ESSENTIAL FACTOR INFLUENCING PURCHASING INTENTION FOR FACIAL CLEANSING WIPES
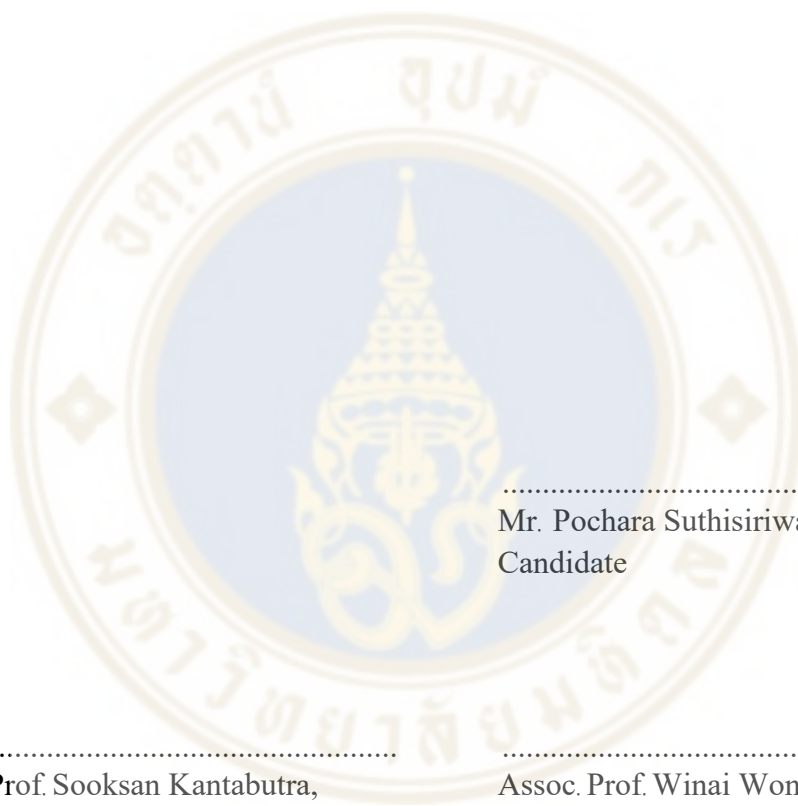
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ESSENTIAL FACTOR INFLUENCING PURCHASING INTENTION FOR FACIAL CLEANSING WIPES

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ABSTRACT

This research focuses on finding essential factor influencing purchasing intention for facial cleansing wipes. The main research scope is limited to potential customer who bought any facial cleanser in the previous three months in Bangkok. This research is quantitative research, collecting data by online questionnaire. The sample size is 144 respondents, 71 male and 73 females. The average spending on facial cleansing product range were 100-300 baht. After data analysis, the research shows that there are three direct significant influence, product aesthetic, social influence, product assurance, and one indirect significant influence, price sensitivity. Also, the demographic variable, gender is significant but the age and income is not for purchasing intention of facial cleansing wipes.

KEY WORDS: Cleansing Wipes/ Facial Cleansing/ Skin Care/ Purchasing Intention

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CHAPTER I
INTRODUCTION

1.1 Background

This thematic paper aims to study essential factor influencing purchasing intention for facial cleansing wipes. Everyone wants their facial to be clean and clear but what if cleaning your face in the bathroom on your lunch time does not sound appealing at all, so the facial cleansing wipes would be good solution. In an ideal world, you should wash your face twice a day. However, nowadays so many people are living in such hurry everything are happening and changing so fast, in a day just pass by so fast, it may seem like we lose out the time in a day and many people are always on the go. That could change people behavior when they do thing in daily life such as how they use the facial cleansing product. Moreover, the facial skin care will not be the first thing of your to do list in a busy daily life because many people do now want to mess with so many steps in order to just cleaning their face. Especially, when you are away from your home like going on a business trip or have to do overnight shift, your facial skin might suffer even more because it can be difficult to drag your normal facial products along with. Also, for the people who have oil excess during the day, they can simply use the facial cleansing wipe to clean your skin quickly on a lunch break at work, between classes, camping, road trip, or even during the transportation as well. The feeling of water against facial skin could be a wonderfully refreshing sensation but splashing water could make you clothes wet. So, the facial cleansing wipe product can be very helpful to keep on hand.

The new trend of using the facial cleansing product like a facial cleansing wipes are so popular nowadays. The facial cleansing wipe also is so easy to use because it came with the cleansing facial product on its already, the wipes contain the correct amount and type of ingredient needed for facial cleansing product. More importantly, the benefits of facial cleansing product are its set of the suitable ingredient for people

face. Some of the facial cleansing products have cleansing and also moisturizing abilities and that will help people who are not have much time to take care of their face, to cleansing their face easily with just couple touch. And for those who do the full skin care treatment but still do not have time on a busy day, the facial cleansing wipes can come into play and shorten time with just a simple step of using facial cleansing wipes instead. Presently, with the all of the advantages of the facial cleansing wipe, many people could have turned to use the facial wipe to take care of their facial.

Also, presently due to the high alert of PM 2.5 (Particulate Matter 2.5), the mixture of dust in the air that so tiny, so the people eyes cannot see. The size of PM 2.5 is less than 2.5 micrometers especially in Bangkok areas (aqicn.org, 2020) and it still in the air in the very long period of time as well. While the levels of dust and PM2.5 is over the Bangkok, the people will want to wash off all of the dust in their face during a day time. So, the cleansing wipe could help clean it so easily.

Furthermore, the facial cleansing wipes are popularly among the teenager and also known as wet tissues, the purpose of using the facial cleansing wipes was for cleansing the face area when you are away from the bathroom. The facial cleansing wipes not only can remove excess oil from your face but also remove all the make up as well. Nowadays, the facial cleansing wipes contain natural ingredients and very less chemicals involve in the facial cleansing wipes because for those who skin irritation. The use of facial cleansing wipes is firstly developed in the American and European regions and the facial cleansing wipes is very popular in the facial skin market. Then, and the trend of facial cleansing wipes has been successfully been adopted in Asia (Transparencymarketresearch.com, 2019). The demand of facial cleansing wipes in the future has continued to grow worldwide.

1.2 Research Question

The research aims to find out what would be the factors that affect the decision of Thai customer to buy a facial cleansing wipe. The main research question is essential factor influencing purchasing intention for facial cleansing wipes.

1.3 Research Scope

This research will focus on the new potential trend of using the facial cleansing wipe to clean their face of Thai people in Thailand. In terms of methodology, the research aims to survey approximately around 100 online customers around Bangkok area in Thailand by using the online questionnaire through the social media application. This paper will focus on both men and women who recently purchased the facial cleansing product in a past three months.

1.4 Expected Benefits

The result from this research will be analyzed and answer the question of what the factors that will influence how Thai people buy the facial cleansing product in the new trend living lifestyle and also giving the understanding of what intended to buy facial cleansing wipe as well. To explore and identify the potential factors that encourage Thai consumer to buy a facial cleansing wipe.

In this study, the consumers of facial cleanser market will be observed. The next step for this study will provide the literature review from the previous research to explore the potential variable that influence the factor influencing the purchasing intention for facial cleansing wipes in Chapter two. After that the Chapter three, this study will explain about this study in order to find an answer for our research question. After data collection, all the data from the selected respondents this study will explain how data were analyzed in Chapter Four. Finally, this paper will conclude and discuss about the result of this research.

