The top 5 benefits of shampoo that influence purchase decision are ‘Healthy hair’ 298 (74.5%) responses, ‘Hair fall prevention’ 281 (70.3%), ‘Reduce itchiness’ 244 (61.0%) responses, ‘Moisturizing’ 103 (50.8%) responses, and ‘Hair smoothness’ 196 (49.0%) responses.



**Table 4.16 Frequency Distribution of Product Attributes: Scent**

<b>Scent (Multiple Selection)</b>	<b>Responses N</b>	<b>Percentage (%)</b>
Refreshing scent	294	73.5
Relaxing Sensation	236	59.0
Right intensity	150	37.5
Herbal Scent	120	30.0
Floral Scent	116	29.0
Has fragrance I like	99	24.8
Long-Lasting scent	97	24.3
Has fragrance while washing	90	22.5
Fruity Scent	26	6.5
no fragrance	9	2.3
Synthetic fragrance	6	1.5
Other	2	0.5
<b>Total</b>	<b>1245</b>	<b>311.3</b>

The above table shows the frequency and percentage of the product scent that influence the purchase intention toward elderly shampoo. The top 5 scents of shampoo that influence purchase decision are 'Refreshing scent' 294 (73.5%) responses, 'Relaxing sensation' 236 (59.0%), 'Right intensity' 150 (37.5%) responses, 'Herbal scent' 120 (20.0%) responses, and 'Floral scent' 116 (29.0%) responses.

## 4.4 T-Test Analysis

The T-Test analysis was performed to assess whether the means of two groups show a significant difference between each other. This study aims to compare the difference between females and males on all 9 variables. The confidence level is tested at 95% confidence intervals which means that if the *Sig. (2-tailed)* is less than 0.05, it can be defined that the group means are statistically significantly different. Only the result that shows the significant difference is presented.

### 4.4.1 Comparing between Genders

**Table 4.17 Independent Sample t-test comparing between genders on purchase intention**

Purchase Intention	Gender	N	Mean	Std. Deviation	Std. Error Mean	t	Sig. (2-tailed)
1.1 I would purchase an elderly shampoo if the product becomes available.	Male	108	3.935	0.8120	0.0781	2.550	0.011
	Female	292	4.161	0.7764	0.0454		
1.3 I believe that the elderly shampoo has my best interest in mind.	Male	108	3.926	0.7937	0.0764	2.672	0.008
	Female	292	4.161	0.7764	0.0454		

An independent-samples t-test was conducted to compare males and females on the variable; purchase intention. According to statement number 1.1., this study found that there was a significant difference between males and females on purchase intention towards elderly shampoo. The *t-value* is 2.550 and, *Sig. (2-tailed)* is .011 which is less than 0.05, the null hypothesis of no significant difference between means is rejected at a five percent level of significance and hence it is concluded that there is a significant difference between males and females. Based on the mean score, females ( $M = 4.161$ ) have higher purchase intentions of an elderly shampoo than males ( $M = 3.925$ ). It means that female is more likely to purchase an elderly shampoo if the product becomes available more than males.

Refer to statement number 1.3, the result indicates that female is more interested in purchasing an elderly shampoo than males. The *t-value* is 2.672 and the *Sig. (2-tailed)* is .008 which is less than 0.05. It is concluded that there is a significant difference between males and females. Comparing the mean score, females ( $M = 4.161$ ) have a greater mean score than males ( $M = 3.926$ ). It can be interpreted that females are more interested in and likely to make a purchase of elderly shampoo than males.

**Table 4.18 Independent Sample t-test comparing between genders on pricing**

Pricing	Gender	N	Mean	Std. Deviation	Std. Error Mean	t	Sig. (2-tailed)
9.4.2 Buy 1 Get 1 Free	Female	292	3.709	0.8621	0.0504	2.632	0.009
	Male	108	3.454	0.8580	0.0826		
9.4.3 Membership Reward Points	Female	292	3.264	0.9095	0.0532	2.128	0.034
	Male	108	3.046	0.9005	0.0867		

There was a significant difference between females and males on the pricing variable. For the promotional preference of the respondents, the 'Buy 1 Get 1 Free', the *t-value* is 2.632 and, *Sig. (2-tailed)* is .009 which is less than 0.05. It is concluded that there is significant difference between males and females. Comparing the mean score, the study found that the mean value of females ( $M = 3.709$ ) is higher than males ( $M = 3.454$ ). It means that females tend to be influenced to purchase the elderly shampoo more than males if there is the promotion 'Buy 1 Get 1'.

For the promotion 'membership reward points', the *t-value* is 2.128 and, the *Sig.(2-tailed)* is .034 which is less than 0.05, the null hypothesis of no significant difference between means is rejected at five percent level of significance and hence it is concluded that there is significant difference between males and females. According to the mean score, the mean value of females ( $M = 3.264$ ) is higher than males ( $M = 3.046$ ). The result reveals that that female tends to be influenced to purchase the elderly shampoo more than male if there is the promotion 'Membership Reward Points'.

These results indicate that the promotion such as 'Buy 1 Get 1 Free', and 'Membership Reward Points' are more attractive to females than males. These promotions can help increase the purchase intention of elderly shampoo among female customers.

#### 4.4.2 Comparing between Age Group

**Table 4.19 Independent Sample t-test comparing between age group on purchase intention**

Purchase Intention	Age	N	Mean	Std. Deviation	Std. Error Mean	t	Sig. (2-tailed)
1.4 I am willing to try the elderly shampoo.	60 - 69 years old	329	4.225	0.6657	0.0367	2.587	0.010
	70 years old and above	71	3.986	0.8700	0.1033		

An independent-samples t-test was conducted to compare between age group on the variables; purchase intention. This study found that there was a significant difference between 60-69 years old and 70 years old and above. The *t-value* is 2.587 and, *Sig. (2-tailed)* is 0.010 which is less than 0.05. It is concluded that there is a significant difference between the age group. The mean score of 60 - 69 years old group ( $M = 4.225$ ) is greater than 70 years old and above ( $M = 3.986$ ). It means that the group of 60 – 69 years old is more willing to try an elderly shampoo than the age group of 70 years old.

**Table 4.20 Independent Sample t-test comparing between age group on product design**

Product Design	Age	N	Mean	Std. Deviation	Std. Error Mean	t	Sig. (2-tailed)
7.2.1 The product is designed to accommodate user abilities	60 - 69 years old	329	4.222	0.6825	0.0376	2.036	0.045
	70 years old and above	71	3.972	0.9852	0.1169		

An independent-samples t-test was conducted to compare between age group on the variables; product design. This study found that there was a significant difference between 60-69 years old and 70 years old and above. The *t-value* is 2.036 and, *Sig. (2-tailed)* is .045 which is less than 0.05. It is concluded that there is a

significant difference between the age group. The mean score of 60 - 69 years old ( $M = 4.222$ ) is greater than 70 years old and above ( $M = 3.972$ ). It means that the group of 60 – 69 years old prefers the product design that accommodates the user abilities than the age group of 70 years old.

## 4.5 ANOVA Analysis

The one-way analysis of variance (ANOVA) is used to compare the means for two or more independent groups in order to investigate if there are any statistically significant differences. This study applied ANOVA to identify the impact of age, occupation, education, and income on the variables. The analysis is categorized into each variable and the only significant difference among the group is presented. This finding is to answer the objective of the study which is to identify the possible effects of factors influencing purchase intention towards the elderly shampoo.

### 4.5.1 Comparing between Occupation

**Table 4.21 Analysis of Variances (ANOVA) to determine the influence of occupation on purchase intention**

Purchase Intention	ANOVA		Bonferroni			
	F	Sig.	Occupation (I)	Occupation (J)	Mean Difference (I-J)	Sig.
1.2 I am positive towards purchasing elderly shampoo	3.876	.004	Retired government officer	Self-employed	.2914*	.039

\*. The mean difference is significant at the 0.05 level.

The result of the analysis showed the effect of occupation on the purchase intention was significant which *Sig.* is less than .05. Hence it is concluded that there is significant difference between mean ranks of occupation towards purchase intention.

Post hoc comparisons using the Bonferroni test indicated that the mean score for the retired government officers ( $M = 4.332$ ,  $SD = .7539$ ) was greater than the mean score of self-employed ( $M = 4.041$ ,  $SD = .6912$ ) with the mean difference .2914. It can be concluded that retired government officers are more positive towards purchasing elderly shampoo than self-employed.

**Table 4.22 Analysis of Variances (ANOVA) to determine the influence of occupation on environmental consciousness**

Environmental Consciousness	ANOVA		Bonferroni			
	F	Sig.	Occupation (I)	Occupation (J)	Mean Difference (I-J)	Sig.
2.4 I reduce the consumption of disposable items	10.052	.000	Self-employed	Retired government officer	-.7243*	.000
				Entrepreneur	-.5228*	.037
				Unemployed	-.6975*	.005

\*. The mean difference is significant at the 0.05 level.

The result of the analysis showed the effect of occupation on the environmental consciousness was significant which *Sig.* is less than .05. Hence it is concluded that there is significant difference between mean ranks of occupation towards environmental consciousness.

Post hoc comparisons using the Bonferroni test indicated that the mean score of the self-employed ( $M = 3.649$ ,  $SD = 1.2324$ ) were lower than the mean score of three occupations which are the retired government officer ( $M = 4.373$ ,  $SD = .7231$ ) with the mean difference  $-.7243$ , entrepreneur ( $M = 4.171$ ,  $SD = .6636$ ) with the mean difference  $-.5228$ , unemployed ( $M = 4.346$ ,  $SD = .6288$ ) with the mean difference  $-.6975$ . It can be concluded that among the four occupations, self-employed tend to avoid reducing the consumption of disposable items. On the opposite, the retired government officers were willing to cut the consumption of disposable items the most, follows by unemployed, and then an entrepreneur.

**Table 4.23 Analysis of Variances (ANOVA) to determine the influence of occupation on health consciousness**

Health Consciousness	ANOVA		Bonferroni			
	F	Sig.	Occupation (I)	Occupation (J)	Mean Difference (I-J)	Sig.
3.3 I am interested in health information	4.373	.002	Retired government officer	Self-employed	.2534*	.031
3.4 I am concern about my health all the time	3.562	.007	Government officer	Self-employed	.4511*	.044

\*. The mean difference is significant at the 0.05 level.

The result of the analysis showed the effect of occupation on the health consciousness was significant which *Sig.* is less than .05. Hence it is concluded that there is significant difference between mean ranks of occupation towards health consciousness.

The statement number 3.3, Post hoc comparisons using the Bonferroni test indicated that the mean score for the retired government officers ( $M = 4.443$ ,  $SD = .6160$ ) was greater than the mean score of self-employed ( $M = 4.189$ ,  $SD = .6759$ ) with the mean difference .2534. It could be concluded that retired government officers were more interested in health information than self-employed.

The statement number 3.3, Post hoc comparisons using the Bonferroni test indicated that the mean score for the government officers had the mean score greater than self-employed with the mean difference .4511. It means that government officers ( $M = 4.762$ ,  $SD = .4364$ ) concern about their health than self-employed ( $M = 4.311$ ,  $SD = .7008$ ). It can be interpreted that the government officers are more concern about their health than self-employed.

**Table 4.24 Analysis of Variances (ANOVA) to determine the influence of occupation on perceived quality**

Perceived Quality	ANOVA		Bonferroni			
	F	Sig.	Occupation (I)	Occupation (J)	Mean Difference (I-J)	Sig.
5.3 High-quality products are always expensive.	4.000	0.003	Unemployed	Retired government officer	.6535*	.005
				Entrepreneur	.7747*	.010

\*. The mean difference is significant at the 0.05 level.

According to table 4.5.1.4, the result of an analysis of variance showed the effect of occupation on the perceived quality was significant ( $Sig. = .003$ ). Hence it is concluded that there is significant difference between mean ranks of occupation towards perceived quality.

Post hoc comparisons using the Bonferroni test indicated that the mean score for the unemployed ( $M = 3.346$ ,  $SD = .8918$ ) were greater than the mean score of the retired government officer ( $M = 2.762$ ,  $SD = 1.1360$ ) with the mean difference .6535, and greater than entrepreneur ( $M = 2.571$ ,  $SD = .7778$ ) with the mean difference .7747. It can be concluded that the perception of expensive products is of high quality, affecting the unemployed the most, follows by the retired government officer. While this perception has the least impact on entrepreneurs among the three occupations.

