

**CONSUMER TRUSTS IN COSMETICS AND SKINCARE BETWEEN  
ASIAN BRANDS AND EUROPEAN BRANDS IN THAILAND**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
THE DEGREE OF MASTER OF MANAGEMENT  
COLLEGE OF MANAGEMENT  
MAHIDOL UNIVERSITY  
2021**

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Thematic paper  
entitled  
**CONSUMER TRUSTS IN COSMETICS AND SKINCARE BETWEEN  
ASIAN BRANDS AND EUROPEAN BRANDS IN THAILAND**

was submitted to the College of Management, Mahidol University  
for the degree of Master of Management

on  
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## ACKNOWLEDGEMENTS

This study cannot be successful without supervision and assistance of several individuals. Their kind supports during the research study is valuable and it means a lot for this research.

First of all, I would like to express my very great appreciation to Assistant Professor Dr. Chanin Yoopetch for his valuable and constructive suggestions during the planning and development of this research. His willingness to give his time so generously has been very much appreciated. His advice is the key part of this research and it would not be successful without him.

Apart from professor, I would also like to thank College of Management, Mahidol University where is the sources of wisdom and equipment necessary during this research period.

Also, special thanks to those who help to give their valuable time to answer research questionnaire. This research study cannot be done without their opinion, so they are the major part of this research.

Lastly, I would also like to extend my thanks to my friends in College of Management, Mahidol University who support by inputting their opinion and knowledge to help me write the insightful research.

Pornpen Taweepong

## **CONSUMER TRUSTS IN COSMETICS AND SKINCARE BETWEEN ASIAN BRANDS AND EUROPEAN BRANDS IN THAILAND**

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### **ABSTRACT**

Cosmetics and Skincare product are well-known through all over the world, Nowadays Cosmetics and skincare are not an item that use within women but also men are able to use. The whole had their own traditional cosmetics and skincare product that produced within country or export to other countries, some of the brands are known as international brands. In the part a country that well-known about cosmetics and skincare product would be France which located in Europe and many countries within Europe has a cosmetics and skincare brands that famous under the cosmetics and skincare industry.

This era there's many new brands existed through all over the world specially in Asian countries such as Korea and Japan. Both of the countries went into a cosmetics and skincare world and they did it very well. Korea produce many cosmetics and skincare and it became famous under "Made in Korea" brands. Also with Japan they also produced lots of famous cosmetics and skincare brands and many brands has become an international brands.

The research will find a gap of Thailand consumer on how the perceived the differences of cosmetics and skincare products between European brands and Asian Brands.

**KEY WORDS:** Trustworthiness/ Subjective norm/ Brand image/ Country of origins (COO), Repurchase Intention

82 pages

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## **CHAPTER I**

### **INTRODUCTION**

Cosmetics and skincare have last long existed in the world for many decades. Once we say something about beauty then it's all related to cosmetics and skincare. These two are touching and stand beside us especially for women. We can say cosmetics and skincare are one of personal care and self-rewarding stuff, as one of the self-taking care processes that most people do for themselves. By applying them on your face either your body to feel relaxed and build more confidence.

So, this research will mainly talk about cosmetics and skin care products. Cosmetics and skincare products are something that people know what these products are used for and almost everyone in the social circle may experience or brought these products before not only women but men also might have an experience of buying these things. So the world of cosmetics and skincare market are very large and varied, in the world generating the type of cosmetic and skincare to a hundred types or even more such as for skincare cream, serum, toner, gel cream, mask sheet, lotion, and etc. And that's not the end of cosmetics types; it's also included make up which has for eye make-up, for lip makeup, for face makeup, and many others that people have created as cosmetics and skincare product types.

So this leads to the country of origins that one has created. If we look over the details there is some belief of consumers that still having some mind set about the product quality relates to country of origins. As now there are many countries started being the main producers for these kinds of products such as in Europe the main player might be France that produces lots of skincare, perfume, and other famous cosmetics. Compared to Asia, nowadays many countries in Asia are the main producers of cosmetic products such as Korea, Japan, and China. That the number of cosmetics brands in Asia has increased a lot in this century. But then still there is a gap of consumer trust between Asian countries of origins and European countries of origins that people may pay more trust to the European side rather than an Asian side even if the price of European brands

are higher. And this research will find the factors that make people why they have a perception like that with these brands even the quality may not be different.

Based on the trust issue that the consumer has with the originate of each product made, the differences between Asian and European products affect the consumer buying decision while deciding to purchase goods. It has both negative and positive effects on the provider like the brand itself that needs to create the trust issue to the consumer to either plan the strategy to compete with their competitors.

The motivation of this research is that the researcher has her own motivation about finding the gap between each country of origin of these products as the main factor of consumer buying decision to find the brand loyalty and intention to buy in this field. Mentioned to the previous research that has been collected from many places, shown that the country of origins is one of the effects that helps consumer-buying decide to not to buy or buy. From the past research it's said that most people mainly trust "Made in France" products in both types of products which are skincare and cosmetics. So that led to the trustiness factor that most of the people didn't have enough trust to Asian products compared to European countries of origin.

## **1.1 Macro Background of cosmetics and skincare industry**

From many research and articles that convey about cosmetics and skincare products around the world. The result from the last 10 years the global cosmetics market is growing rapidly year by year continuously. As the cosmetics world at this moment is very broad and they launched many kinds of products with various technology improvements that make them have higher expectations in the global cosmetics market that the market will even gain more and more in the future.

The global cosmetics market is expected to garner \$429.8 billion by 2022, registering a CAGR of 4.3% during the forecast period 2016-2022. Cosmetics and skincare Market are mixtures of chemicals generally used to enhance the appearance or odor of the human body to look good, nice, and pretty. More people used skincare and cosmetics as a relaxation, for self-rewards, and personal care. And nowadays cosmetics and skincare have been produced in a variety of products such as Sun care, skin care, hair care, deodorants, makeup and color cosmetics, and fragrances are some

of the cosmetics products that are predominantly available and used by individuals. Cosmetics and skincare are also easy to buy products you can see and buy them from many places like in Retail stores including supermarkets, convenience stores, department stores, exclusive brand outlets, distribution channels, with online channels gaining popularity among consumers that currently many brands will have their own online store and website and also the other online platform like Amazon, eBay. And in Thailand the most popular online platform would be Lazada and Shopee that have many products and brands in various types of products selling in their application.

There is a considerable rise in disposable incomes over the past decade. The growth in global economies, changing lifestyles, rising demands of cosmetics and skincare products due to varying climatic conditions encourages the growth of the market for cosmetics. that shift to even higher demands from the past decade people used more cosmetic and skincare products has been developed much from the past. And in this research spread into two parts, which is Asian products and European products as the country of origins.

## **1.2 Macro Background of cosmetics and skincare industry in Asia**

Currently Asian countries have developed a lot from the past in the term of cosmetics and skincare products. Many countries in Asia started producing cosmetics and skincare as one of their main industries and became very famous across the world such as South Korea and Japan. The cosmetic industry in Asia is mainly dominated by regional cosmetic brands. Shiseido Co. LTD, A popular cosmetic brand based in Japan, has 82.1% of its sales in Asia. As long as the style of promoting products is quite different from countries in Europe, As Asian countries get higher influence from celebrities and people that they know more and later this way even works with western countries too. For example, in Japan, many advertisement campaigns that find success in the West, such as celebrity appearances and references to science, did not sway a sample group of respondents to purchase the foreign brands. However, despite the lack of Western cosmetic presence, the growing trend of “fair skin”, or whitening one's skin, can expose consumer's skin to harmful chemicals when using “fairness creams”.

Due to recent significant economic growth in many Asian markets, regulation pertaining to chemicals in cosmetic products has been lacking. SK-II, a cosmetic product owned by P&G, was found to contain banned heavy metals in China in 2006. Another study found that women who had recently moved to Vancouver, Canada from East and South Asia had higher levels of lead in their blood than South and East Asian immigrants who had been living in Canada for longer. One source of lead was determined to be some facial powders marketed to various regions of Asia. Also other countries like South Korea have produced cosmetics and skincare products as a very big industry in their country and their products and brands can run in the world of cosmetics and skincare very well. Most of the products from Korea are well known from the style of their advertising that they mainly used their celebrities that are famous as a presenter to represent their products in the way that the user wanted to be, combined with the price that they positioned themselves with not too high price but also not low. By the way, they present their products that even gain trust from consumers to create a confidence of buying.

### **1.3 Macro Background of cosmetics and skincare industry in Europe**

Once we talk about products that come from Europe countries one of the things that came out from your mind would be brand names stuffs either cosmetics, skincare, and perfume. Since a long time ago Europe country had produced cosmetics and skincare products for the very first countries in the world and gain awareness from people and that's made people perceive that cosmetics and skincare product that come from Europe countries are good and hi-ends. About the market of cosmetics and skincare in Europe, the cosmetics and personal care industry brings at least €29 billion in added value to the European economy annually. €11 billion is contributed directly by the manufacture of cosmetic products and €18 billion indirectly through the supply chain.

Including direct, indirect and induced economic activity, the industry supports over 2 million jobs. 167,730 people are employed directly, and a further 1.63 million indirectly in the cosmetics value chain.

For every 10 workers employed in the European cosmetics and personal care industry, at least two further jobs are generated in the wider economy as a result of employees spending their wages on goods and services.

Moreover, by attracting investment from outside of the EU, developing intangible assets like brands, and investing in R&D, the cosmetics and personal care industry is helping to enhance the competitiveness of the European economy and contributing to future prosperity.

The vast majority of Europe's 500 million consumers use cosmetic and personal care products every day to protect their health, enhance their well-being and boost their self-esteem. Ranging from antiperspirants, fragrances, make-up and shampoos, to soaps, sunscreens and toothpastes, cosmetics play an essential role in all stages of our life and have important functional and emotional benefits.

Economic overview in Europe cosmetic industry.

Valued at €78.6 billion at retail sales price in 2018, the European cosmetics and personal care market is the largest in the world. The largest national markets for cosmetics and personal care products within Europe are Germany (€13.8 billion), France (€11.4 billion), the UK (€10.9 billion), Italy (€10.1 billion) and Spain (€7 billion). So this made European countries have high trustiness from consumers about these kinds of products.

#### **1.4 Micro Background of cosmetics and skincare industry in Thailand**

As the previous research that has been collected from many places, showed that the country of origins is one of the effects that helps consumer-buying decide to not to buy or buy. From the past research it's say that most of people are mainly trust "Made in France" products in both type of products which is skincare and cosmetics. So that led to the trustiness factor that most of the people didn't have enough trust to Asian products compared to European countries of origin. As most of Thai's people have higher trust with the imported products rather than the products themselves. And based on Thai's people perception that appeared in the past, researchers will have higher trust for European products such as France higher than countries from Asia like Korea and Japan but these three countries in terms of cosmetics and skincare products

are very popular in Thai's cosmetics and skincare market. According to trade statistics of Thailand with foreign countries, the most popular import items of Thailand's trade in luxury categories are perfume and cosmetic products (which are defined as luxury products in Thailand) while they were exported very less, resulting in having a balance of trade deficit (Kasikorn Research Center, 2009). Thailand imports the luxury products including perfume and cosmetic products from overseas over billion baht's per month for example in the first quarter of 2009, Thailand imported international cosmetic products approximately 4,000 million baht, which lower than in 2008 by 1.7% due to economic recession. Make-up and skincare products represented about 2,500 million bahts or 61.5% of total imported cosmetic products. (Kasikorn Research Center, 2009). As it's because most of the consumer have a clue when consumers make a decision to buy a particular product especially high-risk products such as skincare, there are several factors both intrinsic cue and extrinsic cue which consumers concern. Smell, ingredients, texture and design are concerned as intrinsic cues, which are tangible and physical of the products. Besides intrinsic cues, price, brand name and another important factor is country of origin of the products are concerned as external factors which differentiate each product from others. Country of origin can represent the quality, trustworthy, well - known of the products, leading to reduction of the risk while making decision. (Zhang, 1997)

Since country-of-origin can establish trust on products, many brands create the strength differentiated from other brands by using geographic characteristics such as region, city and state to represent the country of origin of the products. Additionally some brands refer to the originated location with the name of brands for example Bailey's Irish Cream, Maybelline New York. In addition, some countries create labels or seals to guarantee the quality of their products and are able to show consumers the quality of their products by just seeing the country of origin like Made in Korea and Made in Japan are able to gain high trust from consumers once they made a purchase rather than the other country.

## **1.5 Research Objectives**

1. To find a gap of the trust of the consumer between Asia product origin and Europe product origin.
2. To find the reason over customer trust under two areas of country of origin.
3. Use the information to improve and develop for the future recommendations.

## **1.6 Benefits of the study**

1. To know the effect of Country of origin in this kind of products in the consumer perception.
2. To help people to know the differences of Thai's consumer that perceive trust in the role of cosmetics and skincare products from Asia and Europe.

## **1.7 Benefits of stakeholders**

1. This study helps the cosmetics and skincare brands to develop their brand to be more trustworthy to the consumer.
2. This research could help the company to develop their products in the way consumers wish.
3. For the brand to be able to let their customer make a repurchase.
4. For the researcher will be able to know more details about this role and be able help other for the future researches



## **CHAPTER II**

### **LITERATURE REVIEWS**

The literature reviews of this research have been identified for 6 factors. Which has the main factor as Repurchase intention and followed by Trustworthiness, Subjective norm, Brand image, and Country of origin (COO). So, these 4 factors are influencing to make a final action, which is the Repurchase intention. To create a Repurchase intention all the 5 factors need to have a positive relation with the main factor influencing.