CHAPTER II
LITERATURE REVIEW

The second chapter presents the literature review that was conducted for the study of essential factor influencing purchasing intention for facial cleansing wipes. The literature review critiques and summarizes the existing literature and connect the previous information researches that was known. The literature review in this paper begins with Theoretical Foundation, Consumer Behavior, Demographic Factors and Conceptual Framework.

2.1 Theoretical Foundation

2.1.1 Facial Cleansing Products Market

According to (Transparencymarketresearch.com, 2019), the market for facial cleansing products has rocketed in the couple past years, showing a notable awareness about people who care about their looks also the increase in demand for natural or organic involve in the near future. The growth in awareness about cleansing products, especially for male consumers, is offering the opportunities to the global facial cleansing products market. Moreover, (databridgemarketresearch.com, 2020) stated that the global facial cleanser market value will be USD11.09 billion by 2027 approximately, meanwhile the growth will be at a rate of around 4.80% estimated in 2020 to 2027.

According to (beyondbeautyasean.com, 2019), in Thailand, the health care market such as the beauty and personal care items was valued at ฿6.2 billion in 2018 and expected to be at ฿8 billion in 2022 approximately. The beauty and health care market has expanded by 7.2-7.9% annually for over the past six years ago.

2.1.2 Consumer Behavior

The consumer buying behavior relate to the purchase and consumption of goods and services for the satisfaction of their wants. There are differences in processes involved in the consumer behavior. (Lawan & Zanna, 2013) stated beside of the internal factors, which can be remembered as impact to buying behavior, there are also the external factor that can affect to consumer choices.

2.2 Demographic Factors

It is very important to focus on customer segmentation such as a demographic aspect for building the brand loyalty program (Gajanova, Nadanyiova, & Moravcikova, 2019). (Drummond, 2008) and (Jobber, 2004) stated that Demographic criteria are among the most commonly used segmentation variable, key demographic such as age, gender, and income. This segmentation criterion can be used where different product acceptance can be expected.

2.2.1 Age

The first surveyed demographic variable was the age. There is a statistical dependence between the age and brand loyalty level (Gajanova, Nadanyiova, & Moravcikova, 2019). The buying behavior of a person could be influenced by the age factor, the important personal factor. People would buy different things at their different stages of cycle. Their preference or taste also change and it change in during the change of life cycle (Ramya, 2016).

2.2.2 Gender

(Buss & Schaninger,1987) used the term gender defined behaviors to refer to skills and activities culturally allocated only to persons of one sex. Shopping primarily has been regarded as a feminine activity (Witkowski, 1999). Women reported using

facial cosmetics for a variety of reasons, ranging from anxiety about facial appearance, conformity to social norms, and public self-consciousness (Korichi, 2008). However, facial cosmetic also influences the behavior of other, especially men (Alex, 2016)

2.2.3 Income

(Ramya, 2016) was clarified that, people income can be another factor that can impact in controlling the consumption process. Income is a useful source of buying power. Also, the personal income of a person is determinant of his buying behavior. Then, purchasing decision process of different people will show the different result with different levels of income (Hawkins & Mothersbaugh, 2014).

2.3 Conceptual Framework

The objective of the framework is identifying the goals and the purposes of research. The (Miles & Huberman, 1984) who stated about conceptual framework as the first version of the researcher's map to start exploring the knowledge.

2.3.1 Health Consciousness

Health consciousness was defined as the motivational component that stimulated consumers to take actions and choose products that improve or maintain their healthy condition (Michaelidou & Hassan, 2008). Health-conscious people are more aware about their state of wellbeing also most of them influenced by this idea to maintain and improve their personal health. Health seekers are less extrinsic which means they would be interested in buying organic product for perceived health benefits (Pollan, 2008).

Health consciousness expression is the purchase of organic products. From the recent years, it is very noticeable that has an increasing in organic produce demands (Willer & Youssefi, 2007). the purpose of this interest trend is the organic products which are not natural degradation and it more healthy than normal products by increasing

number of consumers (Chen, 2007). According to interview of regular consumers of organic foods (RCOFs) most of the organic consumers showed that the reasons why they chose organic products is health factor (Makatouni, 2002)

2.3.2 Price Concern

Price perception are mostly affected on customers mind when it comes to buy a thing. The perception of price can be influenced customer by given specific detailed that meaningful to buyer(Kotler & Keller, 2016). Thus, price is very mainly factor during the purchasing process, mostly for specific product that were bought more often (Faith & Agwu, 2014). Customers are sensitive when they think about what would be the benefits that they will get from getting this product or services that they really paid money for (Al-Mamun & Rahman, 2014).

Related to (Tjiptono, 2008), price is a very important factor, price can affect on positioning and also brand image. Most of the customers who relate price with product, and expected that high price product would reflect the high-quality product as well and low-price product would be low quality. Similarly, (Buehler and Halbherr, 2017) also mentioned about the pricing will help to improve brand image.

2.3.3 Product Appearance

Product design will be remembered as a first impression and the advantage for the product itself. The product appearance will influence the choices of products in many ways (Marielle, 2005). Appearance of a product can make more value for consumer in both of symbolic and aesthetic and also meet in functional characteristics and give a first impression and show the accessible of using the product.

Moreover, brand logo could provide affective reactions before any promotional activity is even carried out. The brand logo could be the first thing the pop up to consumers mind (Lans, 2009). Brand logo is one of the important factors of brand aesthetics, that can influence customer attitude to the brand (Walsh, 2010). Moreover, the

brand logo is recognized as a first visual to represent toward the brand image (Swartz, 1983).

Also, the anthropomorphism's theory mentioned that, the consumer has the tendency to attribute human traits on brand logo or the brand itself that have the relationship with the brand (Aggarwal & Mcgill, 2007) which will lead to the minds of customers about its brand image (Ekhlassi & Nezhad, 2012).

2.3.4 Trustworthy

The trustworthy factor came from the customer's point of view that they feel reliable of the product. The customers assess the products as the trustworthiness when purchasing the organic product (Muller & Gaus, 2015). The source of trustworthiness can come from the ingredient which is labeled as organic, the origin, branding production methods, environmental awareness and descriptions of food names (Ferngvist & Ekelund, 2014).

2.3.5 Influencer

Many Researchers have considered the impact of society environment on consumer behavior. The fact that influencer has empowered to change people behavior by surrounded of people in community or society in order to the people can change their mind when they were influenced from other people (Besharat, 2010). It will surely affect to the purchase intention. Moreover, social influencer can apply into consumer's intention to buy products or services, it also can be influenced by social media or famous people whether that person want to purchase or not (Aaronson, 2004).

Social influence is environmental factors that could be affect to how consumer's consumption in the market. Also, the trends of products using may induce by influencer or some group of people such as a celebrity, blogger, presenter, friends etc. (Wu, Vassileva , Zhao, & Zhu, 2014)

Moreover, social influence is one way to communicate among people which mean that people can create their lifestyle character toward the attitude in order to

influence to other people, make communicate to public also can make both positive and negative impact to other consumer, and it will affect to people perception and decision to buy (Ajzen, 1991). Presently, the new technology can make social media connect to people so easily anytime and everywhere.