**Table 4.25 Analysis of Variances (ANOVA) to determine the influence of occupation on pricing**

Pricing	ANOVA		Bonferroni			
	F	Sig.	Occupation (I)	Occupation (J)	Mean Difference (I-J)	Sig.
9.4.1 Sampling or tester	3.218	.013	Government officer	Self-employed	.5701*	.040
9.4.5 Price discount	3.108	.015	Government officer	Retired government officer	-.4967*	.034

\*. The mean difference is significant at the 0.05 level.



The result of an analysis of variance showed the effect of occupation on pricing was significant which *Sig.* is less than .05. Hence it is concluded that there is significant difference between mean ranks of occupation towards pricing.

Refer to 9.4.1 Post hoc comparisons using the Bonferroni test indicated that the mean score for the government officers ( $M = 4.381$ ,  $SD = .6690$ ) was greater than the mean score of self-employed ( $M = 3.811$ ,  $SD = .8222$ ) with the mean difference .5701. It could be concluded that the ‘Sampling or tester’ promotion enticed the government officers more than self-employed.

For 9.4.5 Post hoc comparisons using the Bonferroni test indicated that the mean score for the government officers ( $M = 3.524$ ,  $SD = .9808$ ) was less than the mean score of retired government officers ( $M = 4.020$ ,  $SD = .7226$ ) with the mean difference -.4967. It could be concluded that the ‘Price discount’ promotion has an impact on government officers less than the retired government officers.

#### 4.5.2 Comparing between Education Levels

**Table 4.26 Analysis of Variances (ANOVA) to determine the influence of education levels on purchase intention**

Purchase Intention	ANOVA		Bonferroni			
	F	Sig.	Education (I)	Education (J)	Mean Difference (I-J)	Sig.
1.2 I am positive about purchasing elderly shampoo.	4.825	.001	Graduate degree or higher	Elementary or below	.5137*	.034
				Diploma	.4491*	.014
1.4 I am willing to try the elderly shampoo.	4.238	.002	Graduate degree or higher	Secondary/ or High School	.4766*	.003
1.5 I would more likely to purchase the elderly shampoo if given information shown on the package.	4.213	.002	Graduate degree or higher	Diploma	.4754*	.005

\*. The mean difference is significant at the 0.05 level.

The result of the analysis showed the effect of education on the purchase intention was significant which *Sig.* is less than .05. Hence it is concluded that there is significant difference between mean ranks of education towards purchase intention.

The statement number 1.2, Post hoc comparisons using the Bonferroni test indicated that the mean score for the group of Graduate degree or higher ( $M = 4.423$ ,  $SD = .6776$ ) was greater than the mean score of the education level of elementary or below ( $M = 3.909$ ,  $SD = .8112$ ) with the mean difference .5137, and Diploma group ( $M = 3.974$ ,  $SD = .9440$ ). It could be concluded that the respondents who received a Graduate degree or higher had a positive attitude on purchasing elderly shampoo than respondents who had education level at elementary or below.

The statement number 1.4, Post hoc comparisons using the Bonferroni test indicated that the mean score for the group of Graduate degree or higher ( $M = 4.341$ ,  $SD = .6507$ ) was greater than the mean score of the education level of Secondary/ or High School ( $M = 3.865$ ,  $SD = .7514$ ) with the mean difference .4766. It could be concluded that the respondents who received a Graduate degree or higher were more willing to try the elderly shampoo.

The statement number 1.5, Post hoc comparisons using the Bonferroni test indicated that the mean score for the group of Graduate degree or higher ( $M = 4.423$ ,  $SD = .6869$ ) was greater than the mean score of the education level of Diploma ( $M = 3.947$ ,  $SD = .9571$ ) with the mean difference .4754. It could be concluded that the respondents who received a Graduate degree or higher would more likely to purchase the elderly shampoo if given information shown on the package.

**Table 4.27 Analysis of Variances (ANOVA) to determine the influence of education levels on environmental consciousness**

Environmental Consciousness	ANOVA		Bonferroni			
	F	Sig.	Education (I)	Education (I)	Mean Difference (I-J)	Sig.
2.4 I reduce the consumption of disposable items	4.256	.002	Graduate degree or higher	Diploma	.4994*	.029
2.5 I am willing to buy environmentally friendly products even if they are slightly more expensive.	8.958	.000	Undergraduate degree	Elementary or below	.7455*	.000
			Graduate degree or higher	Elementary or below	.9194*	.000
				Diploma	.5582*	.002

\*. The mean difference is significant at the 0.05 level.

The result of the analysis showed the effect of education on the environment consciousness was significant which *Sig.* is less than .05. Hence it is concluded that there is significant difference between mean ranks of education towards health consciousness.

The statement number 2.4, Post hoc comparisons using the Bonferroni test indicated that the mean score for the group of Graduate degree or higher ( $M = 4.341$ ,  $SD = .8668$ ) was greater than the mean score of the diploma group ( $M = 3.842$ ,  $SD = 1.0274$ ) with the mean difference .4994. It could be concluded that the respondents who received a Graduate degree or higher tended to reduce the consumption of disposable items more than the respondents who had a diploma degree.

The statement number 2.5, Post hoc comparisons using the Bonferroni test to analyzed the first pair, the mean score for the group of undergraduate degree ( $M = 4.200$ ,  $SD = .7724$ ) was greater than the mean score of the education level of Secondary/ or High School ( $M = 3.973$ ,  $SD = .7633$ ) with the mean difference .7455. For the second pair, the mean score of Graduate degree or higher ( $M = 4.374$ ,  $SD = .7830$ ) was greater than the mean score of the education level of Elementary or below ( $M = 3.455$ ,  $SD = 1.0568$ ) with the mean difference .9149, as well as, the Diploma ( $M = 3.816$ ,  $SD = .8005$ ) with the mean difference .5582. It is to conclude that respondents with a higher level of education tended to buy environmentally friendly products even if they are slightly more expensive.

**Table 4.28 Analysis of Variances (ANOVA) to determine the influence of education levels on health consciousness**

Health Consciousness	ANOVA		Bonferroni			
	F	Sig.	Education (I)	Education (I)	Mean Difference (I-J)	Sig.
3.1 I am worried that there are harmful chemicals in my shampoo	4.321	.002	Graduate degree or higher	Elementary or below	.4653*	.029
3.3 I am interest in health information	8.378	.000	Undergraduate degree	Elementary or below	.5586*	.001
				Secondary/ or High School	.3682*	.013
			Graduate degree or higher	Elementary or below	.6404*	.000
			Secondary/ or High School	.4500*	.002	
3.5 I prefer to use a product made of natural ingredient (organic) because I believe there are no harmful chemicals	3.263	.012	Undergraduate degree	Diploma	.3599*	.034

\*. The mean difference is significant at the 0.05 level.

The result of the analysis showed the effect of education on the health consciousness was significant which *Sig.* is less than .05. Hence it is concluded that there is significant difference between mean ranks of education towards health consciousness.

The statement number 3.1, Post hoc comparisons using the Bonferroni test indicated that the mean score for the group of Graduate degree or higher ( $M = 4.602$ ,  $SD = .5831$ ) was greater than the mean score of the Elementary or below ( $M = 4.136$ ,  $SD = 1.1253$ ) with the mean difference .4653. It could be concluded that the respondents who received Graduate degree or higher were worried that there are harmful chemicals in my shampoo more than elementary or below

The statement number 3.3, Post hoc comparisons using the Bonferroni test to analyzed the first pair, the mean score for the group of Undergraduate degree ( $M = 4.422$ ,  $SD = .6512$ ) was greater than the mean score of Elementary or below ( $M = 3.864$ ,  $SD = .9409$ ) with the mean difference .5586, and then Secondary/ or High School ( $M = 4.054$ ,  $SD = .6212$ ) with the mean difference .3682.

The second pair, the mean score for the group of Graduate degree ( $M = 4.504$ ,  $SD = .5181$ ) was greater than the mean score of Elementary or below ( $M = 3.864$ ,  $SD = .9409$ ) with the mean difference .6404, and then Secondary/ or High School ( $M = 4.054$ ,  $SD = .6212$ ) with the mean difference .4500. It is to conclude that respondents with Undergraduate degrees preferred to use a product made of natural ingredients (organic) rather than diploma degree because of the organic product had no harmful chemicals.

The statement number 3.5, Post hoc comparisons using the Bonferroni test indicated that the mean score for the group of Undergraduate degree ( $M = 4.439$ ,  $SD = .6530$ ) was greater than the mean score of the Diploma degree ( $M = 4.079$ ,  $SD = .7844$ ) with the mean difference .3599. It could be concluded that the respondents who received an Undergraduate degree prefer to use a product made of natural ingredients (organic) because of concerning of harmful chemicals rather than the respondents who had a diploma.

The data reveals that the respondents who held undergraduate degree, graduate degree or higher have the mean score greater than the respondents who have lower education. It means that the respondents who have an undergraduate degree, graduate degree and above are more concern about their health rather than the group who have less education level.

**Table 4.29 Analysis of Variances (ANOVA) to determine the influence of education levels on trustworthiness**

Trustworthiness	ANOVA		Bonferroni			
	F	Sig.	Education (I)	Education (I)	Mean Difference (I-J)	Sig.
4.3 If the product is able to deliver what it claimed, it is trustworthy.	8.047	.000	Graduate degree or higher	Secondary/ or High School	.5687*	.003
				Diploma	.7486*	.000
				Undergraduate degree	.2898*	.027

\*. The mean difference is significant at the 0.05 level.

The result of the analysis showed the effect of education on the purchase intention was significant which *Sig.* is less than .05. Hence it is concluded that there is significant difference between mean ranks of education towards trustworthiness.

The statement number 4.3, Post hoc comparisons using the Bonferroni test indicated that the mean score for the group of Graduate degree or higher ( $M = 4.407$ ,  $SD = .6633$ ) was greater than the mean score of the Secondary/or High school ( $M = 3.838$ ,  $SD = .8338$ ) with the mean difference .5687, and Diploma ( $M = 3.658$ ,  $SD = .9939$ ) with the mean difference .7486, and then and Undergraduate degree ( $M = 4.117$ ,  $SD = .8670$ ) with the mean difference .2898. It could be concluded that the respondents who have a graduate degree or higher will have higher trustworthiness if the product is able to deliver what it claimed. While it has less effective toward the group who has lower education levels.

**Table 4.30 Analysis of Variances (ANOVA) to determine the influence of education levels on product attributes**

Product Attributes	ANOVA		Bonferroni			
	F	Sig.	Education (I)	Education (I)	Mean Difference (I-J)	Sig.
8.1.1 Fast result after using	8.061	.000	Diploma	Undergraduate degree	-.5807*	.000
				Graduate degree or higher	-.7401*	.000
			Graduate degree or higher	Secondary/ or High School	.4819*	.010
8.1.2 Ease of use	6.350	.000	Diploma	Undergraduate degree	-.4512*	.001
				Graduate degree or higher	-.5749*	.000
8.1.4 Durable High-Quality Materials	2.652	.033	Diploma	Undergraduate degree	-.3713*	.042
				Graduate degree or higher	-.3808*	.048
8.1.6 Specialized product solutions	4.199	.002	Graduate degree or higher	Diploma	.4730*	.005
8.1.7 New innovation	4.202	.002	Graduate degree or higher	Secondary/ or High School	.4377*	.034
				Diploma	.4512*	.023
				Undergraduate degree	.2790*	.027

\*. The mean difference is significant at the 0.05 level.

The result of the analysis showed the effect of education on the product attribute was significant which *Sig.* is less than .05. Hence it is concluded that there is significant difference between mean ranks of education towards product attributes.

Refer to 8.1.1, Post hoc comparisons using the Bonferroni test indicated the mean score. The first pair, Diploma has the mean value less than Undergraduate degree with the Mean Difference (I – J) = -.5807, and less than Graduate degree or higher with the Mean Difference (I – J) = -.7401. The second pair, Graduate degree or higher has the mean value greater than Secondary/ or High School with the Mean Difference (I – J) = .4819. The data showed that the attribute: fast result after using was more important to Undergraduate degree, Graduate degree or higher than the respondent who has lower education.

8.1.2 Diploma has the mean value less than Undergraduate degree with the Mean Difference (I – J) = -.4512, and also less than Graduate degree or higher with the Mean Difference (I – J) = -.5749. The data showed that the attribute: Ease of Use was more important to Undergraduate degree, Graduate degree or higher than the respondent who has a Diploma.