#### **2.1 Repurchase intention**

The Repurchase intention is defined as the customer buying decision, which happens after the customer has experienced your product and that product is able to gain a customer satisfaction from their customer to make a purchase again and again. The Repurchase intention may have many factors influencing a consumer buying decision such as the service quality and customer satisfaction that mentioned before. And these cannot happen if the consumer never made a purchase before, So the factor that occurred before should come from the Purchase intention that led the consumer buying decision to decide to buy your products. The Repurchase intention can be both positive and negative for example if the Repurchase intention is positive means the customer satisfaction is high and it's made consumer willing to buy more and more also by getting high customer satisfaction you need to have a good product quality and high service quality to help increase a chance of getting high customer satisfaction and lead to the Repurchase intention.

As it's mentioned earlier from the previous research that's talked about the Repurchase intention that " The repurchase intention is affected by customer satisfaction, and the quality of service offered, are recognized as an important concepts in service industries to maximize the firms' market share and increase its revenue, as well as,

bringing down the cost of getting and holding back customers (Abdel-Maguid Lotayif, 2004; Ahmed, Nawaz, Usman, Shaukat, Ahmed, & Rehman, 2010; Roberts, 2005). ” to relate to this research objective of trying to find a gap between countries of origins whether it’s affecting the consumer buying decision in cosmetics and skincare fields or not. So, the Repurchase intentions are very important for all businesses as all the business need to always earn not only once. Especially for Cosmetics and skincare products that need customers to repurchase their product as it is a finish-able product. So, one day they will have to refill it and that should be your product. For my definition I would define Repurchase intention as the action that your own customer retakes or rebuys your product again and again based on their own using experience and they’re satisfied and that’s lead to repurchase action. (Pornpen T, 2020)

## **2.2 Trustworthiness and Trust**

The following factors like Trustworthiness are one of the main factors that influence people to make a purchase and repurchase intention but in different ways. For Purchase intention might be by somehow that consumer heard about that brand, saw some reviews from anywhere that may influence people such as website, blog, vlog, people around, brand awareness, and many other reasons and these could create a trust to consumer until they decided to buy their products. The other hand about repurchase intention can create trust by experiencing it, this will happen after at least once the consumer makes a purchase.

The trust that has been defined in the previous research was written that the trustworthiness can be related to the information and date given from the company about their product as long as they give clear and good enough information that can create higher trust to the consumer.

From the past research that “Trustworthiness refers to an audience’s belief that the communicator provides information in a sincere, fair, honest, and honorable manner (Nelson & Pearson, 1988; Ohanian, 1991).” The researcher mentioned that trustworthiness contains many parts such as sincere, fair, honest, and honorable manner, which the communicator like a company should create clear and true product information to provide to their customer. Once you combine all these four together then the information

that you provide will be able to gain trust to you customer but if there's only one mistake and people found it out then that's can make your brand image look bad, in either way if you brand can make it correctly and always give a correct information then your brand image will look good according to the trust issue.

Mentioned to Pilot & Beck were defined in 2014 that "Trustworthiness or rigor of a study refers to the degree of confidence in data, interpretation, and methods used to ensure the quality of a study" that's the quality of data are very important and its need to be truth and good to give.

For my perspective the trustworthiness is a very important factor that cosmetics and skincare products need to have as if the consumer got allergic or any damage that will affect directly to the brand image. And definitely lose trust. (Pornpen T, 2020)

### **2.3 Subjective Norms**

The other element of this research is the Subjective norm that has a high potential to influence people as long as they're having a good relationship with each other. So this factor can easily change to the consumer decision making of buying every product. According to Asia, traditions like Thailand are normally having a collectivism tradition that people around has a high effect on us and they might be concerned about what other people will think about them in a positive or negative way.

According to the authors that been talking about the Subjective norm factor most of them defined Subjective norm as "a normative belief that is closely related to an expectation that comes from another person or group of people who can influence very strongly any actions or decisions made by an individual (Mukhtar and Butt, 2012)." As the author said about the Subjective norms people have more trust in those people they know and close to, closely people would have higher potential to influence others by their relationship and knowing each other.

The other reason that people choose to believe people they know than the other can be based on how close they are, in case that they are very close to each other or having a very good relationship then it can be the reason that they will have a very high of believing in what the other said. And lead to the action that they will easier to

follow people that they trust; the subjective norm has a higher chance to occur with the collectivist society and mostly with interdependent groups of people. Which receives easier influences for the others.

Refer to this research topic that finds the main reasons that Thai's people either don't have trust based on cosmetics and skin care products that originated from western countries such as European countries like France and eastern countries such as Korea and China. As this research will be conducted within Thailand, so all the samples will be conducted within Thailand and most likely Thai's people are collectivists. Which has a higher chance to follow people around them than being individualism and that's made Subjective norm has high relevance in this role.

So, this can be shown as Thai's people have a high response to the Subjective norm, And I would lead the Subjective norm to be one of the factors influencing this role based on cosmetic and skincare consumer trust. According to the trust that Thai's people gave to people that they know and in the community that they trust, that's why the Subjective norm is one of the important factors in this research. (Pornpen T, 2020)

## **2.4 Brand image**

One of the factors influencing consumer's trust on cosmetics and skincare products from both Asian and European sides is "Brand image". Both of the parts of the branding world will have their own style and brand image that easily identify where it's from and it's brands.

According to the previous journal and research many of the researchers define the meaning of the Brand image for lots of definitions, most of them said about the outer and inner brand image. As the Brand image is normally based on feelings that customer paid to the brand how they feel, believe, and get belong with the brand and it can called as the internal brand image

The internal brand image could say it as something that is untouchable but based on feeling like once you use that brand and that brand are able to make you feel good and proud by using them. This can be shown in the brand name stuffs mostly with luxury brands that contain feelings for the users, most of them will put a story into their products and brands to make people feel more attractive, reliable, trust, and belong with their brand and products. So once you use or consume their product they

will add something to make you feel special can be a service, feeling, atmosphere, trustiness, and etc.

From the previous researches Ryu was provided definition of brand image as a perception and consequent of consumer that have with the products in year 2008 and Zeithaml was defined the brand image as an extrinsic for the consumer in 1988 “Brand image is a determinant affecting customers' subjective perceptions and consequent behaviours (Ryu et al., 2008) and is an extrinsic cue when consumers are evaluating a product/service before purchasing (Zeithaml, 1988).” So Ryu and Zeithaml definition are also related to the other authors that have been defined the definition of brand image in others way like Fishbein & Ajzen was saying that “According to the theory of reasoned action (TRA, Fishbein & Ajzen, 1975), consumers consider the consequences of alternative behaviours before engaging in them (Bang, Ellinger, Hadjimarcou, & Traichal, 2000).” which the Brand image can occur even before consumers decide to buy the products and the Brand image can be one of the factors that influences people to buy those products as well.

As long as the brand image has been in the role of the factors influencing people to buy something, which helps people to make a decision to buy or not to buy. According to the way of it's own brand image reflects in a positive or negative way. If the brand has a positive brand image with the product of cosmetics and skincare, obviously that can be able to gain trust from customers and decide to buy your product easily. Mentioned to the consumer behavior most of people will care about their safety and out-looking that's why a kind of cosmetics and skincare products needed to show and create trust and confidence to people, which can make sure once they buy your product their face will not get allergic with your products. This is very important for the cosmetics and skincare brand to build their brand image in a positive way by providing a laboratory test, real case reviews, and etc. To show and identify to customers that their products are safe and not going to hurt your face.

My point of view for brand image relates to the trust that consumers pay to the brand as long as they trust with the brand that could lead the repurchase action as well. So, I would say that the Brand image could create the positive mindset to their consumer for the positive behavior to the brand and that leads to the purchase and repurchase intention. (Pornpen T, 2020)

## 2.5 Country of Origin (COO)

The Country of Origin (COO) are the main factors that involve the consumer decision making that has with the product. Mostly this happens with Thai's people as well as Thai's people are more mentioning about the Country of Origin of the products that they buy.

Especially with a product that they care about themselves such as electronic stuff and also skincare, which both of them affect them directly. If there's a case that they got allergic or an electronic device got problems or broken so that they will always mention the country of origin of those products.

There are many researches that have been conducted about the country of origin and most of them define that the country of origin is one of the main things that create trust and lead consumers to buy the products, like the country of origin is able to tell the quality of those products in a consumer's hands. And it's half way of consumer buying decision and that could make them putting in and pulling out from their consideration buying set. These are defined in many journals and research such as Steenkamp, 1990; Dawar & Parker, was defining the definition of Country of Origin in 1994 that "Country of origin is not different from other extrinsic cues like price, brand name and retailer reputation. A large number of studies has shown that such cues act as "signals" for product quality". And that can identify the importance of the Country of Origin in the role of cosmetics and skincare products that needed the trustiness from consumers. So, the Country of Origin could be one of the factors influencing people to have higher confidence to decide to buy the product or make a decision easier.

Also, there's another definition that has been identified in the emotional way as well. As "Country of origin has symbolic and emotional meaning to consumers. Country of origin may associate a product with status, authenticity and exoticness. (Li & Monroe, 1992; Batra, Ramaswamy, Alden, Steenkamp & Ramachander, 1999)". Even Though the other author also defined the Country of Origin in the same way but they defined it in more detail and linked the product and emotional with the meaningful definition "Moreover, it links a product to a rich product-country imagery, with sensory, active and ritual connotations (Askegaard & Ger, 1998). Fournier (1998) found that country of origin relates a product to national identity, which can result in a strong emotional attachment to certain brands and products." As the Country of Origin can be

one of the guarantees and symbols to the product that came from this country are more trustable than the others or if that product made from this country is not trustable, they should look for other brands. And that is based on consumer thought and their own experience with products from those countries that they used before.

In this research the Country of Origin is a very important factor which could have high potential to influence people to buy or not to buy cosmetics and skincare products. So, I would say that, relates to the cosmetics and skincare products the Country of Origin has high influence consumer decision based on trust and their own experience that they had with, and that combined with their thought, emotional, and quality symbol that represented from those countries. (Pornpen T, 2020)

## 2.6 Conceptual Framework



**Figure 2.1 Conceptual Framework**

The conceptual framework contains 5 factors that applied in this study of Consumer trusts in Cosmetics and Skincare between Asia and Europe in Thailand all 5 factors leading to the Repurchase intention as the final result and final consumer action.

The factors lead consumer behavior and intention to make a repurchase would combine with Trustworthiness, which is quite important with this kind of product that touch and use directly with consumer face and skin.

Subjective norm is one of the factors that convince consumer to made a purchase and be one of the reasons to make a repurchase, as our research collected within Thailand and most of Thai's are collectivism which listen more to people they know and tent to act as what they said or recommend.

Brand image also effect with the purchase and repurchase intention, in case this cosmetics and skincare brand A has a very good brand image that able to support and create trust to consumer then brand A has high potential to consumer buying decision.

The last factor Country of Origin that relate to the main objectives of this study that we want to know the differences of consumer perception and trust of people who lives in Thailand in cosmetics and skincare products between Europe brands and Asian brands. This factor will show us how Thailand consumer think and perceive brand value based on the Country of origin.





## CHAPTER III

### MATERIALS AND METHODS

#### 3.1 Population sample

This research is mainly focused on the user that usually buy and always use these kinds of product both in cosmetic and also skincare with total of 400 sets and the survey will be convey in Thailand all over area with people who lives in Thailand and able to read Thai's, in additional those people who takes this survey must have experience in buying and use cosmetics and skincare products within one year.

#### 3.2 Data Collection and Sample size

This study is used the sample size formula of Cochran, W. G. (1977). According to the formula below;

The Cochran formula is:

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where:

e is the desired level of precision (i.e. the margin of error),

p is the (estimated) proportion of the population which has the attribute in question,

q is  $1 - p$ .

The z-value is found in a Z table.

Cochran's Formula Example

Suppose we are doing a study on the inhabitants of a large town, and want to find out how many households serve breakfast in the mornings. We don't have much information on the subject to begin with, so we're going to assume that half of

the families serve breakfast: this gives us maximum variability. So  $p = 0.5$ . Now let's say we want 95% confidence, and at least 5 percent—plus or minus—precision. A 95% confidence level gives us Z values of 1.96, per the normal tables, so we get

$$((1.96)^2 (0.5) (0.5)) / (0.05)^2 = 385.$$

So a random sample of 385 households in our target population should be enough to give us the confidence levels we need.

Therefore, to cope with some errors, the sample size of 400 is used.

In term of collecting the data we will be collect in quantitative research with all the questions relate to the factors that having in the research and also relates to the theory that I been select based on 4P's theory, which is the model of buyer behavior that had price, place, product, and promotion. There're 5 important factors that used with this research such as Trustworthiness, Subjective norm, Brand image, Country of origin, and Repurchase intention. These 5 factors are the main part of the research all questions will be create under these 5 parts to get the reliable result under Consumer trusts in Cosmetics and Skincare between Asia and Europe in Thailand topic.