2.4 Hypothesis

Independent Variables
Health Consciousness
Price Concern
Product Appearance
Trustworthy
Influencer
Age
Gender
Income

Dependent Variable

Thai consumer's purchase intention for facial cleansing wipes
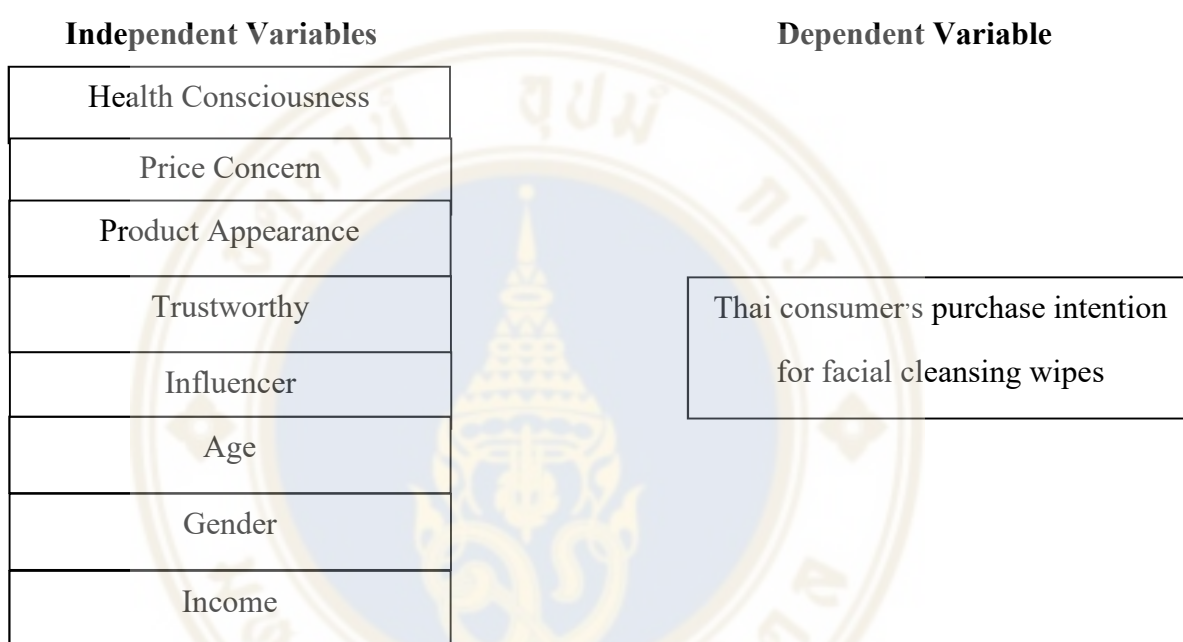
Figure 2.4 Initial framework showing influencing factor for purchasing intention for facial cleansing wipe

The hypothesis is based on the result from the literature review. The next above shows the relationship between the purchase intention of facial cleansing wipes and the independent variables factors. These hypotheses will be tested using a quantitative questionnaire survey and the next chapter will explain the methodology used in this study.

These following lists are the hypothesis for this study:

H1: Health Consciousness has a positive influence to intention to buy for facial cleansing   wipe.

H2: Price concern has a positive influence to intention to buy for facial cleansing   wipe.

H3: Product Appearance has a positive influence to intention to buy for facial cleansing wipe.

H4: Trustworthy has a positive influence to intention to buy for facial cleansing wipe.

H5: Influencer has a positive influence to intention to buy for facial cleansing wipe.

H6: Age will be positively associated with intention to buy for facial cleansing wipe.

H7: Gender will be positively associated with intention to buy for facial cleansing wipe.

H8: Income will be positively associated with intention to buy for facial cleansing wipe.

The next chapter will explain about the research methodology, the research design, sample target, questionnaire design, questionnaire questions that will be used for this study in order to find the essential factor influencing purchasing intention for facial cleansing wipes in Thailand.

CHAPTER III
METHODOLOGY

This research aims to study essential factor influencing purchasing intention for facial cleansing wipes. The research will be designed for more details about the factors that will influence respondent's purchasing intention for the cleansing wipes. To answer the question, the data from all the respondents will be used to analyzed using the statistical Package for Social Science (SPSS) program.

3.1 Research Design

This research is using the quantitative approach by using the online questionnaires to collect the primary data. With the online questionnaires, it will scope the answers of the respondents. Also, the quantitative research will allow statistical testing for all of the hypotheses.

3.2 Sample

The random initial target sample size for this study is 147 participants. The target group is based on the sampling that qualified by the screening question "Did you buy a facial cleansing product in a past three months?" to select the right respondents for the questionnaire. All of the respondents are living in Thailand and mostly in Bangkok and urban. The respondents are not limited by the ages, gender, or income.

3.3 Questionnaire Design

The data collection will be conducted with the close-end questionnaires that separate into five parts as follow

• Introduction part which will introduces the background and propose of the research also included the approximate time of completing the questionnaire

• Screening question which will consist of one closed-end question to identify the selected target respondent who did buy a facial cleansing product in a past three months

• General questions to gain more information on the target respondent's interest in the cleansing product and their interest could lead to their behaviors of buying a facial cleansing product like facial cleansing wipes

• Specific questions are the mixing of 26 questions from five constructs which are Health consciousness, Price concern, product appearance, trust, and influencer. This part is measured by using the four Likert scales to evaluate the level of disagreement to agreement from 1 to 4. At the end of the specific question, there will be the conclusion of the intention to buy facial cleansing wipes

• Demographic questions are the personal question about the respondents as gender, age and income.

3.3.1 Question used

Screening question

Did you buy a facial cleansing product in a past 3 months?

a) Yes, if yes, please continue the questionnaire

b) No, if no, please end the questionnaire Thank you

General question

How often do you buy facial cleansing products?

a) Once a month

b) Quarterly

c) Semi-annually

d) Annually

How much do you spend on a facial cleansing product?

a) 100-300 baht

b) 301-600 baht

c) 601-900 baht

What kind of facial cleansing product did you use? (Can answer more than one)

a) Facial Soap

b) Facial Cleansing Foam

c) Facial Cleansing Gel

d) Facial Cleansing Scrub

e) Facial Cleansing Oil

f) Cleansing wipes

g) Micellar water

Where do you usually buy facial cleansing products?

a) Watsons, Boosts

b) Central, Robinson

c) Lotus, Big C

d) Seven-Eleven

e) Shopee, Lazada

f) Facebook, Own website

g) Drug store

What is the factor that influence you to buy facial cleansing product?

a) Price

b) Popularity

c) Very clean

d) Contain natural ingredient

e) Does not irritate your skin

f) Clear oily

Have you ever bought a facial cleansing wipe?

a) Yes

b) No

Why do you usually use a facial cleansing wipe?

a) At home

b) At work

c) During transportation

d) Gym

How much do you prefer to spend on a facial cleansing wipe?

a) 50-150 baht

b) 151-200 baht

c) 201-250 baht

d) More than 250 baht

Specific question

To which extend do you agree with the following statement

I like to test the facial cleansing product before buying

I buy the facial cleansing product that certified by dermatologist

I wash my face at least twice a day

I always search the facial cleansing product in the internet before buying

I think the facial cleansing wipes is safe to use

I like to buy the discount facial cleansing product

I always buy the premium facial cleansing product

I will buy the discount facial cleansing product even that is not my favorite brand

I will change the brand if other brand gives me more discount

I only choose the well-known brand and premium brand for facial cleansing product

I choose to buy the facial cleansing product with good packaging

Product design is one of the factors that made me buy the product

I prefer buying the facial cleansing product that is outstanding than other product

I like to buy the facial cleansing product that import from other country than in Thailand

I prefer buying the facial cleansing product that design by famous artist

I choose only the facial cleansing product that certified by many standards

I like to buy the facial cleansing product with full detailed labels

I like to buy the facial cleansing product that contain natural Thai herb

I prefer buying the facial cleansing product with a good brand reputation

I prefer buying cosmeceuticals than normal facial cleansing product

I always ask my family or my friend before buying the facial cleansing product

I like to buy the same facial cleansing product with my favorite blogger

I tend to buy the facial cleansing product that are represented by well-known presenters

I always look at the comment in social media about the facial cleansing product and buy it

Normally I am the first to try something new about facial cleansing product

Purchasing Intention question

I am going to buy the facial cleansing wipes within a month

Demographic question

Gender

Age

Income

3.4 Data Analysis

The data that have been collected by online questionnaire and it will be analyzed by the program Statistical Package for Social Sciences (SPSS) program. There is the process through this program include inspecting data, cleaning data, and preparing

data. Through these step-in orders to ensure that the analysis process will be correct and have no error.