8.1.4 Diploma has the mean value less than Undergraduate degree with the Mean Difference (I – J) = -.3713, and also less than Graduate degree or higher with the Mean Difference (I – J) = -.3808. The data showed that the attribute: Durable high-quality materials were more important to Undergraduate degrees, Graduate degrees or higher than the respondent who has a Diploma.

8.1.6 Graduate degree has the mean value greater than Diploma degree with the Mean Difference (I – J) = .4730. The data showed that the attribute: Specialized product solution was more important to Graduate degree or higher than the respondent who has a Diploma.

8.1.7 Graduate degree has the mean value greater than Secondary/ or High School with the Mean Difference (I – J) = .4377, Diploma degree with the Mean Difference (I – J) = .4512, and Undergraduate degree with the Mean Difference (I – J) = .2790. The data showed that the attribute: New Innovation was more important to Graduate degree or higher than the respondent who lower education.

An analysis of variance showed that there are significantly different between the level of education towards the product attributes. The group of undergraduate, and

graduate or higher-paid more concern about the fast result after using, ease of use, and the packaging made of durable high-quality materials that impact their purchase intention of elderly shampoo.

**Table 4.31 Analysis of Variances (ANOVA) to determine the influence of education levels on pricing**

Pricing	ANOVA		Bonferroni			
	F	Sig.	Education (I)	Education (I)	Mean Difference (I-J)	Sig.
9.4.4 Lucky Draw	2.923	.021	Graduate degree or higher	Elementary or lower	-.6430*	.022

\*. The mean difference is significant at the 0.05 level.

The result of the analysis showed the effect of education on the health consciousness was significant which *Sig.* is less than .05. Hence it is concluded that there is significant difference between mean ranks of education towards pricing.

An analysis of variance showed that there are significantly different between the level of education towards the pricing. Graduate degree or higher has the mean value less than Elementary or lower with the Mean Difference (I – J) = - .6430. The data showed that Luck Draw was not attractive to respondents who had a graduate degree or higher. On the other hand, people who have an education level of elementary prefers the promotion; lucky draw rather than the group of a graduate degree or higher.



### 4.5.3 Comparing between Income

**Table 4.32 Analysis of Variances (ANOVA) to determine the influence of income on perceived quality**

Perceived Quality	ANOVA		Bonferroni			
	F	Sig.	Income (I)	Income (I)	Mean Difference (I-J)	Sig.
5.2 The product is of high quality if the Packaging Design is attractive.	3.752	0.005	Less than or equal to THB 30,000		-.7356*	0.002
			THB 30,000 - THB 50,000		-.5945*	0.014
			THB 50,001 - THB 70,000		-.6934*	0.007

\*. The mean difference is significant at the 0.05 level.

The result of the analysis showed the effect of income on the perceived quality was significant which *Sig.* is less than .05. Hence it is concluded that there is significant difference between mean ranks of income towards the perceived quality.

According to the above table, THB 100,000 and above has the mean value less than the respondents who had income Less than or equal to 30,000 with the Mean Difference (I - J) = - .7356 , THB 30,000 - THB 50,000 with the Mean Difference (I - J) = - .5945, and then THB 50,001 - THB 70,000 with the Mean Difference (I - J) = - .6934

An analysis of variance showed that the effect of income on the statement: The product is high quality if the Packaging Design is attractive was not an impact on respondents who have income range from THB 100,000 and above. Based on the mean difference, the lower the monthly income, the more attractive package design leads to the high-quality perception of the product.

**Table 4.33 Analysis of Variances (ANOVA) to determine the influence of income on pricing**

Pricing	ANOVA		Bonferroni			
	F	Sig.	Income (I)	Income (J)	Mean Difference (I-J)	Sig.
9.4.4 Lucky Draw	3.752	0.005	Less than or equal to 30,000	THB 30,001 - THB 50,000	-.5945*	0.014
				THB 100,000 and above		-.6934*

\*. The mean difference is significant at the 0.05 level.

The result of the analysis showed the effect of income on the perceived quality was significant which *Sig.* is less than .05. Hence it is concluded that there is significant difference between mean ranks of income towards pricing.

According to the above table, respondents who had income Less than or equal to 30,000 has the mean value less than the respondents who had THB 30,001 - THB 50,000 with the Mean Difference (I - J) = - .5945, THB 100,000 and above with the Mean Difference (I - J) = - .6934.

Based on the mean difference, people who have monthly income less than or equal to THB 30,000 have a lower mean score than the group of respondents who have income between THB 30,000 - THB 50,000, and THB 100,000 and above. Among the three groups, the respondents who have THB100,000 and above have the highest mean score. It can be concluded that people who have income between THB 30,000 - THB 50,000, and THB 100,000 and above prefer the 'Lucky Draw' promotion than the respondents who have lower income which is less than or equal to THB30,000.

## 4.6 Reliability Test

Reliability Coefficient is conducted to quantify the degree of consistency of the questionnaire. In this study, Cronbach's alpha is calculated for assessing the reliability of a set of questions. The findings are as follows;

**Table 4.34 The result of reliability test**

Reliability Statistics		
Factor	No. of Items	Cronbach's Alpha
Purchase Intention	5	0.913
Product Attribute	7	0.864
Product Design	11	0.813
Health Consciousness	5	0.787
Pricing	7	0.742
Perceived Quality	4	0.689
Brand Image	4	0.684
Trustworthiness	5	0.659
Environmental Consciousness	5	0.614

A variable's *Cronbach's alpha* is in this study considered acceptable at 0.6 (Hair et al., 2011; Malhotra, 2010). The table above presents the number of items that were used to measure each variable and the alphas for each variable. All the variables had a *Cronbach's alpha* over 0.6, which demonstrates that the variables are reliable.

The *Cronbach's Alpha* of Purchase Intention is at 0.913, which exceeds the range of 0.9 indicating excellent internal consistency. Product Attribute ( $\alpha = .864$ ) and Product Design ( $\alpha = .813$ ) have the value of *Cronbach's Alpha* fell in a range between 0.8 to 0.9 indicating very good internal consistency. The value of Cronbach's Alpha of Health Consciousness ( $\alpha = .787$ ) and Pricing ( $\alpha = .742$ ) fell within a range between 0.7 to 0.9 indicating good internal consistency. Perceived Quality ( $\alpha = .689$ ), Brand Image ( $\alpha = .684$ ), Trustworthiness ( $\alpha = .659$ ), and Environmental Consciousness ( $\alpha = .614$ ) have The *Cronbach's Alpha* value fell in range of 0.6 to 0.7, indicating moderate internal consistency.

## 4.7 Multiple Regression

The objective of this study is to identify factors that influence purchase intention among senior citizens in Thailand. Therefore, the multiple linear regression analysis is applied in order to assess the strength of the relationship between independent variables and the dependent variable: Purchase Intention. The independent variables consist of 8 variables which are (1) Environmental Consciousness, (2) Health Consciousness, (3) Trustworthiness, (4) Perceived Quality, (5) Brand Image, (6) Product Design, (7) Product Attribute, and (8) Pricing. The multiple regression analysis revealed the following;

**Table 4.35 The relationship between independent variables on Purchase Intention**

Model Summary			
R	R Square	Adjusted R Square	Std. Error of the Estimate
.581 <sup>a</sup>	.338	.324	.53799

a. Dependent Variable: Purchase Intention

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	57.711	8	7.214	24.924	.000 <sup>b</sup>
Residual	113.169	391	.289		
Total	170.880	399			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Environmental Consciousness, Health Consciousness, Trustworthiness, Perceived Quality, Brand Image, Product Design, Product Attribute, Pricing

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.099	.331		.299	.765
Product Design	.349	.080	.254	4.376	.000
Health Consciousness	.302	.070	.215	4.318	.000
Product Attribute	.182	.068	.155	2.673	.008
Environmental Consciousness	.132	.059	.107	2.224	.027
Trustworthiness	.106	.066	.090	1.595	.111
Pricing	4.085E-05	.059	.000	.001	.999
Brand Image	-.018	.053	-.018	-.344	.731
Perceived Quality	-.047	.053	-.046	-.878	.380

a. Dependent Variable: Purchase Intention

From the table of Model Summary, the data shows that the independent variables have a relationship with the purchase intention at 58.1%. The coefficient of determination *R-square* was .338. This value indicates that the dependent variable; the purchase intention can be explained by 33.8 percent of the independent variables used in this study. This also reveals that there are other factors that explain the remaining 66.2 percent variations of purchase intention. The *adjusted R Square* of 32.3% shows that if the researcher brings all independent variables to test with others sampling, the *adjusted R Square* will reduce from 33.8% to 32.4%. There is a *Standard Error of the Estimate* at 53.7% which means there are other independent variables that can be applied to test the purchase intention of elderly shampoo.

In the ANOVA table, the independent variables statistically significantly predict the dependent variable,  $F(8, 391) = 24.924$ ,  $Sig. < .01$ . If *Sig.* value is less than or equal to 0.05, there is a statistically significant.

The results of the Regression Analysis show that four independent variables are positively and statistically significantly related to purchase intention at a 5% significance level. Product Design significantly contributed to the model ( $Sig. = .000$ ) with a positive beta ( $Beta = .254$ ). Health Consciousness also shows the statistically significant at 5% significance level ( $Sig. = .000$ ) with a positive beta ( $Beta = .215$ ). The product Attributes is also statistically significant ( $Sig = .008$ ) with a positive beta ( $Beta = .155$ ). Environmental consciousness also contributed to the model ( $Sig = .027$ ) with a positive beta ( $Beta = .107$ ). On the other hands, four variables are not statically significant at 5% at 5% significance level; Trustworthiness ( $Sig. = .111$ ), Pricing ( $Sig. = .999$ ), Brand Image ( $Sig = .731$ ), and Perceived Quality ( $Sig. = .380$ ).

The independent variables can be arranged from high to low strength of the effect of each individual independent variable to the dependent variable based on the value of *Beta Coefficient*. It results that Product design ( $Beta = .254$ ) has the strongest effect on Purchase Intention among the four variables. Health Consciousness ( $Beta = .215$ ) is the second the strongest effect and then follows by Product Attribute ( $Beta = .155$ ). The last variable that has the least effective among the four variables that significantly influence purchase intention is Environmental Consciousness ( $Beta = .107$ ).

## CHAPTER V

### DISCUSSION AND CONCLUSION

#### 5.1 Discussion

This study examines the eight independent variables; Product Attribute, Product Design, Health Consciousness, Pricing, Perceived Quality, Brand Image, Trustworthiness, and Environmental Consciousness on the dependent variable which is Purchase Intention.

Four out of the eight factors of the study were confirmed to show significant effects on purchase intention 95 percent confidence level. The four factors are Product Design, Product Attribute, Health Consciousness, and Environmental Consciousness. These four factors can be considered as predictors of customers' purchase intention when they make a decision to purchase the elderly shampoo.

The result of the study provides some new evidence of their impact and relationship between purchase intention. *Product design* ( $Beta = .254$ ) displays the results of the most direct effect on purchase intention out of all factors in this study. This finding is consistent with the previous study that product design is an essential tool for a company to create differentiation and provide unique value for both its consumer. The product design can match the consumers' preferences. It helps increase the purchase intention in the customer mind (Kumar, Townsend, & Vorhies, 2015). The results suggest that the ergonomic design to accommodate user abilities, the shape of the bottle providing Anti-Slip Handheld, Round edge preventing injury when dropping the bottle, and the size fits with one-handed hold and firm grasp are customer's preference of design. These designs can also be considered as innovative product design. It is also corresponding with the previous study mentioning that a product with an innovative design will lead to purchase intentions of the product (Kumar, Townsend, & Vorhies, 2015). The durability and aesthetic design also influence purchase intention. This result also aligns with the findings from Kotler & Rath (1984) suggested that buyers want some degree of visual durability. Besides, they also suggested that buyers want the

product to exhibit a distinctive or pleasing "look." It can be assumed in way of aesthetic design. In addition, the size and shape design category results in the highest means score among the other two categories. The inconsistency here could also be due to the colors, shapes, size attractiveness and visual appearance effect on purchase intention (Afzali & Ahmed, 2016). This can be implied that the package design has significantly attracted the attentive of the consumers. Consequently, it impacts directly on the purchase intention toward elderly shampoo among senior Thai citizens. This is due to shampoo is a low involvement product that needs only a short decision-making process based on their preferences. Therefore, the product design will help enhance their preference and increase their intention to purchase a bottle of shampoo.