So, this research will conduct the survey form for 400 samples by online survey via google survey. For the first part there will be the screening questions to screen the interviewee that they have an experience on these products and have a consideration set of buying these kinds of products. Also as mentioned above that the survey results will be separated into half-half which need to be in a balance number to find the main reason why people select this one not from the other. And for the target segmentation is mainly focused on women, which is 75% of the total and secondary target will be men for 25%. The scope of the interviewee that this research is going to conduct with age range between 18-60 years old. And the answer that we get will be related and based on their own purchasing and using experience both way buying options, which is offline and online channels. So, the interviewee has to be able to give an online survey answer to the interviewer with the questions that help us to know the results of what make them purchase and are the country of origin has been affected a lot to their decision buying.

The questions in this research will be mainly focused on the buying decision that's the country of origin leading to the positive or negative effect. Also trying to find the country of origin is one of the main reasons that make consumers decide to buy or not to buy or not. Over the How the consumer decide while buying a cosmetics and skincare product based on the country origin perception and once they know the origin of that product then how will they feel and how it relate to the brand image, subjective norm, and trustworthiness, which help consumer to get an easier decision making on buying each product because by selecting one skincare most of the people will be very concern about matching to their skin as each people might have some allergenic issue and each person may have the different problem.

So, this thing also brands need to be very careful and make sure that they can create trust over this issue. For the additional in the survey will be add more detail over the channel, which is about trust issue that will convey the question about is there any differences between buying from online store or offline store which one consumer will be preferred and why they preferred the other or there's no different if they already know those brand and multi-branding store are trustable or not. Lastly the other part of the questionnaire will be conducted country of origin would affects consumer decision in buying a product or not and how's people pay attention to the product's country of origins. The last very important question is do the country of origins reflect the brand value and brand image? And help the consumer to buy those brands just because of the country of origins and in case they decide to buy the other but while buying they get to know it's from other expected countries and they change immediately to their expecting country of origin product.

### **3.3 Data analysis**

In the data analysis part, we will be using SPSS to analyze all collected data with the questions that we generate with our factors the results that we will be analyze are describe and explain the statistics such as T-test, Anova, and Regression depending on the suitability of the statistics.

We divided into 5 types of results, after the research been conduct, based on sample size that we applied to the Cochran's Formula above. All results rely on the answer of the interviewees and the analyzing part will explain the relationships between

dependent variables and independent variables whether they have significant relationships or not. Then the result should be able to explain and support the variables affecting repurchase intention.



## CHAPTER IV

### RESULTS

#### 4.1 Descriptive Statistics

**Table 4.1 Descriptive Statistic of Trustworthiness**

Trustworthiness	Mean	S.D.
You mostly read reviews that trustable of each product you buy before you make a decision.	4.48	.798
You will have higher trust on the brands if they provide laboratory test or real case reviews	4.36	.792
The origins of products that from Asian or European gain higher trust to your buying decision.	4.25	.752
Country originate has effect to your trust on cosmetics and skincare product that you have in your buying consideration set.	4.05	.942
If the brands have more advertisement, that will effect your trust in positive way.	3.91	.855
You trust cosmetics and skincare the European brands than the Asian brands.	3.62	1.077

The Trustworthiness sections the descriptive statics results was found “You mostly read reviews that trustable of each product you buy before you make a decision.” As the highest mean is (4.48). The second highest was “You will have higher trust on the brands if they provide laboratory test or real case reviews” reach the mean of (4.36). And the third highest score was “The origins of products that from Asian or European gain higher trust to your buying decision.” has mean at (4.25).

We could say consumer create trust and tent to believe the exist information such as a review from the real users, laboratory test of the products, and they will make a decision with the country of origin of those products.

**Table 4.2 Descriptive Statistic of Subjective norm**

<b>Subjective norm</b>	<b>Mean</b>	<b>S.D.</b>
Even you always used European brands but you're openly to try Asian brands if people said "it is good"	4.14	.852
If your friends said "it is good" you will pick those products without thinking too much.	3.85	.956
You always use cosmetics and skincare based on your friends recommendations.	3.74	1.027
You always listen to your friends recommendation on cosmetic products than reading reviews on the internet	3.73	.977
Surrounded people words has high effect to your decision making on buying cosmetic products	3.68	1.062
You always try, what your friends review. Even you never try that brand before and where it came from.	3.46	1.240

Part of Subjective norm the descriptive statics results has the highest result "Even you always used European brands but you're openly to try Asian brands if people said "it is good"." receive mean of (4.14). For the second highest score was "If your friends said "it is good" you will pick those products without thinking too much." With mean of (3.85). The third highest mean for Subjective norm was "You always use cosmetics and skincare based on your friends recommendations."

Consumer tend to listen people around them more than the outer reason or people they don't know. This can identify with the table that also has review on the internet factor but the interviewees still choose to rate people around them for the first priority.

**Table 4.3 Descriptive Statistic of Brand image**

<b>Brand image</b>	<b>Mean</b>	<b>S.D.</b>
You have higher satisfaction with more famous and last long existed brands than the new coming brands.	4.05	.894
You rarely pick and buy the unknown and less famous of Asian either European cosmetics and skincare brands.	3.85	.995
You consider European brands has higher position than the Asian brands.	3.70	1.159
You always think the European brands are better than the Asian brands	3.51	1.088
You preferred to use cosmetics and skincare products from Europe than Asia just from the out looking.	3.37	1.161

The result of Brand image the descriptive statics results has highest mean of (4.05) which is “You have higher satisfaction with more famous and last long existed brands than the new coming brands.” The second highest mean was “You rarely pick and buy the unknown and less famous of Asian either European cosmetics and skincare brands.” With mean of (3.85). Third mean was (3.70) for “You consider European brands has higher position than the Asian brands.”

Based on results been collected we could say people who’s lived in Thailand tend to pay attention and believe well-known brands rather than the new coming or new brands than less famous.

**Table 4.4 Descriptive Statistic of Country of Origins (COO)**

<b>Country of Origins (COO)</b>	<b>Mean</b>	<b>S.D.</b>
Once you know the Country of Origins of products, you may have an easier buying decision	3.95	1.000
You always look over the Country of Origins of the cosmetics and skincare product that you want to buy.	3.88	1.008
Country of Origins has highly affect to your buying decision in cosmetics and skincare products.	3.76	.996
Sometimes you change your decision after you saw the Country on Origin of those product.	3.60	1.144
You prevent to buy cosmetics and skincare products from some country in Asia.	3.44	1.277

The descriptive statics results Country of Origins (COO) reflected the highest mean (3.95) as “Once you know the Country of Origins of products, you may have an easier buying decision” The second highest mean (3.88) was “You always look over the Country of Origins of the cosmetics and skincare product that you want to buy.” And third mean was (3.76) as “Country of Origins has highly affect to your buying decision in cosmetics and skincare products.”

According to the results the Country of Origins (COO) could be one of the factors influencing consumer to make a purchase. Specially name of country can affect consumer buying to buy or not to buy.



**Table 4.5 Descriptive Statistic of Repurchase intention**

<b>Repurchase Intention</b>	<b>Mean</b>	<b>S.D.</b>
You re-buy your cosmetics and skincare based on the result, no matter the country of origins.	4.34	.861
You will have higher satisfaction if you get cosmetics and skincare product with a good price and good result, and re-buy that product again after you finish it.	4.32	.762
You always re-buy the product if you friend says “Your skin looks good after you used that product”	4.28	.821
Advertisement gain higher chance to make you re- buy the product no matter it from Europe or Asia.	3.96	.994
You always re-buy cosmetic and skincare product from it’s brand originate.	3.86	1.073
Sometimes you re-buy cosmetics and skincare just because of the brands that famous.	3.62	1.225
You always re-buy your cosmetic and skincare that suit you not because of where that products from.	3.33	1.243

The repurchase intention the descriptive statics results the highest mean was (4.34) which is “You re-buy your cosmetics and skincare based on the result, no matter the country of origins.” The second mean of “You will have higher satisfaction if you get cosmetics and skincare product with a good price and good result, and re-buy that product again after you finish it.” Which is (4.32). And the third the descriptive statics results have mean at (4.28) which is “You always re-buy the product if you friend says “Your skin looks good after you used that product”.”.

High satisfaction, result, and experience has high affect with consumer buying behavior to make consumer decide to buy those products again or not buying them again.

## 4.2 Reliability Analysis

Reliability is the correlation of an item, scale, or instrument with a hypothetical one which truly measures what it is supposed to. There are 5 factors that have been tested on reliability analysis and the cut-off criteria are between 0.60-0.80. By convention, a lenient cut-off of 0.60 is common in exploratory research; alpha should be at least 0.70 or higher to retain an item in an “adequate” scale; and a cut-off of 0.80 for a “good scale”.

**Table 4.6 The result of Cronbach’s alpha in Reliability analysis**

Factors	Cronbach's Alpha	Number of items
Trustworthiness	0.924	6
Subjective norm	0.788	6
Brand image	0.753	5
Country of Origins (COO)	0.829	5
Repurchase intention	0.934	7

## 4.3 Frequencies

**Table 4.7 Result of number of purchase that consumer’s made a purchase per month**

How often you buy cosmetics and skincare a month	Frequency	Percent
Less than one 1 time	93	23.3
Once a month	164	41.0
2-3 times	105	26.3
More than 4 times	38	9.5
<b>Total</b>	<b>400</b>	<b>100.0</b>

Based on table 4.7, which convey “How often you buy cosmetics and skincare a month?” collect the data of buyer frequency the result was shown the highest frequency was “1 time per month” has 164 respondents out of 400 respondents, which is 41

percent. The second highest was “2-3 times per month” has 105 out of 400 respondents which is 26.3 percent. And the third was “Less than one time per month” has 93 respondents out of 400 respondents which is 23.3 percent.

**Table 4.8 Results of purchase amount that consumer spend per time**

How much you spend per time?	Frequency	Percent
Less than 500 THB	41	10.3
500-1,000 THB	168	42.0
1,000-3,000 THB	150	37.5
More than 3,001 THB	41	10.3
<b>Total</b>	<b>400</b>	<b>100.0</b>

The amount the consumer spend on cosmetics and skincare products has the highest respondents at 42 percent which has 168 respondents that consumer spent 500-1000 THB per time. Second was 1,000-3,000 THB per time has 150 respondents which is 37.5 per cent. And Less than 500 THB and More than 3,000 THB per time are equal at 41 respondents which is 10.3 percent each.

**Table 4.9 Results of product origin that consumer usually buy**

What product origins you usually buy?	Frequency	Percent
Asian brands	123	30.8
European brands	74	18.5
Both Asian and Europe brands.	203	50.8
<b>Total</b>	<b>400</b>	<b>100.0</b>

Collected data of product origins that consumer who lived in Thailand usually buy, by generating 3 questions which is Asian brands, European brands, and Both Asian and European brands and results shown that most of the people who lived in Thailand are mainly buy cosmetics and skincare products from Both Asian and European brands for 203 respondents out of 400 respondents which is 50.8 percent. The second was Asian brands has 123 respondents out of 400 respondents which is 30.8

percent and the less was European brands that has 74 respondents out of 400 respondents which is 18.5 percent.

**Table 4.10 Results of store channel that consumer usually buy**

<b>What channel you always use to buy cosmetics and skincare products?</b>	<b>Frequency</b>	<b>Percent</b>
Offline-store	138	34.5
Online-store	67	16.8
Both offline and online	195	48.8
<b>Total</b>	<b>400</b>	<b>100.0</b>

The data of table 14.2.4 was collected about the channel that consumer purchase cosmetics and skincare products, people tend to buy from both channels which is offline and online for 48.8 percent has 195 respondents out of 400 respondents.

**Table 4.11 Gender**

<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>
Male	83	20.8
Female	317	79.3
<b>Total</b>	<b>400</b>	<b>100.0</b>

This research been collected data from both gender male and female. The data that we collected has higher number with female respondents which is 317 respondents out of 400 respondents as 79.3 percent and the less was male respondent has 83 respondents which is 20.8 percent.

**Table 4.12 Age**

Age	Frequency	Percent
Less than 20 years	30	7.5
20-29 years	202	50.5
30-39 years	101	25.3
40-49 years	46	11.5
50-59 years	18	4.5
More than 60 years	3	.8
<b>Total</b>	<b>400</b>	<b>100.0</b>

This data provides information of respondent's age. overall, of the respondents was in 20-29 years group has 202 respondents (50.5 percent). The second was 30-39 years for 101 respondents (25.3 percent). And third was 40-49 years has 46 respondents (11.5 percent) the less was less than 20 years, 50-59 years and more than 60 years.

**Table 4.13 Education**

Education	Frequency	Percent
High school	36	9.0
Undergraduate	277	69.3
Postgraduate	87	21.8
<b>Total</b>	<b>400</b>	<b>100.0</b>

The data of education of all respondents shown Undergraduate was the highest results has 277 respondents out of 400 respondents (69.3 percent). The second was Postgraduate has 87 respondents which is 21.8 percent and the lowest one has 36 respondents which is 9 percent.

**Table 4.14 Occupation**

<b>Occupation</b>	<b>Frequency</b>	<b>Percent</b>
Student	71	17.8
Company Employee	170	42.5
Business owner	36	9.0
government staff	51	12.8
Professional i.e Doctor, Lawyer, Teacher, Engineer etc.	9	2.3
Housewife	3	.8
Retirement	28	7.0
Freelance	21	5.3
Unemployed	11	2.8
<b>Total</b>	<b>400</b>	<b>100.0</b>

The occupation of the data collected the highest occupation was Company employee has frequency for 170 respondents which is 42.5 percent and other was student, government staff, business owner, and etc.