To answer the research of what are the essential factor influencing purchasing intention for facial cleansing wipes. The analysis methods that will be used in this research are descriptive analytics, factor analysis, cross tabulation, and regression. The answer of the respondent will be transferred into a data and will be interpreted by the analyze the depth information and also find the similarity pattern. The expected result will be showed what are the potential that effect the essential factor influencing purchasing intention for facial cleansing wipes.

3.4.1 Descriptive Analytics

The Descriptive Analytics is used to interpret the raw data to better understand by providing the summary table that show the frequency and percentage of the specific information.

3.4.2 Factor Analysis

The Factor Analysis is used to reduce a large number of variables into fewer numbers of factors. To find the relationship between the constructs and grouping them together.

3.4.3 Correlation Analysis

The Correlation Analysis is used to measure how strongly between two variables are related to each other or the degree of association between the two independent variables

3.4.4 Cross Tabulation

The Cross Tabulation analysis is used to analyze how the nominal variables vary between groups. Also, to examine relationship within data that may not be readily apparent.

3.4.5 Regression Analysis

The Regression Analysis is used to test the nature of relationship between a dependent variable and one or more independent variables from the framework. To apply Regression Analysis in this research will discover the possible factors influencing purchasing intention for facial cleansing wipes in Thailand.

After data collection, the next Chapter will show the results from all the data from the selected respondents from this Chapter. Next Chapter will show the result that will be analyzed by the program Statistical Package for Social Sciences (SPSS).

CHAPTER IV
RESEARCH FINDING

This chapter shows the results from the respondents of finding essential factor influencing purchasing intention for facial cleansing wipes. There are 147 respondents, are collected using an online questionnaire. This chapter contain the descriptive analytic, factor analysis; (total variance explained, scree plot, rotated component matrix), cross tabulation, ANOVA, and regression.

4.1 Descriptive Analytics

4.1.1 Respondent Profile

The total number of respondents are 147. The respondent profile includes gender, age, and income. There are 71 male respondent which are 49.3 percent of total respondents and There are 73 female respondent which are 50.7 percent of total respondent, and 3 are missing in the system, as shown in the Table 4.1.1. Most of the respondent, 50 percent are, 21 years old to 30 years old. There are 28.5 percent for the respondent who are 31 years old to 40 years old. Then, 16.7 percent are respondent who are 41 years old to 50 years old and 4.96 percent are respondent who age more than 50 years old as shown in the table 4.1.2. The table 4.1.3 shows the percentage of respondents who are categorized by their monthly income. The majority of respondent's income are 10,001 baht to 20,000 baht, 29.9 percent. Following by, 30,001 baht to 50,000 baht, 29.2 percent and 20,001 baht to 30,000 baht, 25.7 percent and more than 50,000 baht, 9 percent and lower than 10,000 baht, 6.3 percent respectively.

Table 4.1 Respondent's Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	71	48.3	49.3	49.3
	female	73	49.7	50.7	100.0
	Total	144	98.0	100.0	
Missing	System	3	2.0		
Total		147	100.0		

Table 4.2 Respondent's Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21 - 30	72	49.0	50.0	50.0
	31 - 40	41	27.9	28.5	78.5
	41 - 50	24	16.3	16.7	95.1
	more than 50	7	4.8	4.9	100.0
	Total	144	98.0	100.0	
Missing	System	3	2.0		
Total		147	100.0		

Table 4.3 Respondent's Income

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10,000 baht	9	6.1	6.3	6.3
	10,001 - 20,000 baht	43	29.3	29.9	36.1
	20,001- 30,000 baht	37	25.2	25.7	61.8
	30,001-50,000 baht	42	28.6	29.2	91.0
	50,000+ baht	13	8.8	9.0	100.0
	Total	144	98.0	100.0	
Missing	System	3	2.0		
Total		147	100.0		

4.1.2 General Buying Behavior

The general buying behavior questions contain about the behavior of consumer buying the facial cleansing products, how often do they buy, how much they spend on, and where they usually buy product from.

Table 4.4 Frequency of Buying Facial Cleansing Product

How often do you buy facial cleansing products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	once a month	31	21.1	21.1	21.1
	quarterly	54	36.7	36.7	57.8
	semiannual	58	39.5	39.5	97.3
	annual	4	2.7	2.7	100.0
	Total	147	100.0	100.0	

Table 4.5 Spending on Facial Cleansing Product

How much do you spend on a facial cleansing product?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	100-300 Baht	86	58.5	58.5	58.5
	301-600 Baht	54	36.7	36.7	95.2
	601-900 Baht	4	2.7	2.7	98.0
	more than 900	3	2.0	2.0	100.0
	Total	147	100.0	100.0	

Table 4.6 Shopping Channels

Where do you usually buy facial cleansing products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Watsons, Boosts	40	27.2	27.2	27.2
	Central, Robinson	38	25.9	25.9	53.1
	Lotus, Big C	12	8.2	8.2	61.2
	Seven-Eleven	19	12.9	12.9	74.1
	Shopee, Lazada	20	13.6	13.6	87.8
	Facebook, Own website	13	8.8	8.8	96.6
	Drug Store	5	3.4	3.4	100.0
	Total	147	100.0	100.0	

The above tables show the frequency of buying facial cleansing product in percentage. Most of the respondents buy the facial cleansing product semiannually and quarterly 39.5 percent and 36.7 percent respectively and 21.1 percent in once a month. Also, most of them 58.5 percent are likely to pay 100 baht to 300 baht, but some of them 36.7 percent pay up to 600 baht. Most of the respondents usually buy the facial cleansing product at Watsons or Boosts 27.2 percent and Central or Robinson 25.9 percent as well. The rest of the respondents buy Online 13.8 percent via Shopee and Lazada, buy at convenience store like Seven-Eleven 12.9 percent, Lotus and Big C 8.2 percent.

Table 4.7 Facial Cleansing Wipes Users

Have you ever bought a facial cleansing wipes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	110	74.8	74.8	74.8
	no	37	25.2	25.2	100.0
	Total	147	100.0	100.0	

Table 4.8 Facial Cleansing Wipes Using

Where do you usually use a facial cleansing wipes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	At home	29	19.7	26.4	26.4
	At work	39	26.5	35.5	61.8
	During transportation	25	17.0	22.7	84.5
	Gym	17	11.6	15.5	100.0
	Total	110	74.8	100.0	
Missing	System	37	25.2		
Total		147	100.0		

According to table 4.7 to 4.8, the result show that the most of the respond dents 110 people 74.8 percent are used to buy the facial cleansing wipes and just 25.2 percent have not bought the facial cleansing wipes. For the respondents who use to buy the facial cleansing wipes, they usually use it at work 35.5 percent, at home 26.4 percent, during transportation0 22.7 percent, and at the gym 15.5 percent.