*Health consciousness* ( $Beta = .215$ ) was found to have a direct effect to purchase intention. This study finds that respondents strongly agree to their preference for using a product made of natural ingredients (organic) because of health consciousness. This result is in accordance with what Meireles (2018) confirmed the previous study that the effect that the degree of health consciousness has on the purchase intention of organic products. This study also found that people concerning health consciousness are worried that there are harmful chemicals in their shampoo, and, they will read the ingredient labels before making a purchase. This finding also supports the prior study of high health consciousness consumers are concerned with product ingredients and look for the product that safe for the skin (Johri & Sahasakmontri, 1998). Besides, this study also discovers that the difference in the level of education also involved with the level of health consciousness. People with higher education (Undergraduate degree and above) displayed that they are more concern about health consciousness which leads them to take action to improve their health, for example, they are interested in health information and prefer to use organic products or products made-of-natural ingredients.

This finding is consistent with the statement that the health consciousness in a consumers' mind influences consumer behavior regarding their usage of the internet to seek health information (Ahadzadeh, Sharif, & Ong, 2018). Respondents who had a high level of health consciousness tended to have a positive attitude to seek health information. The occupation and level of education also had an effect on the level of health consciousness of respondents. People who have worked for the government show

that they are more health-conscious than self-employed. In addition, the level of education also related to health consciousness. People who have an undergraduate degree and higher have more health consciousness and interest to find more information about health than those who have lower education. These results are consistent with the previous findings that a household with a higher income is more health-conscious. The more educated he is, the more health-conscious the household is (Prasad, Strijnev, & Zhang, 2008).

*Product Attribute* ( $Beta = .155$ ) was found to have a positive effect to purchase intention. This study supported the findings of the previous study that product attribute plays a significant role and a positive relationship to purchase intention (Rahim, Safin, Meriam, Ali, & Abas, 2016). Respondents also agree that the innovation of product attributes also affect their purchase intention. This result aligned with the previous study (Moon, Park, & Kim, 2015). This previous study also suggested that it is necessary for marketers to have a better understanding of the product attributes that fit with the target consumers' preference. The effective attribute to the consumers' favorable help encourages purchasing behavior among consumers. Drawing to the result of the study of purchase intention of elderly shampoo found that attributes such as fast result after using, ease of use, and specialized product solutions are important factors. This study also finds that the respondents prefer the varieties of variances which also increase their purchase intention. This will benefit especially to new products that would like to attract new customers to buy the shampoo. This result also supports the previous study that product features and product variety lead to making the decision to switch (Al-Kwif, Ahmed, & Yammout, 2014). The top five 5 attributes of product content that influence purchase decisions in this study are "Cleansing Performance", "non-irritation", "ease of rinse", "scent", and "pleasing foam". This result also related to a prior study of the importance of product attributes of personal care toward buying decisions in developing countries (Johri & Sahasakmontri, 1998; Seo, 2007). The prior studies suggest important product attributes such as 'safe to skin', 'natural ingredients', 'performance', and 'fragrance'. Therefore, this study also explored more on the fragrance which this study using the word "scents" to find that the attribute; a scent that influences the purchase intention among senior people. There are top five scents that the



respondents prefer; “Refreshing scent”, “Relaxing Sensation”, “Right intensity”, “Herbal Scent”, and “Floral Scent”.

*Environmental Consciousness* ( $Beta = .107$ ) was found to have a direct effect to purchase intention, although, it has a small role in shaping purchase intention. The result found that respondents strongly concern with environmental issues. Moreover, they tend to reduce the consumption of disposable items. This study has supported the previous study that the consumers’ environmental consciousness had an impact on the purchasing decisions of consumers (Schlegelmilch, Bohlen, & Diamantopoulos, 1996) although the latter is also likely to be influenced by other moderating factors. The finding is also consistent with the previous findings that environmental consciousness positively affects the attitude toward purchase intention (Kim, Chun, & Ko, 2017). This research also finds that elderly people agree that they were concern about environmental issues. They tended to buy and use the product that can be recycled and also reduce the consumption of disposable items such as plastic bags, or single used packaging, etc. This result also supported the previous study of Diamantopoulos, Schlegelmilch, Sinkovics, & Bohlen, (2003) that older people tend to develop their behavior in higher levels of recycling activities. The respondents are willing to buy environmentally friendly products even if the product charges at a higher price. This result is consistent with the previous study (Sharma & Bansal, 2013) of the willingness to pay a higher price for a green product. It was suggested that if a consumer has a high level of environmental consciousness, he or she could be more willing to pay for a premium price on the green product. In addition, the result also supported the prior study of environmental consciousness positively affecting on pro-environmental purchasing behavior (Schlegelmilch, Bohlen, & Diamantopoulos, 1996). This previous research found that the respondents strongly agreed on the statement; although the cost of a green product is higher still, I like to have it. The difference in education level also displays significantly influences on the level of environmental consciousness. People who have a higher education have a strong environmental consciousness. Findings in this study are correspondent with the findings of the previous study (Hsu & Lin, 2015). It stated that people with higher knowledge levels have a stronger environmental consciousness.

*Trustworthiness* ( $Beta = .090$ ) has no significance as a predictor of purchase intention. This result contrast with the previous study of the effect of trustworthiness on purchase intention (Romani, 2006). This previous study stated that the wrong communication about price impacted the consumers' trustworthiness which led to a negative effect on purchase intention. To increase the purchase intention, the accuracy of communication technologies such as advertising needs to implement. In addition, Trustworthiness has a significant positive effect on behavioral loyalty. Loyalty leads to buying behavior (John, Henry, Abednego, Robert O., B., Robert, H.,2018). This study also finds that elderly people have lost trust in the product endorsed by a celebrity is trustworthy. This result is inconsistent with the previous study of the positive impact of the celebrity endorser toward trustworthiness (Erdogmusa, Laka, & Çiçekb, 2016). Trustworthiness is related to the honesty, integrity, and believability of the celebrity endorser. However, it also depended on the products that the celebrity fit with.

*Pricing* ( $Beta = .000$ ) also shows no significant levels of purchase intention. It is inconsistent with the previous result (Lynne, 1993) that suggests the price is the main factor of purchase intention. The most effective method to encourage consumers who are sensitive to price to receive the greatest value to make a purchase of a sought product at the lowest price. The findings in this study are also not aligned with the previous study that price has a significant influence on consumers' purchase intention. The previous study found that price plays a significant control over consumers' buying intentions (Liew & Falahat, 2019). This is because of the difference in the demographic profile. While the previous study focused on Malaysian people. However, this study focused on the Thai elderly. Therefore, the result of the research is not aligned.

Based on the regression analysis, the findings show no significant levels of *perceived quality* ( $Beta = -.047$ ) and *brand image* ( $Beta = -.0187$ ) toward purchase intention. It can conclude that the independent variables; perceived quality and brand image have no impact on purchase intention. This result appears to be inconsistent with Porral & Lang's (2015) findings that the label image which is related to brand image and perceived quality both influence purchase intentions. This study also does not support the previous study on the relation of brand image and purchase intention (Goh, 2010). It is inconsistent with the statement that the brand image has significantly affected the purchase intention. The resulting contrast with the finding from (Rahim, Safin, Meriam,

Ali, & Abas, 2016). The finding showed that there was a significant and positive relationship between brand name and purchase intention. However, the strength of the relationship was weak.

## 5.2 Conclusion

The main purpose of this study was to understand the purchase intention and to identify and analyze the factors influencing the decision on purchase intention towards elderly shampoo among senior citizens in Thailand. The eight factors were used as independent variables to measure its effect on purchase intention. The result of this research found the four out of eight variables shown significant effects on purchase intention at a 95 percent confidence level. There were Product Design, Health Consciousness, Product Attribute, and Environmental Consciousness. These four factors were considered as important predictors of customers' purchase intention when they made a decision to purchase the elderly shampoo.

To fulfill the purpose of the study, 400 questionnaires were distributed both in paper surveys and Online Google form in order to reach out to senior citizens across Thailand. The screening question is applied to select the sample population who is 60 years old and over. The analysis process had been done by the SPSS with some functions of the program. The SPSS function used in this study included Descriptive, T-Test, One-Way ANOVA, Reliability Test, and Regression Analysis. In this conclusion presented about the attitude of Purchase Intention, then follows by the most to the least important factors influencing the purchase intention which are Product Design, Health Consciousness, Product Attribute, Environmental Consciousness, Trustworthiness, Pricing, Brand Image, and Perceived Quality respectively.

In *Purchase Intention*, it was essential to understand the attitude of Thai senior citizens toward elderly shampoo. The results showed that the respondents were positive in purchasing the elderly shampoo. They were more interested in purchasing the shampoo if the product details such as the benefit were shown on the package. They were even likely to try the shampoo if the product became available in the market. Moreover, comparing males and females, the result showed that females were interested and likely to make a purchase of elderly shampoo more than males. For the education

background of the respondents, the analysis suggested that respondents who had higher education, such as people who received a graduate degree and above, were more positive and likely to purchase the elderly shampoo than those who had lower education.

In *Product Design*, this factor was the most important and had the strongest direct effect on purchase intention out of the eight factors. It was divided into three parts; aesthetic design, ergonomic and usage design, size, and shape design. The size and shape design of the product was the priority that the respondents would consider when thinking of product design. For the size and shape, the results indicated the top two things that the respondents concern which was 'the size fits with one-handed hold and a firm grasp' and 'the package made of a durable break-resistant material'. For the aesthetic design, the product designed should be simple, or modern and stylish. While only a few people preferred the luxurious design. For the ergonomic and usage design, it was important that the product should be designed to accommodate the user's abilities to help them more convenient when using the product. The researcher also explored more details on the color and open-method of the packing design. For the color, 'monochromatic tone' which gave the relax, and calm feeling, was the most preferred color. The 2<sup>nd</sup> most preferred color was 'cool hues' which provided trust and nurturing feeling. For the open- method design, the top two methods that the respondent most preferences was the method that they were familiar with. It was a 'two-handed pump' and 'flip cap'. Additional, for the 'palm pump', and 'single-handed pump' was also the 3<sup>rd</sup> rank of convenient usage.

In *Health Consciousness*, it is the 2<sup>nd</sup> most important factor that had a direct effect on purchase intention. The result showed that the respondents paid attention to their health. When considered purchasing a shampoo, they were worried that the product might contain harmful chemicals. That's why they preferred to use the product made of natural ingredients or organic shampoo. They also interested in health information. They would read the ingredient labels before making a purchase. This study also found that people who worked for the government and were retired government officers significantly had more concern about their health than those who were self-employed. For the educational background, people who had an undergraduate degree and above showed more concern about their health than others. The elderly shampoo made of

natural ingredients would be more attractive for this group and would also increase their purchase intention.

In *Product Attribute*, it is the 3<sup>rd</sup> important among the eight factors. In this study, the product attribute was both functionality and performance of product attribute to keep the product attractive to the customer leading to decide to purchase and leading to switching for a new product. The result indicated that ease of use of the product was essential to influence the purchase intention of senior citizens. The shampoo that provided the specialized solution to help solve the problem was also important which led to higher purchase intention. To have a deep understanding, the researcher also explores more on the content of the shampoo, benefits, type of scents that could influence the purchase decision of senior citizens. In terms of shampoo content, there were top 4 attributes that more than half of the respondents considered as the most important including 'cleansing performance', 'non-eye and skin irritation', 'ease of rinse', and 'scent'. In terms of benefits of the elderly shampoo, more than half of the respondents expected to receive the result as 'healthy hair', 'hair fall prevention', 'reducing itchiness and skin irritation', and 'moisturizing'. In terms of the scent of shampoo, more than half of the respondents preferred the shampoo that gave 'refreshing scent', following by the 2<sup>nd</sup> rank 'relaxing sensation'. One in three of the response also preferred the shampoo that had 'herbal scent', following by 'the floral scent'. This study also found that the product attribute had an effect on purchase intention among the people who had different education levels. The product attributes such as fast results after using, specialized product solutions and the new innovative product could increase the purchase intention of people who had higher education levels such as undergraduate degrees and above much more than those who had lower education levels.

In *Environmental Consciousness*, this factor was the fourth important factor that influences the purchase intention toward the elderly shampoo. The research result showed that the respondent who was a senior citizen had concerned with the environment. They even reduced the consumption of disposable items such as plastic bags, plastic bottles, and take-out containers. They also participate to use the product that can be recycled and was willing to pay slightly higher for the products that were environmentally friendly. Especially, people who were retired government officers as well as having graduated degrees or higher showed a significant level of reducing the

consumption of disposable items. The difference in education level also had a different level of environmental consciousness. People who received an undergraduate degree and higher revealed that they were willing to pay more for an environmentally friendly product.