**Table 4.15 Income**

<b>Income</b>	<b>Frequency</b>	<b>Percent</b>
Less than 10,000 THB	62	15.5
10,000 - 18,000 THB	75	18.8
18,001 – 24,000 THB	47	11.8
24,001 – 35,000 THB	75	18.8
35,001 – 50,000 THB	72	18.0
50,001 – 85,000 THB	37	9.3
85,001 – 160,000 THB	16	4.0
More than 160,000 THB	16	4.0
<b>Total</b>	<b>400</b>	<b>100.0</b>

For the income part group of people who has 10,000-18,000 THB and 24,000-35,000 THB has the same number of respondents at 75 respondents (18.8

percent) for this part. The second was 35,000-50,000 THB for 72 respondents (18.0 percent) and the less was less than 10,000 THB, 18,000-24,000 THB, 50,000-85,000 THB, 85,000-160,000 THB, and more than 160,000 THB in order.

#### 4.4 T-Test Gender

T-Test analysis normally used to analyze and compare the difference between 2 groups. In this study, Gender was used to analyze in this method to see how difference of result between male respondents and female respondents.

**Table 4.16 T-Test analysis of Gender and Trustworthiness**

Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
You mostly read reviews that trustable of each product you buy before you make a decision.	Equal variances assumed	19.032	0.000	-2.464	398	0.014
	Equal variances not assumed			-1.951	101.525	0.054
You will have higher trust on the brands if they provide laboratory test or real case reviews	Equal variances assumed	1.146	0.285	-2.520	398	0.012
	Equal variances not assumed			-2.286	114.536	0.024
Group Statistics						
Gender		N	Mean	Std. Deviation	Std. Error Mean	
You mostly read reviews that trustable of each product you buy before you make a decision.	Male	83	4.29	1.065	0.117	
	Female	317	4.53	0.705	0.040	
You will have higher trust on the brands if they provide laboratory test or real case reviews	Male	83	4.17	0.895	0.098	
	Female	317	4.41	0.757	0.042	

According to the Table 4.4.1.1 the T-test analysis of Gender the researcher found 3 points which drop at the sig. 2 tailed with the rate lower than 0.05 with T-Test value at -2.464 of “You mostly read reviews that trustable of each product you buy

before you make a decision.” This could say male consumer didn’t gain much trust from reviews before they buy cosmetics and skincare products.

And Sig. (2-tailed) at 0.014. it recognizes mean difference of male at 4.29 in section of “You mostly read reviews that trustable of each product you buy before you make a decision.” Another two-factor occurred with both male and female, we found Sig.(2-tailed) at 0.012 and 0.024 with T-Test value at -2.520 and -2.286, mean of both male and female was 4.17 and 4.41 as a result of “You will have higher trust on the brands if they provide laboratory test or real case reviews”. From the result we could say that female consumer got higher trust once they read review from real user and even higher once a product has laboratory test provide.

**Table 4.17 T-Test analysis Gender and Subjective norm**

Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
If your friends said “it is good” you will pick those products without thinking too much.	Equal variances assumed	0.018	0.894	2.846	398	0.005
	Equal variances not assumed			2.869	129.605	0.005
You always try, what your friends review. Even you never try that brand before and where it came from.	Equal variances assumed	2.381	0.124	3.869	398	0.000
	Equal variances not assumed			3.983	133.401	0.000
Surrounded people words has high effect to your decision making on buying cosmetic products	Equal variances assumed	3.832	0.051	2.333	398	0.020
	Equal variances not assumed			2.466	138.522	0.015
Group Statistics						
Gender		N	Mean	Std. Deviation	Std. Error Mean	
If your friends said “it is good” you will pick those products without thinking too much.	Male	83	4.11	0.937	0.103	
	Female	317	3.78	0.950	0.053	
You always try, what your friends review. Even you never try that brand before and where it came from.	Male	83	3.92	1.171	0.129	
	Female	317	3.33	1.231	0.069	
Surrounded people words has high effect to your decision making on buying cosmetic products	Male	83	3.92	0.978	0.107	
	Female	317	3.61	1.075	0.060	



From the data of T-test analysis and Subjective norm table 4.3.1.2, results shown 6 T-Test value and 6 Sig.(2-tailed) of both male and female respondents. The highest mean was “If your friends said “it is good” you will pick those products without thinking too much.” male consumer at 4.11, reach T-Test value at 2.846, and Sig.(2-tailed) at 0.005 and female consumer result was mean 3.78, T-Test value 2.869, and Sig.(2-tailed) 0.005. at this point shown that male consumer tends to listen to their friends and make easier buying decision with their friend recommendations.

The other points “You always try, what your friends review. Even you never try that brand before and where it came from.” And “Surrounded people words has high effect to your decision making on buying cosmetic products” also shown that male consumer has higher mean for both part at 3.92 and 3.92 and has T-Test value at 3.869 and 2.333 also Sig.(2-tailed) has 0.000 and 0.020. In other hand female consumer has mean at 3.33 and 3.61, T-Test value 3.983 and 2.466, and Sig.(2-tailed) at 0.000 and 0.015. The result shown that male consumer tends to believe and pay more attention to close people suggestions in this kind of product category.

**Table 4.18 T-Test analysis Gender and Brand image**

Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
You consider European brands has higher position than the Asian brands.	Equal variances assumed	0.363	0.547	-2.256	398	0.025
	Equal variances not assumed			-2.324	133.509	0.022
Group Statistics						
Gender		N	Mean	Std. Deviation	Std. Error Mean	
You consider European brands has higher position than the Asian brands.	Male	83	3.45	1.107	0.122	
	Female	317	3.77	1.165	0.065	

T-Test analysis Gender and Brand image results in “You consider European brands has higher position than the Asian brands.” As female consumer has higher mean than male consumer at 3.77 for female consumer and male consumer was mean at 3.45

and has T-test value at -2.256 and -2.324 also Sig.(2-tailed) at 0.025 and 0.022. That result shown that female consumer perceived cosmetics and skincare brands from Europe has higher position than cosmetics and skincare brands from Asia.

**Table 4.19 T-Test analysis Gender and Country of Origin (COO)**

Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Sometimes you change your decision after you saw the Country on Origin of those product.	Equal variances assumed	2.340	0.127	3.117	398	0.002
	Equal variances not assumed			3.189	132.249	0.002
Group Statistics						
Gender		N	Mean	Std. Deviation	Std. Error Mean	
Sometimes you change your decision after you saw the Country on Origin of those product.	Male	83	3.94	1.097	0.120	
	Female	317	3.50	1.141	0.064	

The result from table 4.19 T-Test Gender and Country of Origins (COO) results of “Sometimes you change your decision after you saw the Country on Origin of those product.” came out as male consumer has higher mean at 3.94 and female consumer mean of 3.50. Another result was shown T-Test value at 3.117 and 3.189 also Sig.(2-tailed) at 0.002 and 0.002. Shown that Male consumer perception can be shift after knowing the country of origins (COO) of cosmetics and skincare products.

**Table 4.20 T-Test analysis Gender and Repurchase intention**

Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
You always re-buy your cosmetic and skincare that suit you not because of where that products from.	Equal variances assumed	1.447	.230	3.149	398	.002
	Equal variances not assumed			3.299	136.725	.001
You will have higher satisfaction if you get cosmetics and skincare product with a good price and good result, and re-buy that product again after you finish it.	Equal variances assumed	.818	.366	-2.076	398	.039
	Equal variances not assumed			-2.101	130.335	.038
Group Statistics						
Gender		N	Mean	Std. Deviation	Std. Error Mean	
If your friends said "it is good" you will pick those products without thinking too much.	Male	83	3.71	1.153	.127	
	Female	317	3.23	1.249	.070	
You always try, what your friends review. Even you never try that brand before and where it came from.	Male	83	4.17	.746	.082	
	Female	317	4.36	.762	.043	

The last T-Test analysis Gender and Repurchase intention found two part that significant which is "You always re-buy your cosmetic and skincare that suit you not because of where that products from." And "You will have higher satisfaction if you get cosmetics and skincare product with a good price and good result, and re-buy that product again after you finish it." The first part male consumer agreed with their own experience not a country of origins of that products gain higher mean of 3.71 and female has mean of 3.23 in this part got T-Test value at 3.149 and 3.299, for Sig.(2-tailed) are 0.002 and 0.001.

The other part female consumer tends to pay more attention to the product and service satisfaction they mainly focus on the results of those product to have a repurchase intention by having mean of 4.36, T-Test value at -2.101, Sig.(2-tailed) at 0.038. For male consumer has lower mean than female consumer at 4.17, T-Test value at -2.076, and Sig.(2-tailed) at 0.039.

## 4.5 One-way ANOVA

### 4.5.1 Age Group

The one-way ANOVA analysis method will analyze the age group in different range subgroup which is less than 20 years old, 20-29 years old, 30-39 years old, 40-49 years old, 50-59 years old and more than 60 years old. These age ranges of sub group will analyze across each factors.

**Table 4.21 One-way ANOVA analysis Age and Trustworthiness (1)**

ANOVA						
You mostly read reviews that trustable of each product you buy before you make a decision.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		14.325	5	2.865	4.713	0.000
Within Groups		239.515	394	0.608		
Total		253.840	399			

  

Post Hoc Tests						
(I) Age		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
20-29 years	30-39 years	.297*	0.095	0.029	0.02	0.58
	40-49 years	.418*	0.127	0.017	0.04	0.79

Table 4.21 reflected “You mostly read reviews that trustable of each product you buy before you make a decision.” Shown in T-Test analysis Age and Trustworthiness. So, based on the data collected the differences between groups and within group are significant at 0.000 reflects the differences between each group. The results shown as 20-29 years has higher trust once they read a review of cosmetics and skincare products. The mean differences between age group 20-29 years and 30-39 years are 0.297. And the differences between age group 20-29 years and 40-49 years are 0.418.

Based on results could say that consumer in age range of 20-29 years is mostly search and collect data before make a buying decision compare to age group of 30-39 years and 40-49 years. And both of the differences are significant at 0.029 and 0.017.

**Table 4.22 One-way ANOVA analysis Age and Trustworthiness (2)**

ANOVA						
You trust cosmetics and skincare the European brands than the Asian brands.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		19.282	5	3.856	3.426	0.005
Within Groups		443.428	394	1.125		
Total		462.710	399			

  

Post Hoc Tests						
(I) Age		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
50-59 years	30-39 years	-.850*	0.271	0.028	-1.65	-0.05
	40-49 years	-1.123*	0.295	0.002	-1.99	-0.25

The results of One-way ANOVA analysis Age and Trust worthiness with “You trust cosmetics and skincare the European brands than the Asian brands.” shown that ANOVA results within group was significant at 0.005. The dependent variables are difference between Age group of people between 50-59 years, 30-39 years, and 40-49 years. This shown that consumer in age group of 30-39 years and 40-49 years has higher trustworthiness than consumer in age group of 50-59 years at mean differences of -0.850 (30-39 years) and mean differences of -1.123 (40-49 years).

Both of the age group are significant, 30-39 years has significant point at 0.028 and age group of 40-49 year has significant at 0.002.

Consumer age group of 50-59 years perception didn’t trust European brands than the Asian brands compared to consumer age group of 30-39 years and 40-49 years.

**Table 4.23 One-way ANOVA analysis Age and Trustworthiness (3)**

ANOVA						
If the brands have more advertisement, that will effect your trust in positive way.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		11.018	5	2.204	3.095	0.009
Within Groups		280.560	394	0.712		
Total		291.578	399			

  

Post Hoc Tests						
(I) Age		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
50-59 years	20-29 years	-.794*	0.208	0.002	-1.41	-0.18
	30-39 years	-.734*	0.216	0.011	-1.37	-0.10
	40-49 years	-.833*	0.235	0.006	-1.53	-0.14

The data from table 4.23 One-way ANOVA analysis Age and Trustworthiness under question of “If the brands have more advertisement, that will effect your trust in positive way.” Based on the data in ANOVA table are shown significant between groups and within groups at 0.009. Due to the data from the data collected from respondents shown the differences between age group of 50-59 years with 20-29 years, 30-39 years, and 40-49 years.

The differences between 50-59 years and 20-29 years have mean differences at -0.794, 50-59 years and 30-39 years has mean differences at -0.734, and 40-49 years has mean differences at -0.833. Three of the age group are significant at 0.002, 0.011, and 0.006. Based on the data of consumer age group of 50-59 years didn't gain high trust by the brands advertisement compared to consumer age group of 20-29 years, 30-39 years, and 40-49 years.

All 5 research factors from collected data shown result as significant only with Trustworthiness, this can also say that consumer in age group range has highly mentioned about trustworthiness as the first priority. Rather than trustworthiness such as subjective norm, brand image, country of origin (COO), and repurchase intention are not mentioning in consumer perception.

#### 4.5.2 Education Group

The education part of One-way ANOVA in this research will have 3 group as High school, Undergraduate, and Postgraduate will be generated in the collecting data part and analyze with all 5 variables which is Trustworthiness, Subjective norm, Brand image, Country of Origin (COO), and Repurchase intention with explanation of all mean differences with the topic of Consumer trusts in Cosmetics and Skincare between Asian brands and European brands in Thailand.