4.2 Factor Analysis

The Factor analysis is used to reduce a large number of variables into fewer numbers of factors one by one until have clean data also, grouping the factors or constructs that related together. The table 4.9 below, show the total variance explained after applied the factor analysis and variable reduction using low factor loading method, cross loading method, and mismatch meaning method; variables that grouped do not have the same meaning. They were twelve factors in this table but only four factors have eigenvalue higher than 1. Also, the cumulative percentage of four factors showed higher than 60 percent.

4.2.1 Total Variance Explained

The total variance explained table below would describe the number of significant variables in the questionnaire that are arranged in the descending order on the most explained variance. At the beginning, there were 12 components in the questionnaire but after doing the variable reduction by low factor loading method; cut variables with factor loading below 0.4, cross loading method; cut the number that show up on two or more factors, and mismatch meaning method; variables that grouped do not have the same meaning. After variable reduction, these initial eigenvalues reflect that there are 4 significant component which have a total value more than one. Also, the cumulative percentage in the fourth component has value more than 77 percent as showed in the table 4.9 below.
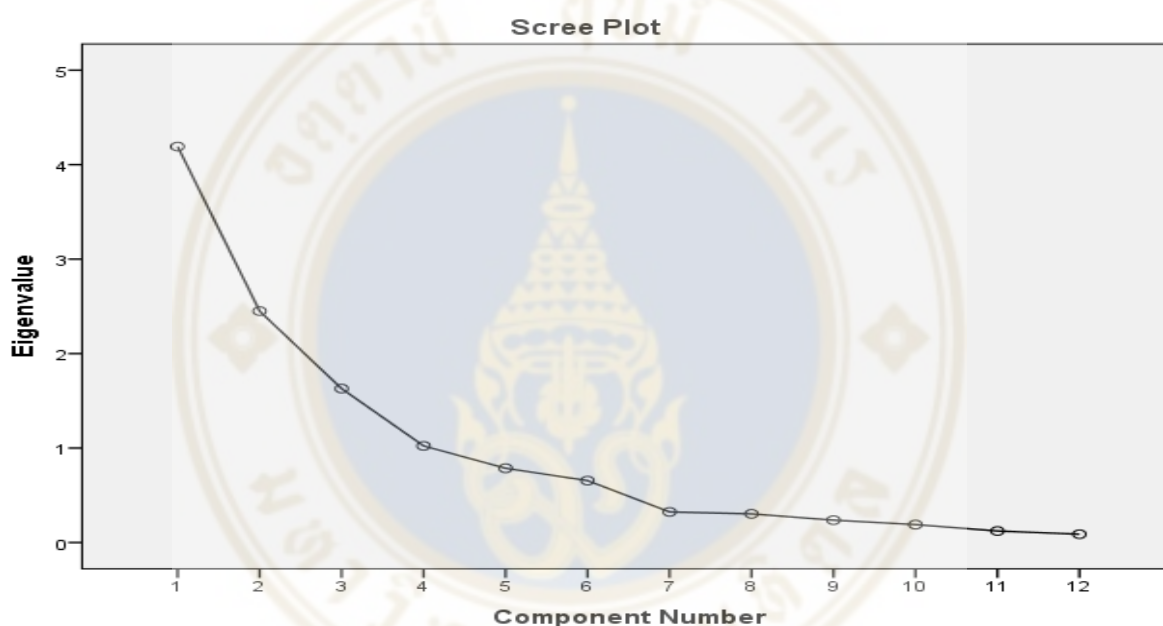
Table 4.9 Total Variance Explained

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.192	34.929	34.929	4.192	34.929	34.929	3.490	29.084	29.084
2	2.450	20.416	55.345	2.450	20.416	55.345	2.612	21.770	50.854
3	1.629	13.577	68.921	1.629	13.577	68.921	1.923	16.027	66.881
4	1.023	8.525	77.446	1.023	8.525	77.446	1.268	10.565	77.446
5	.786	6.551	83.997						
6	.656	5.463	89.460						
7	.324	2.700	92.160						
8	.304	2.532	94.692						
9	.237	1.973	96.665						
10	.190	1.581	98.246						
11	.122	1.017	99.263						
12	.088	.737	100.000						

Extraction Method: Principal Component Analysis.

4.2.2 Scree Plot

The scree plot showed the line plot of the eigenvalues of factors. The scree plot is used to determine the number of factors ordering the eigenvalues from largest to smallest. The point where eigenvalues seem to level off is found and the component number is retained as significant. According to table below, the scree plot has a clear separation at 4 factors.

Table 4.10 Scree Plot

4.2.3 Rotated Component Matrix

The rotated component matrix in the final factor analysis process show the same number of significant components as the total variance explained and scree plot in the table 4.9 and table 4.10 respectively, which is 4 significant components. As you can see in the table 4.11. all of the components have value more than 0.4 and also no cross-loading in the table. Plus, these all component are matched in the new suitable group. The first group is Product Aesthetic, all of the four variables refer to the product design, product packaging, brand reputation, and premium product. The second group is Price Sensitivity group, there are three variables that refer to discount product and discount

promotion. The third group mention about how social influencer, famous presenter, well known artists can motivate them to buy the product, this group was called Social Influence. The last group, group number four was all about the Product Assurance, for those who are not sure and want to try a new product before actually buying or asking their friend or family about the product first.

Table 4.11 Rotated Component Matrix

Rotated Component Matrix[a]

	Component			
	1	2	3	4
Product design is one of the factors that made me buy the product	.882			
I choose to buy the facial cleansing product with good packaging	.857			
I prefer buying the facial cleansing product with a good brand reputation.	.808			
I always buy a premium facial cleansing product.	.766			
I like to buy the facial cleansing product that imports from other countries than in Thailand	.758			
I will buy the discount facial cleansing product even that is not my favourite brand		.928		
I will change the brand if other brands give me more discount.		.917		
I like to buy the discount facial cleansing product.		.881		
I tend to buy the facial cleansing product that are represented by well-known			.932	
I prefer buying the facial cleansing product that design by famous artist.			.914	
I always ask my family or my friend before buying the facial cleansing product				.770
I like to test the facial cleansing product before buying.				.596

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
  a. Rotation converged in 5 iterations.

Product Aesthetic

Price Sensitivity

Social Influence

Product Assurance

4.3 Correlation

The table below shows the correlation analysis to measure the relationship between one factor and another factor, it can be positive and negative correlation as shown in table 4.12. From the table, all factors are statically significant. There 2 positive medium correlation. The correlation between Product Aesthetic and Social Influence are medium at 0.590. Moreover, the correlation between Social Influence and Product Assurance are medium at 0.404. Price sensitivities have low negative correlation with all factors (Product Aesthetic, Social Influence, Product Assurance). While, Product Aesthetic have low positive correlation with Product Assurance.