In *Trustworthiness*, it was shown no significant effect on purchase intention in the regression analysis. However, the result could be applied to the business. The most interesting in this finding was that the product endorsed by celebrities showed a negative effect on trust among senior people. On the other hand, the product, especially the new product or new brand would be more reliable if there were FDA Approval and endorsed by a specialist such as a dermatological institution or dermatologist. Additionally, the most important part was the product itself should be able to deliver its claim. Especially for people who have high education. They would lose trust if the product would not give them the expected result as it claimed or advertised.

*Pricing*, it was shown no significant effect on purchase intention in the regression analysis. However, the result could be applied for marketing and the business as pricing is one of the four main elements of the marketing mix. The result showed that the respondents would compare the price of each product before making a purchase decision. The promotions which were attractive to them including 'Give-away Sampling or Tester', 'Price discount', and 'Buy 1 Get 1 Free'. Comparing between genders on pricing, the researcher found that female was slightly more attracted to the promotion such as 'Buy 1 Get 1 Free' and 'Membership Reward Points' than male. For occupation comparison, people who worked as a government officer portrayed more attractive to 'Give-away Sampling or Test' than self-employed, and to 'Price Discount' than retired government officers. On education level difference, people who had elementary or lower were influenced by the 'lucky draw' promotion much more than people who had graduated degree or higher. This was also related to the monthly income, people who had income 'less than or equal to THB 30,000' were much more attractive to the promotion 'lucky draw' than those who had a higher income. The higher of the income had less interested in lucky draw promotion. For the price that the respondents were willing to pay when purchasing a shampoo consisted of two range; 'THB51 – THB 100' and '101 – THB 150'.

In *Brand Image*, it has shown no significant effect on purchase intention in the regression analysis. The result showed that the brand image could be an indicator of product quality which led to increased purchase intentions. However, it would not generate much impact on purchase intention on the senior people. For the brand characteristics that enticed the respondents to make a purchase of shampoo was 'Sincerity' while no respondent had selected the 'Sophistication'.

*Perceived Quality*, it has shown no significant effect on purchase intention in the regression analysis. The quality of the product could be separated into the packaging and shampoo content (liquid). The result showed that the respondents concerned more about the quality of product content as the shampoo was perceived as high quality if there was no allergy after using. For the product packaging, it was considered high quality if the package was durable and the design was attractive. Comparing occupation, people who were unemployed perceived that the high-quality product was always expensive, while the retired government officer and entrepreneur did not think the same. This result also aligned with the comparing between monthly income of the respondents, people who had lower income also perceived that the high-quality product was always expensive which was much different from the perception of people who had income THB100,000 and above.

## **CHAPTER VI**

### **RECOMMENDATIONS**

#### **6.1 Recommendations**

##### **6.1.1 Brand Marketing managers and Executives implication**

This research provided valuable insights into elderly shampoo for brand marketing managers and executives by indicating the potential of this market and their attitude toward elderly shampoo. The findings of this study suggest that launching the elderly shampoo or a brand providing products especially for the elderly. This is because senior people have a positive attitude towards elderly shampoo as well as willing to buy the elderly shampoo if the product becomes available. This study suggests that Brand Marketing Managers and Executives should invest in developing the marketing strategies to be more effective by highlight that the product is free from harmful chemicals, and emphasize product safety, for example, endorse by the dermatologist. This effective communication is essential to be implemented in order to satisfy the values of potential consumers. Consumers who are health consciousness tend to take action to participate in any activity that helps strengthen their healthy life.

Besides, marketers should clearly segment the target group clearly by the income, education level, or occupation. According to the study, there is a difference in the level of purchase intention related to the socio characteristics. The product details and benefits should be educated to the consumer through product labels, point of purchase, advertisement. This is referred to senior people tend to interesting in studying the product information as well as compare the product before buying. In addition, the results suggest using female presenters who look sincere on the advertising will be more attractive according to the study finding that the females elderly is willing to purchase elderly shampoo more than male. And most of the respondents preferred brand characteristics that look sincerity. Furthermore, when communicating to the consumer, especially the new brand or new product, the marketer should shape the perception of



the brand trust by emphasize on FDA approval and using the specialists, or dermatologist endorsement to increase its trustworthiness among senior people instead of using celebrity which the result found the negative impact to trustworthiness.

For the product attribute, the elderly prefers the shampoo that gives fast results after using. The results suggest communicating to the consumer by telling with the subjective number like when they will see the result, for example, your hair will feel thicker and immediately healthier, or dandruff and scalp will be reduced after using for 3 days. However, the marketer should not be exaggerating on product benefits which will lead consumers to lose trust and reduce their willing to repurchase if the product cannot produce the result as it claims. The results also suggest that the respondents have a concern about environmentally friendly. They even tend to pay for a higher price for an environmentally friendly product. Thus, it suggests that marketers might try to add value for the product by creating a campaign that related to the green environment such as recycle campaign or emphasis that buying the products will not damage the environment.

### **6.1.2 Product manager and Manufacturer implication**

This research provides valuable insights for product manager and manufacturer the elderly shampoo by indicating the significant impact of product attributes, product design, health consciousness on purchase intention of elderly shampoo among senior people. These results can contribute to a deeper understanding of senior people. It is also a guideline to develop the product that responds to the consumer's demand. In addition, environmental consciousness also affects the target's purchase decision. As a result, this study suggests that the product manager and manufacturer should develop high-quality product both content, performance, and design to satisfy the values of potential consumers.

It may lead to an increase in the trial of a new product, as well as customer satisfaction which leads to brand loyalty purchasing behavior. The product attributes of the shampoo that is attractive to the elderly target can be defined into three parts, namely, product content, product benefit, and scent. For the content of elderly shampoo, it should portray the high performance of cleansing, non-skin and eye irritation. It should also rinse easily and having pleasing foam in terms of soft and fine foam while using.

For product benefits, senior people are looking at the advantage of using a product such as healthy hair, hair fall prevention, ease of itchiness and non-irritation, hair and skin moisturizing, and also hair smoothness. For the scent of the product, the shampoo should give the scent that helps the users feel refreshing or relaxing sensation while using. While the level of scent intensity is up to individual preference, however, normally elderly people like mild and gentle scent. They prefer the natural scent such as herbal scent, and floral scent.

The design of the packaging is necessary for the competitiveness among elderly consumers. The product that has aesthetics design in terms of stylish and modern, or simplistic are more attractive to senior people. The size of the product and its innovative design such as the ergonomic use, the anti-slipped handheld, and etc., also influence the customer purchase decision.

The elderly shampoo should be made of natural ingredients or organics based. The product manager should develop products containing no synthetic chemicals. Furthermore, the product should precisely be informed about its ingredients and information related to health on its label or at the shelf display. The package of the product should be made of eco-friendly materials, for example, biodegradable, recyclable, reusable plastic or other materials. Although these materials require a higher cost of production. The manufacturer or retailer can charge for the higher price according to that price is not the main factor that affects purchase decisions, but they are more concern about environmental.

### **6.1.3 Retailer implication**

This research suggests that retailers can apply the knowledge in this study to adjust marketing strategies such as communication strategies, advertisement, product development and etc. Thus, it would increase consumers' purchase intention of elderly shampoo and attract customers to easier making a purchase decision at the store. According to the study, there is a difference in the level of purchase intention related to the socio characteristics. It is necessary for the retailer to clearly segment the target group clearly by the income, education level, or occupation. So, the retailers can select the products which can responses to the market demands and rearrange the zone or store planogram to be more attractive to elderly consumers.

Based on the finding, the suggestion to increase the purchase intention is to build a positive attitude of the elderly shampoo, for example, communicate with the inspiration campaign. The positive attitude toward the elderly shampoo also comes from the trustworthiness. So that this study suggests that retailers can develop effective marketing strategies by emphasizing product safety and free from harmful chemicals, made-of-natural base, and the guarantee of non-allergic to satisfy the demand of the target consumers. In addition, the findings of this study suggest that elderly consumers have valued their health. To attract potential consumers, the retailers should display the elderly shampoo near the organic produce sections at a grocery store or the zone related to health products. The decoration relating to the green environment or natural may be attractive to the potential targets. Retailers should develop a campaign or activities combination which is called co-marketing with other organic food, healthy products retailers. Or co-activities with fitness or yoga studio such as buy the product and get a one-day yoga course, or place the shampoo bottles at the fitness or yoga studio for the member to try.

This research also shows some types of promotions are attractive to the elderly and hence, it suggests that retailers might try to increase purchase intention of consumers using marketing strategies such as give-away sampling or tester, price discounts, or advertisement. For female also shows that they are interested in membership higher than males. Then the retailer should have the membership or co-campaign with credit care for the customer to collect more reward points when purchasing the product. This can help attract potential female customers and create the repurchase which will lead to customer loyalty.

## **6.2 Limitations and the direction of future research**

Based on the findings of this study, the limitation and suggestions for future research are made accordingly;

Firstly, the limitation of time for collecting data was a barrier to receive questionnaire results. The majority of the sample population are 292 females while there are only 108 respondents are males. Most of the respondents are 60 - 69 years old with 329 years old and only 71 respondents are 70 years old and above. For further study, the

data should be obtained more generalize. The population of respondents should be more diversity such as gender, age, education level, and the living area between people who live in an urban city and rural area. The current study may serve as a foundational work for more cross-sectional studies in the future.

Secondly, this study conducted both paper-based and an online survey. For, the online survey helps to provide the sample populations from various geographic locations in Thailand. However, only seniors who could use a computer and are able to access the internet are able to participate in this study. In addition, even though there were scenarios guided and visual aid, respondents might find it difficult to imagine themselves in a potential purchasing situation or using the product. Because of the reliance on the hypothetical, the online survey might not adequately reflect the reality of shopping for elderly shampoo. Thus, future research it is still better to use both online and offline survey. However, for the online survey, we can use videos or other interactive media to help visualization rather than using only the still image. This will help to compensate for the weakness of the online method.

Thirdly, this research uses only the quantities method with the closed-end answer which may restrict the answer choice for the respondents. If additional research regarding the qualitative such as interview or observation this area would be conducted, the researcher could gain a deeper understanding and insight into the purchase intention and consumer behaviors.

Lastly, this research was only focused on the factors that have a direct effect on the purchase intention which is might too specific. Thus, future research conducts both direct and indirect effect factors on purchase intention may allow to find out more variables that positively affect consumers' purchase intentions and their actual purchase behaviors.

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## APPENDIX A

### QUESTIONNAIRE

#### FACTORS INFLUENCING CONSUMER'S DECISION ON PURCHASE INTENTION TOWARDS ELDERLY SHAMPOO AMONG SENIOR CITIZEN IN THAILAND

This questionnaire is part of a study of an independent study of graduate students. Master of Management Program in Marketing, Marketing Mahidol University. The objective is to study the behavior and factors influencing the decision to purchase the elderly shampoo among Thai people who is 60 years and over.

Please answer the following questions as honestly as possible. All of your answers will be kept strictly confidential and anonymous and will be only used in academic research purposes.

Thank you for your cooperation and for taking the time to respond to the questionnaire.