**Table 4.24 One-way ANOVA analysis Education and Subjective norm (1)**

ANOVA						
If the brands have more advertisement, that will effect your trust in positive way.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		12.441	2	6.221	7.017	0.001
Within Groups		351.949	397	0.887		
Total		364.390	399			

  

Post Hoc Tests						
(I) Education		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
High school	Undergraduate	-.564*	0.167	0.002	-0.97	-0.16
	Postgraduate	-.683*	0.187	0.001	-1.13	-0.23

From the data collected by all respondents shown that the ANOVA results of between group and within group are significant at 0.00, in term of “If your friends said “it is good” you will pick those products without thinking too much.” In this section has mean differences group of High school differ with group of Undergraduate and Postgraduate with mean difference of -0.564 and -0.683 with significant rate at 0.002 and 0.001.

This could say that High school consumer group tend not to make a buying decision by listening to their friends.

**Table 4.25 One-way ANOVA analysis Education and Subjective norm (2)**

ANOVA						
You always try, what your friends review. Even you never try that brand before and where it came from.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		9.855	2	4.928	3.242	0.040
Within Groups		603.335	397	1.520		
Total		613.190	399			

  

Post Hoc Tests						
(I) Education		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
High school	Postgraduate	-.621*	0.244	0.034	-1.21	-0.03

The data from table 4.24 are under Subjective norm variables that relates with consumer own trust and perceived and how they choose to believe people around them either other people or factors that they didn't know them personally.

This table analyzed the differences between group and within group in term of education and subjective norm. The result shown "You always try, what your friends review. Even you never try that brand before and where it came from." are significant at point 0.040, once we look over the mean differences there's a difference between High school consumer group and Postgraduate consumer group at -0.621 Significant at 0.034. This shown us that High school consumer group pay less attention to what their friends recommend and suggestions compared to Postgraduate consumer group.



**Table 4.26 One-way ANOVA analysis Education and Subjective norm (3)**

ANOVA						
Even you always used European brands but you're openly to try Asian brands if people said "it is good"						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		5.948	2	2.974	4.165	0.016
Within Groups		283.490	397	0.714		
Total		289.438	399			

  

Post Hoc Tests						
(I) Education		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
High school	Undergraduate	-.423*	0.150	0.015	-0.78	-0.06
	Postgraduate	-.434*	0.167	0.030	-0.84	-0.03

The analysis of Education and Subjective norm shown us the differences between consumer group through "Even you always used European brands but you're openly to try Asian brands if people said "it is good". Due to the ANOVA results are significant at 0.016 and the results of Post Hoc Tests shown us the mean differences of High school consumer group with Undergraduate consumer group and Postgraduate consumer group have mean difference at -0.423 and -0.434 also significant at 0.015 and 0.030.

Mean differences shown us how High school consumer group perceived differently from Undergraduate consumer group and Postgraduate consumer group, High school consumer group are less agreed with the variable given which relate to the brands from Europe and Asia.

From the analysis table of Education we can definitely see the differences that High school consumer group will perceived differently from the other group such as Undergraduate consumer group and Postgraduate consumer group, which reflects in all negative mean difference results.

### 4.5.3 Occupation Group

One-way ANOVA of occupation group will find the gap of mean differences with all 5 variables which is Trustworthiness, Subjective norm, Brand image, Country of Origin (COO), and Repurchase intention with explanation of all mean differences with the topic of Consumer trusts in Cosmetics and Skincare between Asian brands and European brands in Thailand.

**Table 4.27 One-way ANOVA analysis Occupation and Trustworthiness**

ANOVA						
You trust cosmetics and skincare the European brands than the Asian brands.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		17.457	8	2.182	1.916	0.056
Within Groups		445.253	391	1.139		
Total		462.710	399			

  

Post Hoc Tests						
(I) Occupation		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Student	Business owner	-.718*	0.218	0.040	-1.42	-0.01

Results of One-way ANOVA analysis between Occupation and Trustworthiness about “You trust cosmetics and skincare the European brands than the Asian brands.”

Shown a Significant value at 0.056 and mean differences in negative of Student consumer group and Business owner consumer group at -0.718 and significant at 0.040. Shown that Business owner consumer group are highly agree with higher trust with cosmetics and skincare products under European brands than Asian brands.

**Table 4.28 One-way ANOVA analysis Occupation and Subjective norm**

ANOVA						
You always try, what your friends review. Even you never try that brand before and where it came from.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		33.403	8	4.175	2.816	0.005
Within Groups		579.787	391	1.483		
Total		613.190	399			

  

Post Hoc Tests						
(I) Occupation		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Business owner	Student	.998*	0.249	0.003	0.20	1.80
	Professional i.e Doctor, Lawyer, Teacher, Engineer etc.	1.611*	0.454	0.016	0.15	3.07

The One-way analysis with Occupation and Subjective norm “You always try, what your friends review. Even you never try that brand before and where it came from.” are shown significant at 0.005 with the mean difference between Business owner consumer group and Student consumer group in positive result at 0.998 and significant at 0.003 mean Business owner consumer group has higher agree with their friends recommendations and always follow their friends suggestions.

The other result shown the differences between Business owner consumer group with Professional i.e Doctor, Lawyer, Teacher, Engineer etc. consumer group has mean differences also in positive result with 1.611 and significant at 0.016, shown that the Business owner consumer group also had higher believe and willing to follow what their friends tells it is good even they don't know those brands exactly.

**Table 4.29 One-way ANOVA analysis Occupation and Brand image**

ANOVA						
You preferred to use cosmetics and skincare products from Europe than Asia just from the out looking.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		23.005	8	2.876	2.185	0.028
Within Groups		514.492	391	1.316		
Total		537.498	399			

  

Post Hoc Tests						
(I) Occupation		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Student	Business owner	-.790*	0.235	0.030	-1.55	-0.03

From table 4.28 shown results of one-way analysis ANOVA between Occupation and Brand image under “You preferred to use cosmetics and skincare products from Europe than Asia just from the out looking.” The results shown significant value at 0.028. Result reflects the mean differences between Student consumer group and Business owner consumer group in negative result as -0.790 with significant at 0.030. Shown us that Student consumer group didn’t perceived cosmetics and skincare products from Europe to use from out looking compared to cosmetics and skincare product from Asia.

**Table 4.30 One-way ANOVA analysis Occupation and Repurchase intention (1)**

ANOVA						
Sometimes you re-buy cosmetics and skincare just because of the brands that famous.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		29.922	8	3.740	2.571	.010
Within Groups		568.788	391	1.455		
Total		598.710	399			

  

Post Hoc Tests						
(I) Occupation		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Business owner	Professional i.e Doctor, Lawyer, Teacher, Engineer etc.	1.472*	.449	.041	.02	2.92
	Freelance	1.202*	.331	.012	.14	2.27

The result of One-way ANOVA analysis Occupation and Repurchase intention shown significant value of 0.010 under “Sometimes you re-buy cosmetics and skincare just because of the brands that famous.” Found two mean differences with Business owner consumer group in a positive result.

The Business owner consumer group are significant of 0.041 with Professional i.e Doctor, Lawyer, Teacher, Engineer etc. consumer group and have mean differences at 1.472, shown that Business owner perceived higher value for famous cosmetics and skincare brands than the other that less famous and this factor lead Business consumer group to make a repurchase easier than Professional i.e Doctor, Lawyer, Teacher, Engineer etc. consumer group.

On the other hands Business owner also has mean differences with Freelance consumer group in positive results mean differences at 1.202 and significant at 0.012, also shown that Business consumer group paid higher value of brand to more famous brand rather than the less famous one.

**Table 4.31 One-way ANOVA analysis Occupation and Repurchase intention (2)**

ANOVA						
You always re-buy the product if you friend says “Your skin looks good after you used that product”						
	Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	13.936	8	1.742	2.670	.007	
Within Groups	255.141	391	.653			
Total	269.078	399				

  

Post Hoc Tests						
(I) Occupation		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Professional i.e Doctor, Lawyer, Teacher, Engineer etc.	Student	-.922*	.286	.049	-1.84	.00
	government staff	-1.046*	.292	.014	-1.99	-.11
	Unemployed	-1.283*	.363	.017	-2.45	-.11

The other table that reflect the mean differences between Occupation and Repurchase intention of “You always re-buy the product if you friend says “Your skin looks good after you used that product”.” Found significant value at 0.007 and result in mean differences in negative results between Professional i.e Doctor, Lawyer, Teacher, Engineer etc. consumer group with Student, Government staff, and Unemployed consumer group.

The first result shown Professional i.e Doctor, Lawyer, Teacher, Engineer etc. consumer group has mean difference at -0.922 with Student consumer group and it significant at 0.049 shown that Professional i.e Doctor, Lawyer, Teacher, Engineer etc. consumer group did not receive much affect from their friends comment.

Second the result was also negative Professional i.e Doctor, Lawyer, Teacher, Engineer etc. consumer group and Government staff consumer group has mean difference at -1.046 with significant of 0.014, shown us the Professional i.e Doctor, Lawyer, Teacher, Engineer etc. consumer group perception are different from the Government staff consumer group in case of buying decision by listening to their friend comment of their out looking.

The last group was Professional i.e Doctor, Lawyer, Teacher, Engineer etc. consumer group and Unemployed consumer group that also shown results as negative

mean difference at -1.283 and significant at 0.017. That's shown a consumer behavior of Professional i.e Doctor, Lawyer, Teacher, Engineer etc. consumer group that didn't take high action with people opinion around them to make a buying decision. In contrast Unemployed consumer highly concern their friend's opinion and has higher chance to make a repurchase based on their friend opinion.

Lastly a variance results shown the differences between each group. Specially Professional i.e Doctor, Lawyer, Teacher, Engineer etc. consumer group consumer group and Business owner consumer group perceived value of cosmetics and skincare brands including a Repurchase action that Professional i.e Doctor, Lawyer, Teacher, Engineer etc. consumer group has different perception about listening to people around them and their consumer behavior resulted differently from the other group.

#### 4.5.4 Income Group

One-way ANOVA analyze range of income group will find the gap of mean differences with all 5 variables which is Trustworthiness, Subjective norm, Brand image, Country of Origin (COO), and Repurchase intention with explanation of all mean differences with the topic of Consumer trusts in Cosmetics and Skincare between Asian brands and European brands in Thailand.

**Table 4.32 One-way ANOVA analysis Income and Trustworthiness**

ANOVA						
You trust cosmetics and skincare the European brands than the Asian brands.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		21.374	7	3.053	2.712	0.009
Within Groups		441.336	392	1.126		
Total		462.710	399			

  

Post Hoc Tests						
(I) Income		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
35,001-50,000 THB	10,000-18,000 THB	.651*	0.175	0.006	0.10	1.20

The income segment that been analyze with Trustworthiness under One-way ANOVA with “You trust cosmetics and skincare the European brands than the Asian brands.” Shown us a significant value of 0.009 from ANOVA test between group and within group.

We found one mean difference of income range 35,001-50,000 THB consumer group are differ with income range 10,000-18,000 THB consumer group shown mean difference in positive at 0.651 with significant at 0.006. Shown that a consumer that has income range of 35,001-50,000 THB trust a cosmetics and skincare products from Europe than a cosmetics and skincare products from Asia.

**Table 4.33 One-way ANOVA analysis Income and Subjective norm**

ANOVA						
Surrounded people words has high effect to your decision making on buying cosmetic products						
	Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	21.943	7	3.135	2.872	0.006	
Within Groups	427.807	392	1.091			
Total	449.750	399				
Post Hoc Tests						
(I) Income		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
35,001-50,000 THB	10,000-18,000 THB	.719*	0.172	0.001	0.18	1.26

This Table result the One-way ANOVA analysis of Income and Subjective norm of “Surrounded people words has high effect to your decision making on buying cosmetic products” shown significant value at 0.006 between group and within group. Also shown mean difference of income range 35,001-50,000 THB consumer group and income range 10,000-18,000 THB with mean difference at 0.719 and also significant at 0.001.

This result reflected that income range 35,001-50,000 THB consumer group perception are affects high action with Subjective norm while buying a cosmetics and skincare products.



**Table 4.34 One-way ANOVA analysis Income and Brand image (1)**

ANOVA						
You always think the European brands are better than the Asian brands						
	Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	30.480	7	4.354	3.866	0.000	
Within Groups	441.510	392	1.126			
Total	471.990	399				

  

Post Hoc Tests						
(I) Income		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
10,000-18,000 THB	24,001-35,000 THB	-.760*	0.173	0.000	-1.31	-0.21
	35,001-50,000 THB	-.709*	0.175	0.002	-1.26	-0.16

The analysis between Income and Brand image of “You always think the European brands are better than the Asian brands” result a significant at 0.000 from between group and within group test. Due to a Post Hoc Test has results a mean differences of income range 10,000-18,000 THB consumer group with income range 24,001-35,000 THB consumer group and income range 35,001-50,000 THB consumer group.

The group of consumer income range 10,000-18,000 THB that has a mean difference with income range 24,001-35,000 THB in negative results as -0.760 are significant at 0.000. This resulted that income range 10,000-18,000 THB consumer group did not perceive a brand value of Europe brand higher than the brand value of Asia brand. Unlikely consumer from income range 24,001-35,000 THB group.