Table 4.12 Correlation

Correlations

		Product Aesthetic	Price Sensitivity	Social Influence	Product Assurance
Product Aesthetic	Pearson Correlation	1	-.214**	.590**	.244**
	Sig. (2-tailed)		.009	.000	.003
	N	147	147	147	147
Price Sensitivity	Pearson Correlation	-.214**	1	-.388**	-.205*
	Sig. (2-tailed)	.009		.000	.013
	N	147	147	147	147
Social Influence	Pearson Correlation	.590**	-.388**	1	.404**
	Sig. (2-tailed)	.000	.000		.000
	N	147	147	147	147
Product Assurance	Pearson Correlation	.244**	-.205*	.404**	1
	Sig. (2-tailed)	.003	.013	.000	
	N	147	147	147	147

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

4.4 Cross Tabulation

According to table 4.13, the Pearson Chi-Square show the significant result between gender and purchase intention for facial cleansing wipes. More than 90 percent of female respondents are strongly agreed about buying the facial cleansing wipes within a month. So, the result show that the female is more likely to buy the facial cleansing wipe more than male respondent because male naturally is not as healthy as female in term of cleansing their face. Meanwhile, there are a trend of men's grooming nowadays as you can see, about 62 percent of male agree to buy the facial cleansing wipe within a month as well. However, the Cross Tabulation between Age and Income both variables are no significant with the purchase intention of facial cleansing wipes.

Table 4.13 Cross Tabulation between Gender and Purchase Intention

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.803[a]	2	.000
Likelihood Ratio	31.402	2	.000
Linear-by-Linear Association	17.425	1	.000
N of Valid Cases	144		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.37.

Crosstab

			male	female	Total
I am going to buy the facial cleansing wipes within a month.	Disagree	Count	11	8	19
		% within I am going to buy the facial cleansing wipes within a month.	57.9%	42.1%	100.0%
		% within Gender	15.5%	11.0%	13.2%
		% of Total	7.6%	5.6%	13.2%
	Agree	Count	57	35	92
		% within I am going to buy the facial cleansing wipes within a month.	62.0%	38.0%	100.0%
		% within Gender	80.3%	47.9%	63.9%
		% of Total	39.6%	24.3%	63.9%
	Strongly Agree	Count	3	30	33
		% within I am going to buy the facial cleansing wipes within a month.	9.1%	90.9%	100.0%
		% within Gender	4.2%	41.1%	22.9%
		% of Total	2.1%	20.8%	22.9%
Total		Count	71	73	144
		% within I am going to buy the facial cleansing wipes within a month.	49.3%	50.7%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	49.3%	50.7%	100.0%

4.5 Regression Analysis I; All variables

The Regression Analysis I with all four variables; product aesthetic, price sensitivity, social influence, and product assurance show the result in table below, the R square shows 44.7 percent of the variance in purchase intention for facial cleansing wipes in Thailand that can be explained by all factors.

According to ANOVA table 4.14, the ANOVA analysis show the significant value that means this regression analysis overall is significant and can be explained the dependent variables.

Table 4.14 Regression Analysis I; All Variables

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.669[a]	.447	.432	.448

a. Predictors: (Constant), Product Assurance, Price Sensitivity, Product Aesthetic, Social Influence

b. Dependent Variable: I am going to buy the facial cleansing wipes within a month.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.013	4	5.753	28.710	.000[b]
	Residual	28.456	142	.200		
	Total	51.469	146			

a. Dependent Variable: I am going to buy the facial cleansing wipes within a month.

b. Predictors: (Constant), Product Assurance, Price Sensitivity, Product Aesthetic, Social Influence

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.368	.304		4.504	.000	.767	1.968
	Product Aesthetic	.211	.065	.250	3.235	.002	.082	.340
	Price Sensitivity	-.039	.058	-.046	-.676	.500	-.154	.076
	Social Influence	.253	.080	.273	3.184	.002	.096	.410
	Product Assurance	.253	.055	.314	4.601	.000	.144	.362

a. Dependent Variable: I am going to buy the facial cleansing wipes within a month.

The Coefficients result in the Regression Analysis I above, show the factors that significant with the dependent variable which are product aesthetic, social influence, and product assurance. According to the result in the table, the regression equation of this Regression Analysis I can be explained by Intention to buy = 1.368 + 0.21(Product Aesthetic) + 0.25(Social influence) + 0.25(Product Assurance) Therefore, these results can be explained that the product aesthetic, social influence, and product assurance are directly relate with the purchasing intention for facial cleansing wipe in Thailand.

4.6 Regression Analysis II; Price Sensitivity

The Regression Analysis II was analyzed for measuring between the price sensitivity factor and the purchasing intention. The result of R square show that only 7.3 percent of the variance in purchase intention for facial cleansing wipe in Thailand can be explained by price sensitivity as shown in the table below.

Table 4.15 Regression Analysis II; Price Sensitivity

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.270^a	.073	.067	.574

a. Predictors: (Constant), Price Sensitivity

For ANOVA analysis of Regression Analysis II below show the significant value 0.001, that means The Regression Analysis II model is significant and can be explained the dependent variable.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.752	1	3.752	11.403	.001[b]
	Residual	47.717	145	.329		
	Total	51.469	146			

a. Dependent Variable: I am going to buy the facial cleansing wipes within a month.
b. Predictors: (Constant), Price Sensitivity

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.800	.212		17.923	.000
	Price Sensitivity	-.232	.069	-.270	-3.377	.001

a. Dependent Variable: I am going to buy the facial cleansing wipes within a month.

The Coefficients result in the Regression Analysis II above, show that Price Sensitivity factor is significant with the dependent even variable even in the low percent. Therefore, the result of this model can conclude to the price sensitivity factor is indirectly relate with the purchasing intention for facial cleansing wipe in Thailand.

Next, the final chapter will provide the conclusion of this study about essential influencing purchase intention for facial cleansing wipes. Also, the limitation of this study and the recommendation for the further study.

CHAPTER V
CONCLUSIONS AND RECOMMENDATIONS

The final task of the research is to conclude all of the data that we gather and analyze. This chapter presents a conclusion of this paper. To conclude the essential factor influencing purchasing intention for facial cleansing wipes.

5.1 Conclusion

The main research objective is to find essential influencing purchase intention for facial cleansing wipes. The result After data collection and data analysis the result provide an answer for this research question as following

There are 147 respondents collected from online questionnaire by convenience sampling method. The respondents are 71 males and 73 females. Their average income is 10,000 – 20,000 Baht per month while most of respondents are between 21-30 years old. For their facial cleanser purchasing behavior in general, there were 58 percent of respondents who buy the facial cleanser for every 6 months; on the other hand, there were 54 percent of respondents who buy the facial cleanser for every 3 months. The facial cleanser price range between 100-300 Baht is the most preferable for 58 percent of respondents. And, specialty store (Watsons, Boots), department store (Central, Robinson), online marketplace (Shopee, Lazada) is where the respondents prefer to purchase facial cleanser (27 percent, 25 percent, and 13 percent respectively). 74 percent of them have bought facial cleansing wipes in the past 3 months, and most of them have used at workplace.

There are 4 essential factors from factor analysis including product aesthetic, price sensitivity, social influence, and product assurance. These factors were selected by factor loading that higher than 0.4, did not have cross loading, and mismatch

meaning among each factor. These 4 factors quite similar to the conceptual framework of this research. Only 1 variable, health consciousness, from conceptual framework does not show in the final result from factor analysis. 4 factors have correlation with each other. Medium correlation occurs in 2 groups: social influence and product aesthetic, social influence, and product assurance. This correlation can assume that the respondents influencing by other people for making purchasing decision will influence by product aesthetic and product assurance.

To answer the research hypotheses, the regression analysis explains the relation between facial cleansing wipe purchasing intention and the 4 factors (product aesthetic, price sensitivity, social influence, and product assurance.) The result of regression analysis is significant because the p-value at ANOVA table was 0.000. From R square, the result can explain intention to buy for facial cleansing wipe with these factors 44 percent. The equation from regression analysis is Intention to buy = 1.368 + 0.21(Product Aesthetic) + 0.25(Social influence) + 0.25(Product Assurance). Only price sensitivity is not statistically significant, so it is removed from this equation. On the contrast, price sensitivity does have indirectly influence intention to buy for 2nd regression analysis between intention to buy and price sensitivity because it is statistically significant.