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**Are you 60 years old and over?**

Yes     No

**Direction:** Please check (✓) based on what extent you agree to the following statements using the following scales: **5** - Strongly agree    **4** – Agree    **3** – Neutral    **2** – Disagree    **1** - Strongly disagree

Subject		Scales				
<b>Factor 1 Purchase Intention</b>						
1	I would purchase an elderly shampoo if the product becomes available.	5	4	3	2	1
2	I am positive about purchasing elderly shampoo.	5	4	3	2	1
3	I believe that the elderly shampoo has my best interest in mind.	5	4	3	2	1
4	I am willing to try the elderly shampoo.	5	4	3	2	1
5	I would more likely to purchase the elderly shampoo if given information shown on the package.	5	4	3	2	1
<b>Factor 2 Environmental consciousness</b>						
1	I am a concern about environmental issues.	5	4	3	2	1
2	When purchasing a consumer product, I particularly care about the environment.	5	4	3	2	1
3	I tend to buy and use the product that can be Recycled	5	4	3	2	1
4	I reduce the consumption of disposal items (for example, plastic bags, certain kind of packaging, etc.)	5	4	3	2	1
5	I am willing to buy environmentally friendly products even if they are slightly more expensive.	5	4	3	2	1
<b>Factors 3 Health Consciousness</b>						
1	I worry that there are harmful chemicals in my shampoo	5	4	3	2	1

Subject		Scales				
2	I usually read the ingredient labels before making a purchase.	5	4	3	2	1
3	I am interested in health information	5	4	3	2	1
4	I am concern about my health all the time	5	4	3	2	1
5	I prefer to use a product made of natural ingredient (organic) because I believe there are no harmful chemicals	5	4	3	2	1
6	I don't care if the product contains a harmful chemical.	5	4	3	2	1
<b>Factor 4 Trustworthiness</b>						
1	I find the new product launched by a familiar brand is trustworthy.	5	4	3	2	1
2	I find the product endorsed by a celebrity is trustworthy.	5	4	3	2	1
3	If the product is able to deliver what it claimed, it is trustworthy.	5	4	3	2	1
4	If the product has "FDA approval", it must be reliable.	5	4	3	2	1
5	If the product has endorsed by a dermatological institute or dermatologist, it must be reliable although the product launched by an unfamiliar brand.	5	4	3	2	1
<b>Factor 5 Perceived Quality</b>						
1	The durability of packaging makes you perceived as high quality.	5	4	3	2	1
2	The product is of high quality if the Packaging Design is attractive.	5	4	3	2	1
3	High-quality products are always expensive.	5	4	3	2	1
4	No allergies after using are perceived high quality.	5	4	3	2	1
5	I think high-quality products can be cheap.	5	4	3	2	1
<b>Factor 6 Brand Image</b>						
1	I will be positive with the brand shampoo if it is used by friends. Although I have never used that brand shampoo before.	5	4	3	2	1
2	The product brand image is important as an indicator of product quality leading to increased purchase intentions.	5	4	3	2	1
3	I prefer to buy or use products from the brand I feel like belonging to its community.	5	4	3	2	1
4	I am willing to pay the price for products from a good brand reputation more than the price to pay for similar products from an unknown brand.	5	4	3	2	1

#### 6.5 What brand characteristics that entice you to make a purchase of shampoo the most.

Please check (✓) the choice that best specify your opinion (Please select only 1 checkbox)

- Characteristics 1 Sincerity: Down-to-earth, Honest, Sincere, Real, Wholesome, and Friendly
- Characteristics 2 Excitement: Daring, Spirited, Cool, Unique, Independent, and Contemporary
- Characteristics 3 Competence: Reliable, Intelligent, Successful, Leader, and Confident
- Characteristics 4 Sophistication: Upper class, Glamorous, Good looking, and Charming
- Characteristics 5 Ruggedness: Outdoorsy, Masculine, Western, Tough, and Rugged

### Factor 7 Product Design

**Direction:** Please check (✓) based on what extent you agree to the following statements using the following scales: **5 - Strongly agree 4 – Agree 3 – Neutral 2 – Disagree 1 - Strongly disagree**

Subject		Scales				
<b>7.1 Aesthetic design</b>						
1	The product design is very stylish and modern.	5	4	3	2	1
2	The aesthetic design of the product is luxurious.	5	4	3	2	1
3	The product design is simplistic.	5	4	3	2	1
<b>7.2 Ergonomic and Usage design</b>						
1	The product is designed to accommodate user abilities with Assistive Technology, for example, <i>bright colors</i> help correctly distinguish the colors in the visualization, <i>Large Print Prescription Labels</i> which is easy to read, <i>braille</i> system that can be read with the fingers by people who have low vision	5	4	3	2	1
2	The product is designed to be user-friendly and comfortable for anyone to use.	5	4	3	2	1
3	The product is designed to be innovative, for example, an automatic shampoo dispenser.	5	4	3	2	1
<b>7.3 Size and Shape Design</b>						
1	Lightweight and using less force to lift or hold the product	5	4	3	2	1
2	The size fits with one-handed hold and a firm grasp	5	4	3	2	1
3	Anti-Slip Handheld and non-slip special curve design	5	4	3	2	1
4	Round edge preventing injury when dropping the bottle	5	4	3	2	1
5	Made of a durable break-resistant material	5	4	3	2	1

**7.4 Please select the most preferred color tone of shampoo packing design that influences your purchase intention.**

**Please check (✓) the choice that best specify your opinion (Please select only 1 checkbox)**

**1) Monochromatic Tone:** It gives a relax, and calm feeling. It provides a strong sense of harmony and unity.



**2) Cool Hues:** Blue, green, and purple are examples. It provides trust feeling, nurturing and have a calming effect





3) **Punchy Color:** It symbolizes courage, adventure, and excitement.



4) **Warm Tone:** Red, Orange, and Yellow are examples. It often evokes feelings of happiness, optimism, and energy.







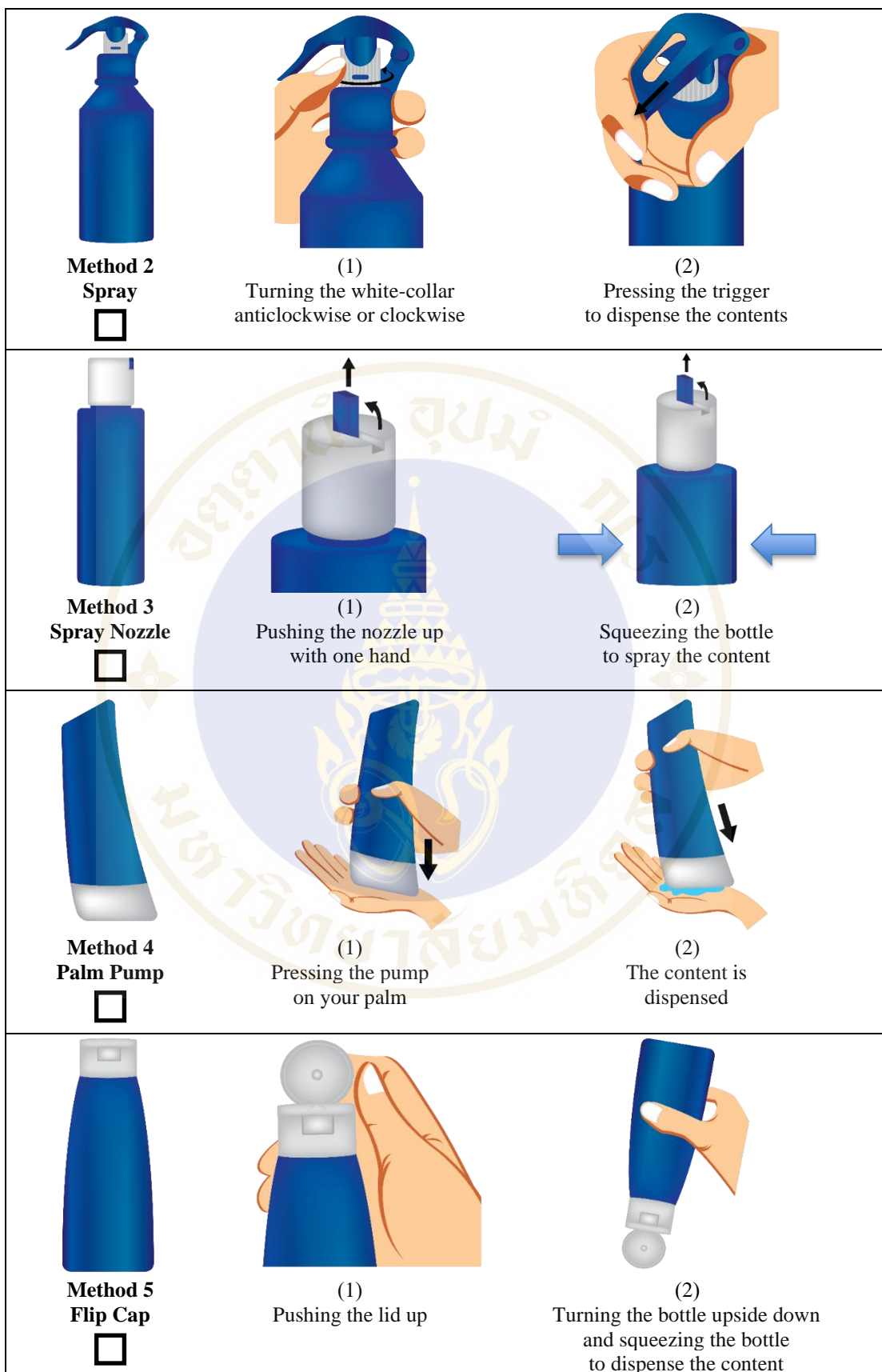
5) **contrasting colors:** It creates unique and eye-catching.

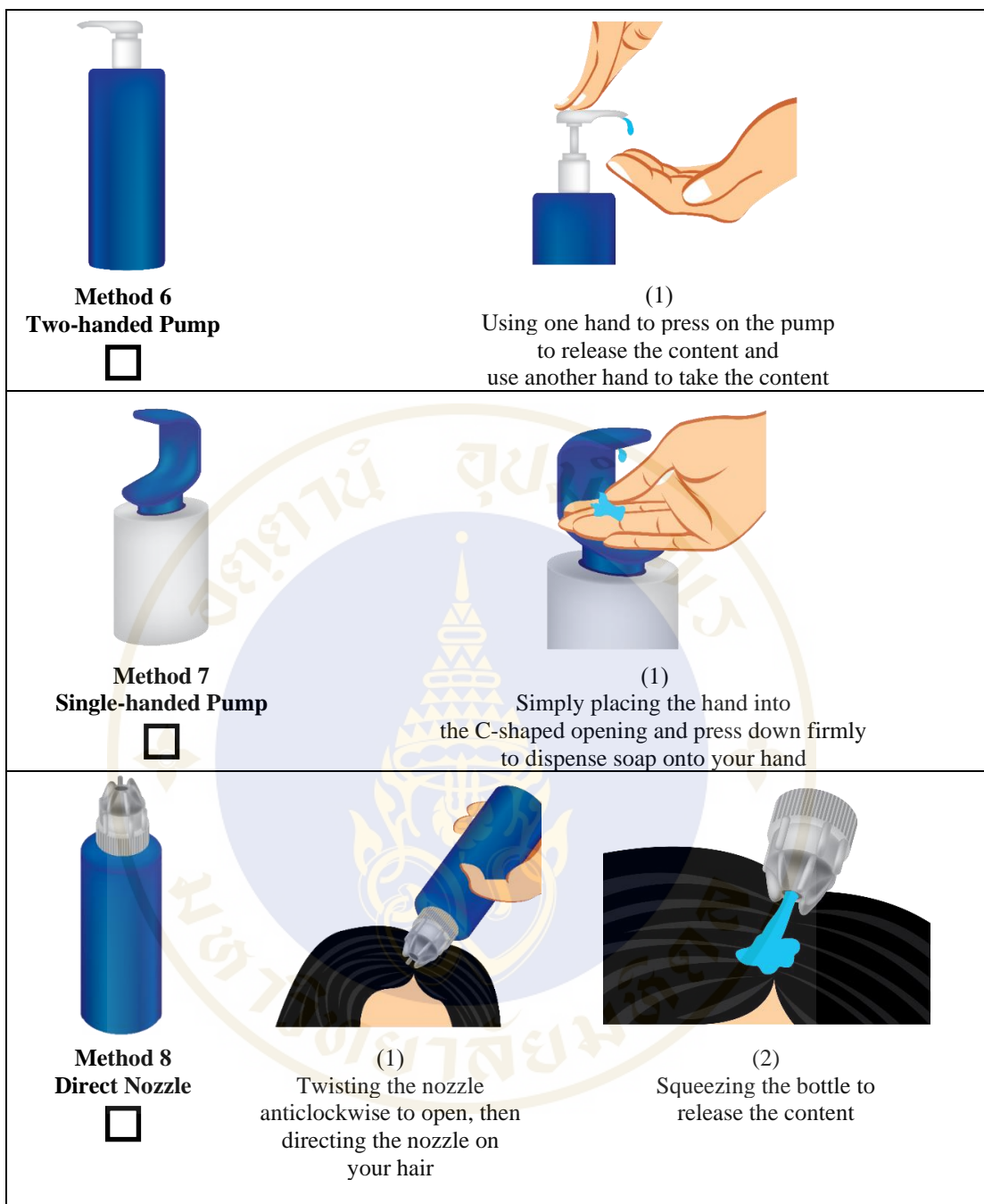


**7.5 Which open method that you think is most convenient for your usage.**

Please check (✓) the choice that best specify your opinion (Can select more than 1 checkbox)