Also, consumer from income range 10,000-18,000 THB think differently with consumer from income range 35,001-50,000 THB with mean differences of -0.709 and significant at 0.002, that might perceive value of cosmetics and skincare product from Europe higher than a cosmetics and skincare products from Asia.

**Table 4.35 One-way ANOVA analysis Income and Brand image (2)**

ANOVA						
You preferred to use cosmetics and skincare products from Europe than Asia just from the out looking.						
	Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	32.844	7	4.692	3.645	0.001	
Within Groups	504.654	392	1.287			
Total	537.498	399				

  

Post Hoc Tests						
(I) Income		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
10,000-18,000 THB	24,001-35,000 THB	-.827*	0.185	0.000	-1.41	-0.24
	35,001-50,000 THB	-.718*	0.187	0.004	-1.31	-0.13

The income and Brand image under “You preferred to use cosmetics and skincare products from Europe than Asia just from the out looking.” Shown significant at 0.001. and found mean difference between income range 10,000-18,000 THB consumer group differ with income range 24,001-35,000 THB consumer group and income range 35,001-50,000 THB consumer group both sets have mean difference at -0.827 and -0.718 with significant value at 0.000 and 0.004.

Shown that consumer from income range 10,000-18,000 THB did not perceived value of cosmetics and skincare product from out looking either a product originates.

**Table 4.36 One-way ANOVA analysis Income and Brand image (3)**

ANOVA						
You have higher satisfaction with more famous and last long existed brands than the new coming brands.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		11.178	7	1.597	2.032	0.050
Within Groups		308.012	392	0.786		
Total		319.190	399			

  

Post Hoc Tests						
(I) Income		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
35,001-50,000 THB	10,000-18,000 THB	.491*	0.146	0.024	0.03	0.95

Table 4.35 this analysis are analyzing from Income and Brand image with “You have higher satisfaction with more famous and last long existed brands than the new coming brands.” The results shown a significant value at 0.050 and mean difference are shown with income range 35,001-50,000 THB consumer group with 10,000-18,000 THB has mean difference at 0.491 and significant of 0.024.

The results shown consumer perception that consumer from income range 35,001-50,000 THB are different from consumer income range 10,000-18,000 THB that has satisfaction based on how’s brand famous or not much famous.

**Table 4.37 One-way ANOVA analysis Income and Brand image (4)**

<b>You rarely pick and buy the unknown and less famous of Asian either European cosmetics and skincare brands.</b>						
	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
Between Groups	18.645	7	2.664	2.774	0.008	
Within Groups	376.355	392	0.960			
Total	395.000	399				

  

<b>Post Hoc Tests</b>						
<b>(I) Income</b>		<b>Mean Difference (I-J)</b>	<b>Std. Error</b>	<b>Sig.</b>	<b>95% Confidence Interval</b>	
					<b>Lower Bound</b>	<b>Upper Bound</b>
18,001-24,000 THB	10,000-18,000 THB	.605*	0.182	0.028	0.03	1.18

The results of analysis Income and Brand image with “You rarely pick and buy the unknown and less famous of Asian either European cosmetics and skincare brands.” Shown significant value at 0.008 and found one set of income range that has mean difference which is income range 18,001-24,000 THB consumer group and 10,000-18,000 THB consumer group that affect positively at 0.605 with significant value of 0.028.

This shown a consumer of income range 18,001-24,000 THB are rarely pick or buy an unknown cosmetics and skincare product. Unlike a consumer from income range 10,000-18,000 THB.

**Table 4.38 One-way ANOVA analysis Income and Country of Origin (COO) (1)**

<b>You prevent to buy cosmetics and skincare products from some country in Asia.</b>						
	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
Between Groups	20.087	7	2.870	1.785	0.089	
Within Groups	630.350	392	1.608			
Total	650.438	399				

  

<b>Post Hoc Tests</b>						
<b>(I) Income</b>		<b>Mean Difference (I-J)</b>	<b>Std. Error</b>	<b>Sig.</b>	<b>95% Confidence Interval</b>	
					<b>Lower Bound</b>	<b>Upper Bound</b>
24,001-35,000 THB	10,000-18,000 THB	.653*	0.207	0.048	0.00	1.30

The income and Country of Origins (COO) result in the One-way ANOVA test of “You prevent to buy cosmetics and skincare products from some country in Asia.” found a significant value at 0.089 form between group and within group.

Based on the result of Post Hoc Tests the mean difference was shown via income range 24,001-35,000 THB consumer group and income range 10,000-18,000 THB consumer group in a positive mean difference value of 0.653 and significant at 0.048. This shown consumer from income range of 24,001-35,000 THB will prevent to buy a cosmetics and skincare from some country in Asia.

**Table 4.39 One-way ANOVA analysis Income and Country of Origin (COO) (2)**

<b>Sometimes you change your decision after you saw the Country on Origin of those product.</b>						
	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
Between Groups	24.897	7	3.557	2.802	0.007	
Within Groups	497.493	392	1.269			
Total	522.390	399				

  

<b>Post Hoc Tests</b>						
<b>(I) Income</b>		<b>Mean Difference (I-J)</b>	<b>Std. Error</b>	<b>Sig.</b>	<b>95% Confidence Interval</b>	
					<b>Lower Bound</b>	<b>Upper Bound</b>
10,000-18,000 THB	24,001-35,000 THB	-.587*	0.184	0.043	-1.17	-0.01
	35,001-50,000 THB	-.703*	0.186	0.005	-1.29	-0.12

Another One-way analysis that analyzes Income and Country of Origins (COO) with “Sometimes you change your decision after you saw the Country on Origin of those product.” Found significant at 0.007 and two set of mean difference across income range of consumer group.

There're 2 mean differences that found in this test was consumer from income range 10,000-18,000 THB with 24,001-35,000 THB and 35,001-50,000 THB shown mean difference value at -0.587 and -0.703 with significant value of 0.043 and 0.005.

It's shown that consumer from income range 10,000-18,000 THB consumer group did not received much affect from knowing country of origin (COO) from a cosmetics and skincare products that they're buying. Differently from other two income

range which is 24,001-35,000 THB consumer group and 35,001-50,000 THB consumer group that they are concern about country of origin (COO) and that also affect their buying decision.

**Table 4.40 One-way ANOVA analysis Income and Repurchase intention (1)**

Sometimes you re-buy cosmetics and skincare just because of the brands that famous.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		29.376	7	4.197	2.889	.006
Within Groups		569.334	392	1.452		
Total		598.710	399			

  

Post Hoc Tests						
(I) Income		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
10,000-18,000 THB	18,001-24,000 THB	-.739*	.224	.030	-1.44	-.03
	24,001-35,000 THB	-.693*	.197	.013	-1.31	-.07
	35,001-50,000 THB	-.644*	.199	.036	-1.27	-.02

The results of Income and Repurchase intention with “Sometimes you re-buy cosmetics and skincare just because of the brands that famous.” Results a significant value at 0.006 and shown three set of mean difference in a negative value.

Mean differences shown in the results between income range 10,000-18,000 THB consumer group with income range 18,001-24,000 THB consumer group, income range 24,001-35,000 THB consumer group, and 35,001-50,000 THB consumer group in all negative value which is -0.739, -0.693, and -0.644 with significant value of 0.030, 0.013, and 0.036.

This shown consumer from income range 10,000-18,000 THB group did not repurchase a cosmetics and skincare product based on how famous of those brands. Contrast with other three group of consumers.

**Table 4.41 One-way ANOVA analysis Income and Repurchase intention (2)**

You always re-buy your cosmetic and skincare that suit you not because of where that products from.						
	Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	26.060	7	3.723	2.470	.017	
Within Groups	590.718	392	1.507			
Total	616.778	399				

  

Post Hoc Tests						
(I) Income		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
35,001-50,000 THB	10,000-18,000 THB	.651*	.203	.040	.01	1.29

The Income and Repurchase intention with “You always re-buy your cosmetic and skincare that suit you not because of where that products from.” Are significant at 0.017 and found one mean difference of income range 35,001-50,000 THB consumer group with income range 10,000-18,000 THB consumer group shown a result in positive value at 0.651 with significant value of 0,203.

The result shown that income range 35,001-50,000 THB consumer group will choose and repurchase a product based on their experience and results not because of where that product came from.

From all data collected under consumer income range shown us how consumer in each income range perceived value of each one and how it reflect to the brand value also How’s Country of Origins (COO) reflect to consumer perception based on their income range.

#### 4.5.5 Buying behavior per month

One-way ANOVA analyze generate based on how often consumer buy cosmetics and skincare products, the research will find gap of mean differences with all 5 variables which is Trustworthiness, Subjective norm, Brand image, Country of Origin (COO), and Repurchase intention with explanation of all mean differences with the topic of Consumer trusts in Cosmetics and Skincare between Asian brands and European brands in Thailand.

**Table 4.42 One-way ANOVA analysis Buying behavior per month and Subjective norm**

<b>Surrounded people words has high effect to your decision making on buying cosmetic products</b>						
	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
Between Groups	8.859	3	2.953	2.652	0.048	
Within Groups	440.891	396	1.113			
Total	449.750	399				

  

<b>Post Hoc Tests</b>						
<b>(I) How often you buy cosmetics and skincare a month</b>		<b>Mean Difference (I-J)</b>	<b>Std. Error</b>	<b>Sig.</b>	<b>95% Confidence Interval</b>	
					<b>Lower Bound</b>	<b>Upper Bound</b>
2-3 times	Less than one 1 time	.411*	0.150	0.039	0.01	0.81

Buying behavior of a cosmetics and skincare consumer that involve in this research will result in One- way ANOVA, this results shown the analysis of buying behavior and subjective norm this table will be tells result how many time they buy cosmetics and skincare product within one month with “Surrounded people words has high effect to your decision making on buying cosmetic products” shown significant value of 0.048 and found one mean difference of 2-3 times with Less than one time that has a positive mean difference at 0.411 and significant of 0.039.



**Table 4.43 One-way ANOVA analysis Buying behavior per month and Brand image**

You preferred to use cosmetics and skincare products from Europe than Asia just from the out looking.						
	Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	19.726	3	6.575	5.029	0.002	
Within Groups	517.772	396	1.308			
Total	537.498	399				

  

Post Hoc Tests						
(I) How often you buy cosmetics and skincare a month		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than one 1 time	Once a month	-.425*	0.148	0.026	-0.82	-0.03
	2-3 times	-.582*	0.163	0.002	-1.01	-0.15
	More than 4 times	-.590*	0.220	0.046	-1.17	-0.01

The Buying behavior per month analyze with Brand image found a significant value and mean differences with “You preferred to use cosmetics and skincare products from Europe than Asia just from the out looking.” There’s a significant value of 0.002 and mean difference of Less than 1 time with Once a month, 2-3 times, More than 4 times in a negative value results which is -0.425, -0.582, and -0.590 also significant value at 0.026, 0.002, and 0.046.

#### 4.5.6 How much consumer spend per time

This One-way ANOVA analyze are result the amount that consumer purchase cosmetics and skincare per time, this research will find gap of mean differences with all 5 variables which is Trustworthiness, Subjective norm, Brand image, Country of Origin (COO), and Repurchase intention with explanation of all mean differences with the topic of Consumer trusts in Cosmetics and Skincare between Asian brands and European brands in Thailand.

**Table 4.44 One-way ANOVA analysis How much consumer spend per time and Trustworthiness**

You trust cosmetics and skincare the European brands than the Asian brands.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		11.185	3	3.728	3.270	0.021
Within Groups		451.525	396	1.140		
Total		462.710	399			

  

Post Hoc Tests						
(I) How much you spend per time?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1,000-3,000 THB	Less than 500 THB	.503*	0.188	0.047	0.00	1.00

The result of How much consumer spend per time and Trust worthiness with “You trust cosmetics and skincare the European brands than the Asian brands.” Are significant at 0.021 and found one set of mean difference. Which is 1,000-3,000 THB per time with Less than 500 THB per time has a mean difference in positive value as 0.503. and significant at 0.047. So, most of consumer spend about 1,000-3,000 THB per time based on the trust that they paid to European brands and they will to pay even more.

**Table 4.45 One-way ANOVA analysis How much consumer spend per time and Subjective norm**

You always listen to your friends recommendation on cosmetic products than reading reviews on the internet						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		17.319	3	5.773	6.289	0.000
Within Groups		363.521	396	0.918		
Total		380.840	399			

  

Post Hoc Tests						
(I) How much you spend per time?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
More than 3,001 THB	500-1,000 THB	-.615*	0.167	0.002	-1.06	-0.17
	1,000-3,000 THB	-.696*	0.169	0.000	-1.14	-0.25

Table 4.45 results the analysis of How much consumer spend per time with Subjective norm with “You always listen to your friends recommendation on cosmetic products than reading reviews on the internet” has significant value of 0.000.

The result shown a mean difference of spent more than 3,000 THB with 500-1,000 THB and 1,000-3,000 THB with negative value which is -0.615 and -0.696 and significant value of 0.002 and 0.000.

This shown a consumer who’s spent more than 3,000 THB do not agree with their friends recommendation and not willing to follow their suggestions, even they might pay more attention to the review on the internet.