From the data analysis the research hypotheses can be answer as followings,

H1: Health Consciousness cannot conclude that it has a positive influence on intention to buy for facial cleansing wipe or not because this factor is not show after factor analysis.

H2: Price concern can be referred as Price Sensitivity does not have a positive influence on intention to buy for facial cleansing wipe. Price Sensitivity negatively indirectly influence intention to buy for facial cleansing wipe.

H3: Product Appearance or Price Aesthetic in this research has a positive influence on intention to buy for facial cleansing wipe as predict in the conceptual framework.

H4: Trustworthy or Product Assurance from factor analysis has a positive influence on intention to buy for facial cleansing wipe as predict in the conceptual framework.

H5: Influencer or Social Influencer has a positive influence on intention to buy for facial cleansing wipe as predict in the conceptual framework.

H6: Difference in age is not associated with intention to buy for facial cleansing wipe.

H7: Difference in gender will be positively associated with intention to buy for facial cleansing wipe. Female has stronger intention to buy facial cleansing wipe than male.

H8: Difference in income is not associated with intention to buy for facial cleansing wipe.

In conclusion, the essential factors influencing intention to buy for facial cleansing wipe are product aesthetic, social influence, product assurance, and gender. Price sensitivity just indirectly influence intention to buy for facial cleansing wipe.

5.2 Recommendations

According to the research result, the factors that are direct significant with the essential factor purchasing intention for facial cleansing wipes in Thailand is Social Influence, Product Assurance, and Product Aesthetic. Price sensitivity factor is indirect significant. So, the suggestion in term of developing marketing strategies would be.

Focus on the social, the result show that the respondents are more likely to concern about their social influencer. So, the brand should hire well-known presenter to represent the brand, hire famous beauty blogger or cosmetic reviewer from YouTube to influence the brand.

Product Assurance, as the facial wipes product is not popular now in Thailand. Therefore, giving a trial product or a tester product would convince them to try the new product.

Product Aesthetic, according to the result from most of the respondent are concerned about the appearance of the product more than the price or ingredient. So, the brand should make a premium packaging and beautiful product design. Making the brand more outstanding product than the other would attract the consumer in this product category.

5.3 Limitations of the study

The first limitation of this study would be too narrow number of the respondent. 147 respondents are not enough to represent the purchase intention of the whole country about the facial cleansing wipes. With the limited time, this study could apply only an online convenience sampling method. So, the respondent who are not using internet could not do the questionnaire.

5.4 Future research

In the Future research, the researcher could increase the number of respondents in the research, the researcher should collect more simple size in order to represent the whole country and also to have more accurate representation of the population. Next, the research could have more the independent variables like advertising. Moreover, for the further research, the researcher could do the offline research instead of online convenience sampling in order to catch up with the consumer who not using the internet and mobile phone like the older generation. Also, observing in more different age range in order to explore more possible consumers. Additionally, the researcher could conduct in the qualitative method for a further study in order to

understand more in beliefs, experiences, attitudes, behavior, and interactions of respondent toward the facial cleansing wipes.

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APPENDIX

Essential factor influencing purchasing intention for facial cleansing wipes

การสำรวจพฤติกรรมจัดทำโดยนักศึกษาปริญญาโท วิทยาลัยการจัดการมหาวิทยาลัยมหิดล

แบบสอบถามใช้เวลาประมาณ 4-5 นาทีในการตอบแบบสอบถามทั้งหมด
ซึ่งแบบสอบถามเป็นการสอบถามนิรนามจะไม่มีการเปิดเผยข้อมูลส่วนบุคคล
และการทำแบบสอบถามไม่สามารถระบุตัวบุคคลได้ เป็นข้อมูลทางประชากรเท่านั้น

1. Did you buy a facial cleansing product in the past 3 months?
ในสามเดือนที่ผ่านมาคุณได้ซื้อผลิตภัณฑ์ล้างหน้าหรือไม่

○ Yes – If yes, please continue answer the questionnaire ใช่ - ทำแบบสอบถามต่อ

○ No – If no, end the survey "Thank you" ไม่ใช่ - จบแบบสอบถาม ขอบคุณครับ

APPENDIX (cont.)

Essential factor influencing purchasing intention for facial cleansing wipes

2. How often do you buy facial cleansing products?
คุณซื้อผลิตภัณฑ์ล้างหน้าบ่อยแค่ไหน

- ( ) Once a month เดือนละครั้ง
- ( ) Quarterly 3 เดือนครั้ง
- ( ) Semiannual 6 เดือนครั้ง
- ( ) Annual ปีละครั้ง

3. How much do you spend on a facial cleansing product?
คุณซื้อผลิตภัณฑ์ล้างหน้าเฉลี่ยต่อชิ้นราคาเท่าไร

- ( ) 100 - 300 baht
- ( ) 301 - 600 baht
- ( ) 601 - 900 baht

4. What kind of facial cleansing product did you use? (Can answer more than one)
คุณใช้ผลิตภัณฑ์ล้างหน้าประเภทใดบ้าง (เลือกได้มากกว่า 1 ข้อ)

- [ ] Facial Soap (สบู่ล้างหน้า)
- [ ] Facial Cleansing Foam (โฟมล้างหน้า)
- [ ] Facial Cleansing Gel (เจลล้างหน้า)
- [ ] Facial Cleansing Scrub (สครับล้างหน้า)
- [ ] Facial Cleansing Oil (ออยล้างหน้า)
- [ ] Cleansing Wipes (ทิชชู่เปียกเช็ดหน้า)
- [ ] Micellar water (ไมเซล่า วอเตอร์)

5. Where do you usually buy facial cleansing products?
คุณซื้อผลิตภัณฑ์ล้างหน้าสถานที่ใดบ่อยที่สุด

- ( ) Watsons, Boosts (วัตสัน, บู๊ท)
- ( ) Central, Robinson (เซ็นทรัล, โรบินสัน)
- ( ) Lotus, Big C (โลตัส, บิ๊กซี)
- ( ) Seven-Eleven (7-11)
- ( ) Shopee, Lazada (ช้อปปี้, ลาซาด้า)
- ( ) Facebook, Own website (จากเจ้าของแบรนด์โดยตรง)
- ( ) Drug Store (ร้านขายยา)

6. What is the factor that influences you to buy a facial cleansing product?
ปัจจัยใดสำคัญที่สุดในการเลือกผลิตภัณฑ์ล้างหน้า

- ( ) Price (ราคา)
- ( ) Contain Natural Ingredient. (มีส่วนผสมของธรรมชาติ)
- ( ) Popularity. (เป็นที่นิยม)
- ( ) Does not irritate your skin. (ไม่ระคายเคืองผิว)
- ( ) Very clean. (สะอาด)
- ( ) Clear oily. (ลบความมัน)

APPENDIX (cont.)