			
<b>Method 1</b> <b>Twist Open</b> <input type="checkbox"/>	(1) Twisting the lid anticlockwise to release the lid	(2) The lid is released	(3) Turning the bottle upside down and squeezing the bottle to dispense the content





### Factor 8 Product Attribute

**Direction:** Please check (✓) based on what extent you agree to the following statements using the following scales: 5 - Strongly agree 4 – Agree 3 – Neutral 2 – Disagree 1 - Strongly disagree

Subject		Scales				
<b>8.1 Please Rate how much on you agree or disagree on the following statement</b>						
1	Fast result after using	5	4	3	2	1
2	Ease of use	5	4	3	2	1
3	Aesthetics and Modern Design	5	4	3	2	1
4	Durable high-Quality Materials	5	4	3	2	1

Subject		Scales				
5	Varieties of variances	5	4	3	2	1
6	Specialized product solutions	5	4	3	2	1
7	New innovation	5	4	3	2	1

**8.2 What are the most important attributes influencing your purchase decision?** (can select more than one)

- 1) Texture                                       2) Ease of rinse                                       3) Scent  
 4) Cleansing Performance                                       5) Pleasing foam                                       6) Rinse-free  
 7) Non skin and eye irritation                                       8) Cool                                       9) Other: \_\_\_\_\_

**8.3 What is the most important benefit you expect from using shampoo?** (can select more than one)

- 1) Reduce itchininess and irritation                                       2) Hair smoothness                                       3) Cure dandruff  
 4) Skincare and moisturizing                                       5) Healthy hair                                       6) Anti-Aging  
 7) Hair fall prevention                                       8) Hair dyeing                                       9) Volumizing  
 10) Shiny hair                                       12) Other: \_\_\_\_\_

**8.4 What is the most important scent that influencing your purchase decision?** (can select more than one)

- 1) Refreshing scent                                       2) Synthetic fragrance                                       3) Relaxing Sensation  
 4) Has fragrance while washing                                       5) Long-Lasting scent after washed                                       6) Has fragrance I like  
 7) Herbal Scent                                       8) Fruity Scent                                       9) Floral Scent  
 10) Right intensity of fragrance                                       11) Has no fragrance                                       12) Other: \_\_\_\_\_

### Factor 9 Pricing

**Direction:** Please check (✓) based on what extent you agree to the following statements using the following scales: **5** - Strongly agree **4** - Agree **3** - Neutral **2** - Disagree **1** - Strongly disagree

Subject		Scales				
1	Price is the main factor in decision product buying.	5	4	3	2	1
2	I will compare the price of each product before buying it.	5	4	3	2	1
3	Price is not the main element that I consider when buying a product.	5	4	3	2	1
4	<b>Promotion</b>					
	4.1 Free Sampling or tester	5	4	3	2	1
	4.2 Buy 1 Get 1 Free	5	4	3	2	1
	4.3 Membership Reward Points	5	4	3	2	1
	4.4 Lucky Draw such as win a car /Condominium / House etc.	5	4	3	2	1
	4.5 Price discount	5	4	3	2	1

**9.5 How much are you willing to pay when purchasing shampoo?** (Please select only 1 checkbox)

- Less than or equal to THB 50   
 THB51 – THB100   
 THB 101 – THB150  
 THB151 – THB200   
 THB 201 and above

**10. Personal Information**

- 10.1 **Gender**     Male                       Female                       Others

- 10.2 **Age**     60 – 69 years old  
 70 years old and above

- 10.3 **Occupation**     Government officer  
 Retired government employee  
 Entrepreneur  
 Self-employee  
 Unemployed  
 Others: \_\_\_\_\_

- 10.4 **Education**     Elementary or below  
 Secondary / High School  
 Diploma  
 Undergraduate degree  
 Graduate degree or higher

- 10.5 **Family Monthly Income**     Less than or equal to THB 30,000  
 THB 30,001 – THB 50,000  
 THB 50,001 – THB 70,000  
 THB 70,001 – THB 99,999  
 THB 100,000 and above

## แบบสำรวจปัจจัยที่มีผลต่อการตัดสินใจซื้อแชมพูสระผมสำหรับผู้สูงวัยในประเทศไทย

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาโครงการศึกษาค้นคว้าอิสระ (Independent Study) ของนักศึกษาปริญญาโท หลักสูตรการจัดการ สาขาการตลาด มหาวิทยาลัยมหิดล โดยมีวัตถุประสงค์เพื่อปัจจัยในการตัดสินใจซื้อแชมพูสระผมสำหรับผู้สูงวัยในกลุ่มคนไทยอายุ 60 ปีขึ้นไป

โปรดตอบคำถามทุกข้อตามความเป็นจริง เพราะคำตอบที่เป็นจริงและสมบูรณ์เท่านั้น จึงจะช่วยให้การศึกษาวิจัยในครั้งนี้เกิดประโยชน์อย่างเต็มที่ โดยคำตอบของท่าน ผู้ศึกษาวิจัยจะเก็บไว้เป็นความลับ และจะประมวลผลเป็นรายงานการศึกษาในภาพรวม

เพื่อการศึกษาค้นคว้าเท่านั้นและข้อมูลที่ตอบแบบสอบถามจะถูกปิดไว้เป็นความลับ

ขอขอบพระคุณที่สละเวลาและให้ความร่วมมือในการตอบแบบสอบถามมา ณ โอกาสนี้

ท่านมีอายุ 60 ปีขึ้นไปใช่หรือไม่\*

ใช่  ไม่ใช่

**คำชี้แจง:** โปรดทำเครื่องหมาย ✓ ในช่องที่ตรงความคิดเห็นของท่านมากที่สุด

5: เห็นด้วยที่สุด 4: เห็นด้วย 3: ปานกลาง 2: ไม่เห็นด้วย 1: ไม่เห็นด้วยอย่างยิ่ง

คำอธิบาย		ระดับความคิดเห็น				
<b>ส่วนที่ 1 ความตั้งใจซื้อแชมพูสำหรับผู้สูงวัย</b>						
1	ฉันจะซื้อแชมพูสำหรับผู้สูงวัยหากมีวางจำหน่าย	5	4	3	2	1
2	ฉันไม่อายุที่จะซื้อแชมพูสำหรับผู้สูงวัย	5	4	3	2	1
3	ฉันสนใจที่จะซื้อแชมพูสำหรับผู้สูงวัย	5	4	3	2	1
4	ฉันยินดีที่จะลองใช้แชมพูสำหรับผู้สูงวัย	5	4	3	2	1
5	ฉันยินดีที่จะซื้อแชมพูสำหรับผู้สูงวัย หากมีข้อมูลแจ้งบนแพ็คเกจ	5	4	3	2	1
<b>ส่วนที่ 2 ความใส่ใจต่อสิ่งแวดล้อม</b>						
1	ฉันใส่ใจสิ่งแวดล้อม	5	4	3	2	1
2	ฉันคำนึงถึงสิ่งแวดล้อมเวลาเลือกซื้อสินค้าอุปโภค	5	4	3	2	1
3	ฉันมีแนวโน้มที่จะซื้อหรือใช้ผลิตภัณฑ์ที่นำมารีไซเคิลได้	5	4	3	2	1
4	ฉันลดการใช้พลาสติกแบบใช้แล้วทิ้ง (เช่น ถุงพลาสติก ขวดพลาสติก เป็นต้น)	5	4	3	2	1
5	ฉันยินดีที่จะซื้อผลิตภัณฑ์ที่เป็นมิตรต่อสิ่งแวดล้อมแม้ว่าจะมีราคา ค่อนข้างสูงก็ตาม	5	4	3	2	1
<b>ส่วนที่ 3 ความใส่ใจต่อสุขภาพ</b>						
1	ฉันกังวลที่แชมพูทั่วไปมีสารเคมีอันตราย	5	4	3	2	1
2	ฉันอ่านฉลากสินค้าบนบรรจุภัณฑ์ก่อนซื้อเสมอ	5	4	3	2	1
3	ฉันชอบหาอ่านข้อมูลเกี่ยวกับสุขภาพ	5	4	3	2	1
4	ฉันดูแลและใส่ใจสุขภาพเสมอ	5	4	3	2	1
5	ฉันชอบที่จะใช้ผลิตภัณฑ์ออร์แกนิก หรือผลิตภัณฑ์ที่ทำจากธรรมชาติ 100% เพราะเชื่อว่าไม่มีส่วนผสมของสารเคมีอันตรายต่อร่างกาย	5	4	3	2	1
6	ฉันไม่สนใจหากแชมพูที่ฉันใช้มีส่วนผสมของสารเคมีอันตราย	5	4	3	2	1

คำอธิบาย		ระดับความคิดเห็น				
<b>ส่วนที่ 4 ความน่าเชื่อถือของผลิตภัณฑ์</b>						
1	ผลิตภัณฑ์แชมพูที่ออกมาใหม่โดยแบรนด์(ยี่ห้อ) ที่ฉันรู้จักนั้นน่าเชื่อถือมากกว่า	5	4	3	2	1
2	ผลิตภัณฑ์แชมพูที่มีฟรีเซ็นเตอร์เป็นคาราดัง นั้นทำให้แชมพูยี่ห้ออื่นๆ น่าเชื่อถือมากขึ้น	5	4	3	2	1
3	ผลิตภัณฑ์แชมพูนั้นน่าเชื่อถือ หากมีสรรพคุณตรงตามที่กล่าวอ้าง	5	4	3	2	1
4	หากผลิตภัณฑ์นั้นมีสัญลักษณ์ อย. รับรองแล้วถือว่ามีความน่าเชื่อถือสำหรับฉัน	5	4	3	2	1
5	หากผลิตภัณฑ์ที่ได้รับการรับรองจากแพทย์ผู้เชี่ยวชาญว่าปลอดภัย น่าเชื่อถือถึงแม้ว่าจะเป็นแบรนด์ (ยี่ห้อ) ที่ไม่เคยรู้จักมาก่อน	5	4	3	2	1
<b>ส่วนที่ 5 การรับรู้ถึงคุณภาพ</b>						
1	ผลิตภัณฑ์แชมพูมีคุณภาพดี หากมีบรรจุภัณฑ์ทนทาน	5	4	3	2	1
2	ผลิตภัณฑ์แชมพูมีคุณภาพดี หากมีบรรจุภัณฑ์สวยงาม	5	4	3	2	1
3	ผลิตภัณฑ์แชมพูมีคุณภาพดี หากมีราคาสูง	5	4	3	2	1
4	ผลิตภัณฑ์แชมพูมีคุณภาพดี หากใช้แล้วไม่ก่อให้เกิดอาการแพ้	5	4	3	2	1
5	ผลิตภัณฑ์แชมพูมีคุณภาพดี มักจะมีราคาถูก	5	4	3	2	1
<b>ส่วนที่ 6 ภาพลักษณ์ของแบรนด์</b>						
1	การที่เพื่อนของฉันใช้ผลิตภัณฑ์แชมพูสระผมยี่ห้ออื่นๆ ทำให้ฉันรู้สึกว่าคุณภาพน่าเชื่อถือมากขึ้น ถึงแม้ฉันจะไม่เคยใช้มาก่อน	5	4	3	2	1
2	ภาพลักษณ์ของผลิตภัณฑ์แชมพูสระผมมีผลต่อการรับรู้คุณภาพสินค้าซึ่งนำไปสู่ความความตั้งใจซื้อที่เพิ่มขึ้น	5	4	3	2	1
3	ฉันชอบที่จะซื้อ หรือ ใช้ผลิตภัณฑ์แชมพูสระผมจากแบรนด์(ยี่ห้อ)ที่ทำให้รู้สึกว่าเป็นส่วนหนึ่งของกลุ่ม หรือ สังคม	5	4	3	2	1
4	ฉันยินดีซื้อผลิตภัณฑ์แชมพูสระผมจากแบรนด์(ยี่ห้อ)ที่มีชื่อเสียงในราคาที่สูงกว่าแบรนด์(ยี่ห้อ)ที่ไม่เป็นที่รู้จัก	5	4	3	2	1