#### 4.5.7 Product origins

The One-way ANOVA analyze result product brand origins such as Asia, Europe, or both Asia and Europe, this research will find gap of mean differences with all 5 variables which is Trustworthiness, Subjective norm, Brand image, Country of Origin (COO), and Repurchase intention with explanation of all mean differences with the topic of Consumer trusts in Cosmetics and Skincare between Asian brands and European brands in Thailand.

**Table 4.46 One-way ANOVA analysis Product origins and Trustworthiness**

You trust cosmetics and skincare the European brands than the Asian brands.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		51.818	2	25.909	25.033	0.000
Within Groups		410.892	397	1.035		
Total		462.710	399			

  

Post Hoc Tests						
(I) What product origins you usually buy?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Asian brands	European brands	-1.059*	0.150	0.000	-1.42	-0.70
	Both Asian and Europe brands.	-.409*	0.116	0.001	-0.69	-0.13

The analysis of Products origins and Trustworthiness with “You trust cosmetics and skincare the European brands than the Asian brands.” Found significant value of 0.000.

The results of mean difference shown a negative results between Asian brands with European brands and Both Asian and European brands at -1.059 and -0.409 and significant at 0.000 and 0.001. it shown consumer are more likely trust in European brand than the other.

**Table 4.47 One-way ANOVA analysis Product origins and Brand image (1)**

You always think the European brands are better than the Asian brands						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		31.083	2	15.541	13.994	0.000
Within Groups		440.907	397	1.111		
Total		471.990	399			

  

Post Hoc Tests						
(I) What product origins you usually buy?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
European brands	Asian brands	.799*	0.155	0.000	0.43	1.17
	Both Asian and Europe brands.	.624*	0.143	0.000	0.28	0.97

Table 4.7 shown the analysis of Product origins and Brand image with “You always think the European brands are better than the Asian brands” are significant at 0.000 and found 2 sets of mean difference.

The mean difference was shown in European brands with Asian brands and Both Asian and European brands reflected in a positive way which is 0.799 and 0.624 and significant at 0.000 and 0.000.

These shown that consumer are more likely concern cosmetics and skincare product brands from Europe has higher value and better than the others brand from Asia.

**Table 4.48 One-way ANOVA analysis Product origins and Brand image (2)**

<b>You preferred to use cosmetics and skincare products from Europe than Asia just from the out looking.</b>						
	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>	
Between Groups	29.275	2	14.637	11.434	0.000	
Within Groups	508.223	397	1.280			
Total	537.498	399				

  

<b>Post Hoc Tests</b>						
<b>(I) What product origins you usually buy?</b>		<b>Mean Difference (I-J)</b>	<b>Std. Error</b>	<b>Sig.</b>	<b>95% Confidence Interval</b>	
					<b>Lower Bound</b>	<b>Upper Bound</b>
European brands	Asian brands	.794*	0.166	0.000	0.39	1.19
	Both Asian and Europe brands.	.462*	0.154	0.008	0.09	0.83
Both Asian and Europe brands.	Asian brands	.332*	0.129	0.032	0.02	0.64

Product origins and brand image with “You preferred to use cosmetics and skincare products from Europe than Asia just from the out looking.” Are significant at value 0.000

There're three set of mean difference, which is European brands with Asian brand and Both Asian and European brands are result in positive value as 0.794 and 0.462. shown that from the out looking consumer still concern European brand has higher position than the brands from Asia

Another results shown that Both Asian and European brands with Asian brands result in a positive mean difference value which is 0.332 and significant at 0.032, that's shown us how consumer perceived value of brands from both country side. And the result was shown that consumer still perceived European brand in higher position than the Asian brands.

**Table 4.49 One-way ANOVA analysis Product origins and Brand image (3)**

		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		5.724	2	2.862	3.624	0.028
Within Groups		313.466	397	0.790		
Total		319.190	399			
Post Hoc Tests						
(I) What product origins you usually buy?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
European brands	Asian brands	.352*	0.131	0.022	0.04	0.67

The analysis of Products origins and Brand image with “You have higher satisfaction with more famous and last long existed brands than the new coming brands.” significant at 0.028

We found the mean difference of European brands with Asian brands with mean difference at 0.352 and significant value of 0.022. That’s shown us how consumer perceived value of brands based on product origins. And it result to the European brands has higher satisfaction if that product are famous from consumer.

**Table 4.50 One-way ANOVA analysis Product origins and Country of Origins (COO)**

You always look over the Country of Origins of the cosmetics and skincare product that you want to buy.						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		8.806	2	4.403	4.403	0.013
Within Groups		396.944	397	1.000		
Total		405.750	399			
Post Hoc Tests						
(I) What product origins you usually buy?		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Asian brands	Both Asian and Europe brands.	.287*	0.114	0.037	0.01	0.56

The analysis of Product origins and Country of Origins (COO) with “You always look over the Country of Origins of the cosmetics and skincare product that you want to buy.” Significant at 0.013

The mean differences results to Asian brands with Both Asian and European brands in a positive value which is 0.287 and significant at 0.037.

Based on all the data above we could say that consumer still perceived value of European brands higher than the Asian brand, but once they make a purchase they might not decide to buy the brands they perceived as high value.

#### 4.6 Regression Analysis

**Table 4.51 Regression Analysis of Repurchase intention**

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.649 <sup>a</sup>	.421	.415	.444	.421	71.847	4	395	.000
a. Predictors: (Constant), mean.Trustworthiness, mean.Subjective norm, mean.Brand image, mean.Country of Origins (COO)									
b. Dependent Variable: mean. Repurchase intention									
ANOVA <sup>a</sup>									
Model		Sum of Squares	df	Mean Square	F	Sig.			
1	Regression	56.664	4	14.166	71.847	.000 <sup>b</sup>			
	Residual	77.882	395	.197					
	Total	134.546	399						
a. Dependent Variable: mean. Repurchase intention									
b. Predictors: (Constant), mean.Trustworthiness, mean.Subjective norm, mean.Brand image, mean.Country of Origins (COO)									

**Table 4.51 Regression Analysis of Repurchase intention (cont.)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.147	.205		5.599	.000
	Trustworthiness	.229	.057	.187	4.027	.000
	Subjective norm	.108	.034	.133	3.196	.002
	Brand image	.225	.036	.293	6.255	.000
	Country of Origins (COO)	.169	.032	.245	5.342	.000

a. Dependent Variable: mean. Repurchase intention

From the table 4.50 which is Regression analysis of Repurchase. Intention. ANOVA table shown F value at 71.874 and significant at 0.000. So, the regression analysis results are usable and acceptable. Another part of ANOVA table which is model summary tables that shown R Square at 0.421. which means the predictor independent variables of this study can explain the change of dependent variable is 42.1%.

According to Coefficients table, all factors are significant value are under 0.05 at value Trustworthiness (0.000), Subjective norm (0.002), Brand image (0.000), and Country of Origins (COO) (0.00). Results shown all of the factors support each other's from all constants, based on cosmetics and skincare product consumer used all 4 factors to make a repurchase intention such as Trustworthiness influence consumer behavior from the data above that explained in One-way ANOVA part to create a Repurchase intention, Subjective norm also affect the consumer buying decision whether their friends able to convince them and consumer are willing to listen to people around them rather than others that they never know, Brand image also has a result that support our perceptual map and had positive affect with a Repurchase intention from the data that researcher been collect and analysis brand image has highly affect to consumer buying decision deciding to buy or not to buy those cosmetics and skincare products, and Country of Origins (COO) this factors was the main setting of this research idea that a country of origin can be shift consumer buying decision and how much it could affect consumer perception in Thailand based on the result above Country of Origins are affect with consumer perception as consumer will perceived cosmetics



and skincare product from Europe in higher position compared to cosmetics and skincare from Asia.

From the result in regression analysis, it shown that all significant factors results in Consumer trusts in Cosmetics and Skincare between Asian brands and European brands in Thailand. The highest beta result at 0.293 was shown in a factor of Brand image and that reflects a consumer perception with cosmetics and skincare products from both of the side Europe and Asia. The second highest was Country of Origins (COO) which is the main of this research that tend to be one of the factors that able to shift consumer buying decision and it result as second highest beta results. The third was Trustworthiness this factor also involve with the research topic which is important for a consumer buying decision especially cosmetic and skincare products that consumer needed trust to make a decision. The last was Subjective norm that has a beta value at 0.133 result as the lowest value under beta table. Once a consumer decides to buy cosmetics and skincare product on of the factor influencing them are also subjective norm which is people around them.

## CHAPTER V

### DISCUSSION

#### 5.1 Gender

A part of gender that involve in this research are categorized into two gender which is Male and Female, both genders will receive the same questionnaire under five factors which is Trustworthiness, Subjective norm, Brand image, Country of Origins (COO), and Repurchase intention. All the data will be applied to the T-Test analysis and analyze to get all differences that occurred with the research idea.

Gender affects a significant difference through the Trustworthiness under question of “You mostly read reviews that trustable of each product you buy before you make a decision.” Shown the differences between male and female results that female consumer are agreed with the reading review of cosmetics and skincare product before make a buying decision than male consumer.

Over the gender has other difference between male and female under Subjective norm as well such as “If your friends said “it is good” you will pick those products without thinking too much.” Reflected that male consumer tend to pay higher attention to what people around them said and follow their suggestions. Also, with “You always try, what your friends review. Even you never try that brand before and where it came from.” Found that male consumer also paid higher attention with people around them than female consumer. Under the Subjective norm still had one more part that shown the result that male consumer tends to listen more to people around them which is “Surrounded people words has high effect to your decision making on buying cosmetic products”.

In term of Brand image that been analyzed with both genders shown one different was “You consider European brands has higher position than the Asian brands.” shown that female consumer tends to pay higher attention with the brand image of each brand such as they’re more likely perceived cosmetic and skincare brands from Europe higher than cosmetics and skincare brands from Asia.

The differences also shown in Country of Origins (COO) between each gender was “Sometimes you change your decision after you saw the Country on Origin of those product.” The result shown that male consumer tend to pay more attention to a product ‘s country of origins more than female consumer, at that point male consumer can even change their buying decision from buying to not buying.

The other factor that influences the research idea is Repurchase intention, this factor is involve with the gender in T-Test analysis and found two different point which is “You always re-buy your cosmetic and skincare that suit you not because of where that products from.” From this part found male consumer pay higher attention to the result of product did not based on the product originates. The other part is “You will have higher satisfaction if you get cosmetics and skincare product with a good price and good result, and re-buy that product again after you finish it.” Found that female consumer paid higher satisfaction once they buy a good product with good price.

## 5.2 Age

The age group in this study are used One-way ANOVA analysis with all 5 factors which is Trustworthiness, Subjective norm, Brand image, Country of Origin (COO), and Repurchase intention. And the result found the differences between each age under Trustworthiness shown the differences of consumer between age range in how they perceived with cosmetics and skincare product with trust issue.

The differences under “You mostly read reviews that trustable of each product you buy before you make a decision.” between each group was shown in age group 20-29 years, 30-39 years, and 40-49 years in a positive effect. So, consumer in age range of 20-29 years will always read cosmetics and skincare review before a buying decision. The other part was shown under “You trust cosmetics and skincare the European brands than the Asian brands.” Found the differences between age range of 50-59 years with 30-39 years and 40-49 years in a negative way. Shown that consumer in age range of 50-59 years did not perceived European cosmetics and skincare brands give higher trust to them. The last part was found in “If the brands have more advertisement, that will affect your trust in positive way.” Shown the

differences with consumer in age range 50-59 years with 20-29 years, 30-39 years. And 40-49 years in all negative value, shown that consumer in age range of 50-59 years are unable to create trust by adding an advertisement. The results supported by (Oliver, 1980)

### **5.3 Personal income**

In a personal income part been analyze with One-way analysis to find out the differences between each range of Personal income with all 5 factors which is Trustworthiness, Subjective norm, Brand image, Country of Origin (COO), and Repurchase intention.

Under the Trustworthiness factor we found the differences of “You trust cosmetics and skincare the European brands than the Asian brands.” Shown that consumer in income range of 35,001-50,000 THB has higher trust for a cosmetics and skincare product from Europe than Asia and it difference with consumer in income range of 10,000-18,000 THB

The Subjective norm also found one different between the range of consumer income range which is “Surrounded people words has high effect to your decision making on buying cosmetic products” in income range of 35,001-50,000 THB with income range of 10,000-18,000 THB. The result shown that consumer in income range of 35,001-50,000 THB has higher potential to listen to people around them and make a buying decision.

Results also found the differences between Brand image with “You always think the European brands are better than the Asian brands” the results affect in negative value with consumer income range 10,000-18,000 THB with 24,001-35,000 THB and 35,001-50,000 THB and that shown a consumer from income range 10,000-18,000 THB perceived differently from the other two income range as they're not perceive brand position of European brand higher than Asian brands. Another part that found the differences under Brand image is “You preferred to use cosmetics and skincare products from Europe than Asia just from the out looking.” The result came as consumer income range 10,000-18,000 THB with 24,001-35,000 THB and 35,001-50,000 THB in negative affect could reflect that a consumer in income range 10,000-18,000 THB did not

perceive value of cosmetics and skincare products from out looking. Under the brand image we also found the other factor that shown differences of consumer in income range as “You preferred to use cosmetics and skincare products from Europe than Asia just from the out looking. Shown the differences affect as consumer income range 10,000-18,000 THB with 24,001-35,000 THB and 35,001-50,000 THB in negative affect. Also, with question of “You have higher satisfaction with more famous and last long existed brands than the new coming brands.” Found the differences between consumer income range of 35,001-50,000 THB with consumer income range 10,000-18,000 THB in a positive effect. And it’s also impacts with “You rarely pick and buy the unknown and less famous of Asian either European cosmetics and skincare brands.” Has differences in income range of 10,000-18,000 THB with income range of 18,001-24,000 THB are results in negative value. it reflected how consumer in income range of 10,000-18,000 THB did not perceived the more famous brand has higher quality. (Pizam and Ellis, 1999).