7. Have you ever bought a facial cleansing wipes?
คุณเคยเลือกซื้อผลิตภัณฑ์ล้างหน้าแบบทิชชู่เปียกหรือไม่

○ YES

○ NO

8. Why did you buy a facial cleansing wipe? (can answer more than one)
ทำไมคุณถึงเลือกซื้อผลิตภัณฑ์ล้างหน้าแบบทิชชู่เปียก (ตอบได้มากกว่า1ข้อ)

☐ Convenience. (พกพาได้สะดวก)

☐ Can use in every situation. (ใช้งานได้ทุกสถาการณ์)

☐ Save time. (ประหยัดเวลา)

☐ Clear your face before clean (เช็ดหน้าสะอาดก่อนจึงล้างหน้า)

9. Where do you usually use a facial cleansing wipes?
คุณใช้ผลิตภัณฑ์ล้างหน้าแบบทิชชู่เปียกที่ไหนบ่อยที่สุด

○ At home (ที่บ้าน)

○ At work (ที่ทำงาน)

○ During transportation (ระหว่างเดินทาง)

○ Gym (ยิม)

10. How much do you prefer to buy a facial cleansing wipe?
คุณจะซื้อผลิตภัณฑ์ล้างหน้าแบบทิชชู่เปียกในราคาเท่าไร

○ 50 - 150 baht

○ 150-200 baht

○ 201 – 250 baht

○ 250 baht +

11. To which extend do you agree with following statement. (1 Strongly Disagree, 2 Disagree, 3 Agree, 4 Strongly Agree) ลำดับการเห็นด้วยจากข้อความต่อไปนี้ (1 ไม่เห็นด้วยอย่างยิ่ง, 2 ไม่เห็นด้วย, 3 เห็นด้วย, 4 เห็นด้วยอย่างยิ่ง)

	Strongly Disagree	Disagree	Agree	Strongly Agree
I like to test the facial cleansing product before buying. ฉันชอบที่จะลองผลิตภัณฑ์ล้างหน้าก่อนที่จะซื้อ	○	○	○	○
I buy the facial cleansing product certified by a dermatologist. ฉันซื้อผลิตภัณฑ์ล้างหน้าที่รับรองโดยแพทย์ผิวหนัง	○	○	○	○
I wash my face at least twice a day. ฉันล้างหน้าวันละ 2 ครั้ง	○	○	○	○
I always search for the facial cleansing product on the internet before buying. ฉันจะค้นหาข้อมูลในอินเตอร์เน็ตก่อนซื้อผลิตภัณฑ์ล้างหน้า	○	○	○	○
I think the facial cleansing wipes are safe to use. ฉันคิดว่าผลิตภัณฑ์ล้างหน้าแบบทิชชู่เปียกปลอดภัย	○	○	○	○
I like to buy the discount facial cleansing product. ฉันชอบซื้อผลิตภัณฑ์ล้างหน้าที่ลดราคา	○	○	○	○

APPENDIX (cont.)

	Strongly Disagree	Disagree	Agree	Strongly Agree
I always buy a premium facial cleansing product. ฉันมักจะซื้อผลิตภัณฑ์ล้างหน้าที่พรีเมียม	○	○	○	○
I will buy the discount facial cleansing product even that is not my favourite brand. ฉันจะซื้อผลิตภัณฑ์ล้างหน้าที่ลดราคาถึงแม้ว่าจะไม่ใช่แบรนด์ที่ฉันชอบ	○	○	○	○
I will change the brand if other brands give me more discount. ฉันสามารถเปลี่ยนแบรนด์ผลิตภัณฑ์ล้างหน้าได้ หากได้รับการลดราคา	○	○	○	○
I only choose the well-known brand and premium brand for the facial cleansing product. ฉันจะเลือกซื้อผลิตภัณฑ์ล้างหน้าที่พรีเมียมและเป็นที่รู้จัก	○	○	○	○
I choose to buy the facial cleansing product with good packaging ฉันจะเลือกซื้อผลิตภัณฑ์ล้างหน้าที่บรรจุภัณฑ์ที่ดี	○	○	○	○
Product design is one of the factors that made me buy the product. รูปแบบสินค้าที่ดูดีจะทำให้ฉันซื้อสินค้า	○	○	○	○
I prefer buying the facial cleansing product that is outstanding than other product. ฉันมักจะซื้อแบรนด์ผลิตภัณฑ์ล้างหน้าที่โดดเด่นกว่าแบรนด์อื่น	○	○	○	○
I like to buy the facial cleansing product that imports from other countries than in Thailand. ฉันมักจะซื้อผลิตภัณฑ์ล้างหน้าที่นำเข้ามาจากต่างประเทศ	○	○	○	○
I prefer buying the facial cleansing product that design by famous artist. ฉันจะซื้อผลิตภัณฑ์ล้างหน้าที่ออกแบบโดยนักออกแบบชื่อดัง	○	○	○	○
I choose only the facial cleansing product that certified by many standards ฉันจะเลือกผลิตภัณฑ์ล้างหน้าที่มีการรับรองที่เป็นมาตรฐาน	○	○	○	○
I like to buy the facial cleansing product with full detailed labels. ฉันชอบที่จะซื้อผลิตภัณฑ์ล้างหน้าที่บอกรายละเอียดในฉลาก	○	○	○	○
I like to buy the facial cleansing product that contains natural Thai herb. ฉันชอบที่จะซื้อผลิตภัณฑ์ล้างหน้าที่มีส่วนผสมของสมุนไพรไทย	○	○	○	○
I prefer buying the facial cleansing product with a good brand reputation. ฉันมักจะซื้อผลิตภัณฑ์ล้างหน้าเฉพาะแบรนด์ที่มีชื่อเสียง	○	○	○	○
I prefer buying cosmeceuticals than a normal facial cleansing product. ฉันจะซื้อเวชสำอางมากกว่าที่จะผลิตภัณฑ์ล้างหน้าทั่วไป	○	○	○	○
I always ask my family or my friend before buying the facial cleansing product. ฉันมักจะถามเพื่อนและครอบครัว	○	○	○	○
I like to buy the same facial cleansing product with my favorite blogger. ฉันชอบที่จะซื้อผลิตภัณฑ์ล้างหน้าเหมือนกับบล็อกเกอร์คนโปรดของฉัน	○	○	○	○
I tend to buy the facial cleansing product that are represented by well-known presenters. ฉันมักจะซื้อผลิตภัณฑ์ล้างหน้าที่พรีเซ้นเตอร์มีชื่อเสียง	○	○	○	○
I always look at the comment in social media about the facial cleansing product and buy it. ฉันจะดูคอมเม้นท์ในอินเตอร์เน็ตก่อนที่จะซื้อผลิตภัณฑ์ล้างหน้า	○	○	○	○

APPENDIX (cont.)

	Strongly Disagree	Disagree	Agree	Strongly Agree
Normally I am the first to try something new about facial cleansing product. ปกติ ฉันจะเป็นคนแรกที่ซื้อผลิตภัณฑ์ล้างหน้าก่อนใคร	◯	◯	◯	◯

12. I am going to buy the facial cleansing wipes within a month.
ฉันจะซื้อผลิตภัณฑ์ล้างหน้าแบบทิชชู่เปียกภายในเดือนหน้า

◯ Strongly agree (เห็นด้วยอย่างยิ่ง)

◯ Agree (เห็นด้วย)

◯ Disagree (ไม่เห็นด้วย)

◯ Strongly Disagree (ไม่เห็นด้วยอย่างยิ่ง)

13. Gender (เพศ)

◯ Male (ชาย)

◯ Female (หญิง)

14. Age (อายุ)

◯ 10 - 20 ปี   ◯ 41 - 50 ปี

◯ 21 - 30 ปี   ◯ มากกว่า 50 ปี

◯ 31 - 40 ปี

15. Income (รายได้)

◯ 10,000 baht   ◯ 30,001-50,000 baht

◯ 10,001 – 20,000 baht ◯ 50,000+ baht

◯ 20,001- 30,000 baht