#### 6.5 หากเปรียบเทียบผลิตภัณฑ์เป็นคน คุณชอบคนประเภทไหนมากที่สุด

โปรดทำเครื่องหมาย ✓ ในช่องที่ตรงความคิดเห็นของท่านมากที่สุดเพียง 1 ช่อง

- แบบที่ 1 เป็นคนจริงใจ ซื่อสัตย์ รักษาสิ่งจะ ตรงไปตรงมา เรียบง่าย ประหยัด เป็นมิตรกับผู้อื่น
- แบบที่ 2 เป็นคนมีความกล้าหาญ เป็นคนเท่ๆ ชอบความสนุกสนาน ตื่นเต้น แปลกใหม่ เป็นคนมีความเป็นตัวของตัวเอง ไม่ชอบพึ่งพาใคร
- แบบที่ 3 เป็นคนมีความสามารถ เป็นที่พึ่งของผู้อื่น มั่นคง ฉลาด เป็นผู้นำ และ มั่นใจในตนเอง
- แบบที่ 4 เป็นคนรวยมีระดับ หรุหรา คูดี มีสไตล์ เปี่ยมเสน่ห์
- แบบที่ 5 เป็นคนลึๆ ชอบผจญภัย ชอบทำกิจกรรมนอกบ้าน ชอบกิจกรรม กลางแจ้ง เป็นคนแข็งแกร่ง ทรหด

คำอธิบาย		ระดับความคิดเห็น				
<b>ส่วนที่ 7 การออกแบบบรรจุภัณฑ์</b>						
<b>7.1 ด้านความสวยงาม</b>						
1	ฉันทชอบแพคเกจที่มีขนาดและฉลากดูทันสมัย	5	4	3	2	1
2	ฉันทชอบแพคเกจที่มีขนาดและฉลากดูหรูหรา	5	4	3	2	1
3	ฉันทชอบแพคเกจที่มีขนาดและฉลากดูเรียบง่าย	5	4	3	2	1
<b>7.2 ด้านการใช้งาน</b>						
1	บรรจุภัณฑ์แพคเกจที่ออกแบบมาด้วยนวัตกรรมที่ช่วยอำนวยความสะดวกให้กับผู้ใช้งาน(Assistive Technology) เช่น มีสีเส้นสกรีนสีง่ายต่อการแยกแยะ, ฉลากมีตัวอักษรใหญ่ อ่านง่าย , อักษรเบรลล์ ช่วยผู้พิการทางสายตา	5	4	3	2	1
2	บรรจุภัณฑ์แพคเกจที่ออกแบบมาให้ใช้งานได้ง่าย ไม่ต้องอ่านคู่มือหรือวิธีใช้	5	4	3	2	1
3	บรรจุภัณฑ์แพคเกจที่ออกแบบมาดีเยี่ยม เช่น มีระบบจ่ายแพคเกจอัตโนมัติ	5	4	3	2	1
<b>7.3 ด้านขนาดบรรจุภัณฑ์และรูปทรง</b>						
1	น้ำหนักเบา ไม่ต้องออกแรงในการยกมาก	5	4	3	2	1
2	ขนาดพอดีมือ ถือจับถนัดมือ	5	4	3	2	1
3	มีส่วนโค้งเว้า ล็อกกันลื่นหลุดมือ	5	4	3	2	1
4	ไม่มีเหลี่ยมมุม ขอบมน เมื่อตกแล้วลดการกระแทกไม่ให้เกิดการบาดเจ็บ	5	4	3	2	1
5	วัสดุยืดหยุ่น และ ทนทานต่อการตกกระแทก	5	4	3	2	1

**7.4 โทนสีผลิตภัณฑ์แพคเกจที่มีผลต่อการตัดสินใจซื้อมากที่สุด**

โปรดทำเครื่องหมาย  ในช่องที่ตรงความคิดเห็นของท่านมากที่สุดเพียง 1 ข้อ

1) สีโทนเดียว ให้ความรู้สึกสงบ ผ่อนคลาย เป็นอันหนึ่งอันเดียว กลมเกลียว



2) สีโทนเย็น มักประกอบด้วย สีน้ำเงิน สีเขียว และสีม่วง สร้างความรู้สึกน่าเชื่อถือ ให้อารมณ์สงบได้





3) สีโทนสดใส ให้ความรู้สึกกระฉับกระเฉง โดดโผน




			
<input type="checkbox"/> 4) สีโทนสดใส เจดสีโทนอบอุ่น ประกอบด้วยสีแดง สีส้ม และสีเหลือง กระตุ้นให้เกิดความสุข เป็นสีที่สร้างควมมีชีวิตชีวา			
<input type="checkbox"/> 5) สีคู่ตรงข้าม ใช้สีตรงกันข้าม หรือ สีตัดกันรุนแรง สร้างความเป็นเอกลักษณ์ น่าสนใจและเร้าใจ			

7.5 กรุณาเลือกวิธีเปิดฝาแชมพูที่ท่านมองว่าจะสะดวกต่อการใช้งานสำหรับท่าน (เลือกได้มากกว่า 1 ข้อ)

คำชี้แจง: โปรดทำเครื่องหมาย  ในช่อง  ที่ตรงความคิดเห็นของท่าน

			
แบบที่ 1 หมุนเปิด <input type="checkbox"/>	(1) หมุนตามเข็มนาฬิกา	(2) หมุนเพื่อเปิดฝาออก	(3) กลับด้านขวด และ บีบแชมพูออกมา
			
แบบที่ 2 สเปรย์ <input type="checkbox"/>	(1) หมุนสลักเพื่อปลดล็อก	(2) กดตรงไก เพื่อฉีดสเปรย์ออกมา	

 <p>แบบที่ 3 หัวฉีด</p> <p>□</p>	 <p>(1) ดันหัวฉีดขึ้นมา</p>  <p>(2) บีบขวด เพื่อฉีดแชมพูออกมา</p>
 <p>แบบที่ 4 กดหัวบีมนบนฝ่ามือ</p> <p>□</p>	 <p>(1) กดหัวบีมนบนฝ่ามือ</p>  <p>(2) แชมพูจะถูกล้อออกมา</p>
 <p>แบบที่ 5 ฝาเปิด</p> <p>□</p>	 <p>(1) ดันฝาขึ้นมา</p>  <p>(2) บีบขวด เพื่อปล่อยแชมพูออกมา</p>
 <p>แบบที่ 6 หัวบีม 2 มือ</p> <p>□</p>	 <p>(1) ใช้มือข้างหนึ่งกดหัวบีม และใช้มืออีกข้างรองแชมพูที่ปล่อยออกมา</p>



ส่วนที่ 8 คุณสมบัติผลิตภัณฑ์

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ในช่องที่ตรงความคิดเห็นของท่านมากที่สุด

คำอธิบาย		ระดับความคิดเห็น				
<b>8.1 ปัจจัยที่มีผลต่อการเลือกซื้อแชมพู</b>						
1	ใช้แล้วเห็นผลเร็ว	5	4	3	2	1
2	ใช้งานง่าย ไม่ซับซ้อน	5	4	3	2	1
3	การออกแบบบรรจุภัณฑ์ที่สวยงามทันสมัย	5	4	3	2	1
4	บรรจุภัณฑ์ใช้วัสดุที่แข็งแรงทนทาน	5	4	3	2	1
5	มีคุณสมบัติให้เลือกหลากหลาย	5	4	3	2	1
6	ช่วยแก้ปัญหาเฉพาะเจาะจง	5	4	3	2	1
7	เป็นนวัตกรรมใหม่ที่ไม่มีใคร	5	4	3	2	1

8.2 คุณสมบัติใดบ้างที่ท่านพิจารณาการตัดสินใจซื้อ (สามารถเลือกได้มากกว่า 1 ข้อ)

- 1) เนื้อสัมผัส
- 2) สามารถล้างออกง่าย
- 3) กลิ่นของผลิตภัณฑ์
- 4) ทำความสะอาดผมและหนังศีรษะได้สะอาดหมดจด
- 5) ฟองนุ่มละเอียด
- 6) ไม่ต้องล้างออก
- 7) ไม่ระคายเคืองตาและผิวหนัง
- 8) เย็นสบาย
- 9) อื่นๆ โปรดระบุ \_\_\_\_\_

8.3 สรรพคุณใดบ้างที่ท่านใช้พิจารณาในการตัดสินใจซื้อมากที่สุด (สามารถเลือกได้มากกว่า 1 ข้อ)

- 1) ลดการคันและการระคายเคือง
- 2) ช่วยให้ผมนุ่มลื่น
- 3) รักษารังแค
- 4) ช่วยให้หนังศีรษะชุ่มชื้น
- 5) ช่วยให้ผมมีสุขภาพดี
- 6) ต่อต้านริ้วรอย
- 7) ป้องกันผมร่วง
- 8) ช่วยปิดผมขาว
- 9) ช่วยให้ผมหนา ดูมีน้ำหนัก
- 10) ผมเป็นประกายเงางาม
- 11) อื่นๆ โปรดระบุ \_\_\_\_\_

8.4 ปัจจัยด้านกลิ่นของแชมพูใดบ้างที่ท่านใช้พิจารณาในการตัดสินใจซื้อ (สามารถเลือกได้มากกว่า 1 ข้อ)

- 1) กลิ่นที่ให้ความรู้สึกสดชื่น       2) กลิ่นน้ำหอมสังเคราะห์       3) กลิ่นที่ให้ความรู้สึกผ่อนคลาย  
 4) มีกลิ่นหอมระหว่างใช้สระผม       5) กลิ่นติดทนนานหลังสระ       6) เป็นกลิ่นที่ฉุนชอบ  
 7) กลิ่นหอมสมุนไพร       8) กลิ่นหอมผลไม้       9) กลิ่นหอมดอกไม้  
 10) กลิ่นหอมพอเหมาะ       11) ไม่มีกลิ่น       12) อื่นๆ โปรดระบุ \_\_\_\_\_

ส่วนที่ 9 ด้านราคา

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ในช่องที่ตรงความคิดเห็นของท่านมากที่สุด

1	คำอธิบาย	ระดับความคิดเห็น				
		5	4	3	2	1
1	ราคาเป็นปัจจัยหลักในการตัดสินใจเลือกซื้อสินค้า	5	4	3	2	1
2	ฉันเปรียบเทียบราคาสินค้าก่อนตัดสินใจซื้อเสมอ	5	4	3	2	1
3	ราคาไม่ใช่ปัจจัยหลักในการตัดสินใจซื้อสินค้า	5	4	3	2	1
4	การส่งเสริมการขายใด ที่จะมีผลต่อการตัดสินใจซื้อแชมพูมากที่สุด					
	4.1 การแจกสินค้าตัวอย่างให้ทดลองใช้	5	4	3	2	1
	4.2 การซื้อ 1 แถม 1	5	4	3	2	1
	4.3 การได้รับคะแนนสะสม	5	4	3	2	1
	4.4 การส่งชิงโชครางวัลใหญ่ เช่น ลุ้นทองคำ รถยนต์ คอนโด บ้าน เป็นต้น	5	4	3	2	1
	4.5 การลดราคา ณ จุดขาย	5	4	3	2	1

9.4 จำนวนเงินที่ท่านคาดว่าจะใช้ในการเลือกซื้อแชมพู ในแต่ละครั้งอยู่ที่เท่าใด (กรุณาเลือกเพียง 1 ข้อ)

- ต่ำกว่า หรือ เท่ากับ 50 บาท     51 – 100 บาท     101 – 150 บาท     151 – 200 บาท     มากกว่า 200 บาท ขึ้นไป

ส่วนที่ 10 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

ชี้แจง: โปรดทำเครื่องหมาย ✓ ในช่องที่ตรงกับตัวท่านมากที่สุด

- 10.1 เพศ       หญิง       ชาย       อื่นๆ  
 10.2 อายุ       60 – 69 ปี       70 ปีขึ้นไป  
 10.3 อาชีพ       รับราชการ       ข้าราชการบำนาญ       ธุรกิจส่วนตัว  
                   อาชีพอิสระ      ว่างงาน       อื่นๆ \_\_\_\_\_  
 10.4 ระดับการศึกษา       ประถมศึกษา/ต่ำกว่า       มัธยมศึกษา       ปวช./ปวส./อนุปริญญา  
                                  ปริญญาตรี      ปริญญาโทหรือสูงกว่า  
 10.5 รายได้ครอบครัวต่อเดือน       ต่ำกว่า หรือ เท่ากับ 30,000 บาท       30,001 - 50,000 บาท  
                                   50,001 – 70,000 บาท       70,001 – 99,999 บาท  
                                   100,000 บาทขึ้นไป