There’s also the difference between income range consumer and Country of Origins (COO) with “You prevent to buy cosmetics and skincare products from some country in Asia.” Reflect with income range of 10,000-18,000 THB with 24,001-35,000 THB with positive value mean consumer in income range 10,000-18,000 THB are agree with preventing to buy product from some country fin Asia. Also, with “Sometimes you change your decision after you saw the Country on Origin of those product.” Reflect three negative sets with consumer income range 10,000-18,000 THB shown that their buying decision did not change by knowing a country of origin of cosmetics and skincare product.

Due to the last factor which is Repurchase intention tent to show the final result of consumer behavior that they decide to buy or not to buy cosmetics and skincare products with “Sometimes you re-buy cosmetics and skincare just because of the brands that famous.” Shown result as consumer from income range 10,000-18,000 THB result negative with the other three income range, that could tell this consumer group did not buy a cosmetics and skincare product based on how brands are famous.

Mostly the group range that had differ perception in each factor will show the differences in income range of 10,000-18,000 THB. That they did not require the best or a very famous brand but they concern more about results after they use those

products. (Abdel-Maguid Lotayif, 2004; Ahmed, Nawaz, Usman, Shaukat, Ahmed, & Rehman, 2010; Roberts, 2005)

#### **5.4 Factors Affecting Repurchase intention**

The factor that affecting the Repurchase intention was all 4 factors which is Trustworthiness, Subjective norm, Brand image, and Country of Origin (COO). All four factors are significant at the point that less than 0.05 such as Trustworthiness are significant at 0.000 and has a beta value at 0.187, this result support reason to make a repurchase intention as a final result. Once the Trustworthiness are high and significant mean it has effect to consumer buying decision and it's able to influence consumer to re-buy cosmetics and skincare products. (Zhang, 1997)

Subjective norm is significant at 0.002 and has a beta value of 0.133, shown significant value with the dependent variable which is Repurchase intention. Once the value is significant mean this factor are affect consumer buying decision. (Mukhtar and Butt, 2012).

Brand image are significant at 0.000 and has a beta value of 0.293, this is the highest beta results could tells the Brand image has high potential to influence consumer to make a purchase and repurchase based on the results. (Pizam and Ellis, 1999).

And Country of origins (COO) that's significant at 0.000 and has a beta value of 0.245 is a second highest after brand image factor which country of origins was the main concept of this research that would be able to make change and influence consumer to buy and re-buy. (Li & Monroe, 1992; Batra, Ramaswamy, Alden, Steenkamp & Ramachander, 1999)"

## **CHAPTER VI**

### **RECOMMENDATIONS**

#### **6.1 Conclusion**

This research was finding the gap of how consumer perceived trust between cosmetics and skincare product Europe and Asia. To get to know how people who's lives in Thailand think about those products based on the different country of origins. Under the research idea are able to find all 5 factors significantly.

For the first objective that to find a gap of trust from consumer between Asia product and Europe product under cosmetics and skincare product type. We found out the result was significant of Country of Origins (COO) and the final result Repurchase intention at 0.000 and result the beta value as the second highest value at 0.245. Shown from the data collected that Country of Origins (COO) has a gap between product from Asia and Europe, In additional most of people who's lived in Thailand has higher trust to cosmetics and skincare product from Europe than Asia. As they're perceived value of brands from Europe country higher than Asian brands this shown the result from factor of Brand image which significant at 0.000 and result the highest beta value as 0.293.

The result above also reflects the reason of consumer under two area of cosmetics and skincare country of origins (COO), The factors that can answer this point very well would be Country of Origin (COO) which reflects all the data that significant. Specially from One-way ANOVA analysis Income and Country of origins (COO) most of the consumer in income range of 10,000-18,000 THB did not mind about country of origins (COO), based on the result this consumer group only focus on the result of a product itself, they're willing to try a brands that they never know without look up to a product originates. So, Europe brands or Asia brand did not effect to their buying decision making.

The other factors was also significant with the dependent variables which is Repurchase intention such as Subjective norm is significant at 0.002 and has beta

value at 0.133, Shown that people around consumer also has potential to influence a consumer buying decision. Mentioned to Thailand people are one of the collectivism society, Collectivism people tend to listen to what people around them said and often follow what they said or suggestions. And this research been collected in Thailand which has medium-high collectivism culture and that support results of Subjective norm are significant with Repurchase intention in term of buying cosmetics products.

The last factor that influencing in consumer trust in cosmetics and skincare product from Europe and Asia was Trustworthiness, which also the main of this research idea are significant with the dependent variables Repurchase intention at 0.000 and beta value of 0.187 shown us that trustworthiness are able to influence consumer buying behavior.

## **6.2 Recommendation for cosmetics and skincare brands**

Due to the first tier of the result that shown the most effective factor was Brand image, So I would recommend the brands to build a stronger brand image to be able to gain trust from consumer. By building their brand image according to the information given such as packaging, advertisement, certificates by a center that relates to their product category also some stamp of cosmetics and skincare recommended, provide laboratory tests of their product.

By creating a trustable cosmetics and skincare packaging the brand can do a survey in deep detail of which packaging consumer would pay higher trust, any detail on their packaging could make their consumer believe in their product and decide to buy.

The advertisement also been one of the factors that influence consumer to buy a product. This era type of advertisement tends to shift to an influencer through several channels such as YouTube, Facebook, Instagram, Twitter, and other online channels that consumer used and consumer reviews. These days a consumer paid higher trust to a people who look like normal people but famous such as beauty blog, beauty vlog, and some people called “Net idol” in Thailand. So, the researcher would recommend brands to use this way of advertisement to promote their brand as one of the choices.



Brands should also have a certificate to guarantee their brands from related center and under their category. This way can also gain trust from consumer that at least the brand has something to guarantee that their products are safe and passed the standard requirements. And another thing that researcher would recommend is a stamp logos from a famous magazine such as Cleo.

The laboratory test should be provide to consumer in case they needed, all the product that the brand sell must passed and hold the necessary laboratory test to make sure and create trust to consumer, On the other hand laboratory test can be one of the way to advertise their brand to create higher trust from their consumer.

This information would be a benefit to cosmetics and skincare company that doing OEM from other countries either the import business to be one of the decisions making on how the real user perceive value of each brands from both of the country sides. There're many companies in Thailand that hiring Korean and Japan manufacturing to produced cosmetics and skincare for them to sale in Thailand. This research tells how Thai's consumer perceived brand value from both country sides as European brand seems higher than the brands from Asia. As this research are trying to find the gap differences under term of product country of origins, So this information would be helpful with the decision making in both kind of business. But there's also a consumer group who's not mentioned about the country of origins (COO) but they will be focus on the quality, but that will need the first purchase to show them how your product works and how your product is able to treatment their skin in a better way.

Brand should also look over the brand image and brand image came with trust once your brand image are positive you will be able to gain higher trust and that increase a potential to make your target consumer make a purchase.

Based on my opinion, for the brand should set a customer target group based on the One-way ANOVA analysis of income and age. These data can compare each customer target group and brands can manage their product position based on consumer behavior and set up their brand value also these data can even help brand to focus on point that they want to hit.

From the data collected shown the differences between consumer age range 20-29 years and above has different way to perceived brand value also combine with the range of income that shown the differences between 10,000-18,000 THB with the

others will perceived the quality of products not a brand or brand image and they don't really care the product originate. But if the brand wants to focus the other target group will be recommend to go for Europe brands products.

### **6.3 Limitation and Opinion for the future research**

The limitation part, this research was collected during year 2020. As we known during year 2020 was a covid-19 spreading situation through all over the world and made period of collecting data delay than the expected.

While collecting the research, the researcher when abroad for an exchange program to the other country make the data collected went a delay further due date that the researcher was set.

For the future research should include some other factors such as reference group, price, place, or promotion of the products and other variables such as attitude, motivation and perception in the study.

Also, I would add the segment of Asian countries and European countries in the deeper details by categorize by country named such as Asian brands I would divide into a group like South Korea with Japan, or Myanmar with Laos. To get more reliable and deeper information.

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## Appendix A: The Questionnaire for Quantitative Analysis

Consumer trusts in Cosmetics and Skincare between Asian brands and European brands in Thailand.

This study's purpose is to identify the differentiate and gap and trust of Thai's people who's use Cosmetics and Skincare products from European brands and Asian brands. All responses are confidential for a study purpose only.

### Part 1: Screening questions

1. Do you live in Thailand?
  - Yes
  - No (Terminate)
2. Do you use cosmetics and skincare?
  - Yes
  - No (Terminate)
3. How often you buy cosmetics and skincare a month?
  - Less than one 1 time
  - Once a month
  - 2-3 times
  - More than 4 times
4. How much you spend per time?
  - Less than 500 THB
  - 500-1,000 THB
  - 1,000-3,000 THB
  - More than 3,001 THB
5. What product origins you usually buy?
  - Asian brands
  - European brands
  - Both Asian and Europe brands.
6. What channel you always use to buy cosmetics and skincare products?
  - Offline-store
  - Online-store
  - Both offline and online

### Part 2: Trustworthiness

Please specify how much do you agree with these statements from 1 to 5, 1 means strongly disagree and 5 means strongly agree;

Trustworthiness	5	4	3	2	1
You mostly read reviews that trustable of each product you buy before you make a decision.					
The origins of products that from Asian or European gain higher trust to your buying decision.					
You trust cosmetics and skincare the European brands than the Asian brands.					
Country originate has effect to your trust on cosmetics and skincare product that you have in your buying consideration set.					
You will have higher trust on the brands if they provide laboratory test or real care reviews					
If the brands have more advertisement, that will effect your trust in positive way.					

### Part 3: Subjective norm

Please specify how much do you agree with these statements from 1 to 5, 1 means strongly disagree and 5 means strongly agree;

Subjective norm	5	4	3	2	1
You always use cosmetics and skincare based on your friends recommendations.					
If your friends said "it is good" you will pick those products without thinking too much.					
You always try, what your friends review. Even you never try that brand before and where it came from.					
Surrounded people words has high effect to your decision making on buying cosmetic products					
Even you always used European brands but you're openly to try Asian brands if people said "it is good"					

<b>Subjective norm</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
You always listen to your friends recommendation on cosmetic products than reading reviews on the internet					

#### **Part 4: Brand image**

Please specify how much do you agree with these statements from 1 to 5, 1 means strongly disagree and 5 means strongly agree;

<b>Brand image</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
You consider European brands has higher position than the Asian brands.					
You always think the European brands are better than the Asian brands					
You preferred to use cosmetics and skincare products from Europe than Asia just from the out looking.					
You have higher satisfaction with more famous and last long existed brands than the new coming brands.					
You really pick and buy the unknown roles famous Asian either European cosmetics and skincare brands.					

#### **Part 5: Country of Origins (COO)**

Please specify how much do you agree with these statements from 1 to 5, 1 means strongly disagree and 5 means strongly agree;

<b>Country of Origins (COO)</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Once you know the Country of Origins of products, you may have an easier buying decision.					
You prevent to buy cosmetics and skincare products from some country in Asia.					
Country of Origins has highly affect to your buying decision in cosmetics and skincare products.					
You always look over the Country of Origins of the cosmetics and skincare product that you want to buy.					



<b>Country of Origins (COO)</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Sometimes you change your decision after you saw the Country on Origin of those product.					

### **Part 6: Repurchase Intention**

Please specify how much do you agree with these statements from 1 to 5, 1 means strongly disagree and 5 means strongly agree;

<b>Repurchase Intention</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
You always re-buy cosmetic and skincare product from it's brand originate.					
Sometimes you re-buy cosmetics and skincare just because of the brands that famous.					
You always re-buy your cosmetic and skincare that suit you not because of where that products from.					
You re-buy your cosmetics and skincare based on the result, no matter the country of origins.					
You always re-buy the product if you friend says "Your skin looks good after you used that product"					
You will have higher satisfaction if you get cosmetics and skincare product with a good price and good result, and re-buy that product again after you finish it.					
Advertisement gain higher chance to make you re-buy the product no matter it from Europe or Asia.					

**Part 7: Personal Information Section**

1. What is your gender?  
 Male                       Female
2. How old are you?  
 Less than 20 years       20-29 years               30-39 years  
 40-49 years               50-59 years               More than 60 years
3. What is your highest level of education?  
 High school               Undergraduate               Postgraduate
4. What is your occupation?  
 Student                       Company Employee       Business owner  
 government staff           Professional i.e Doctor, Lawyer, Teacher, Engineer etc.  
 Housewife                   Retirement                   Freelance  
 Unemployed                   Other \_\_\_\_\_
5. What is your monthly income?  
 Less than 10,000 THB       10,000 - 18,000 THB  
 18,001 – 24,000 THB       24,001 – 35,000 THB  
 35,001 – 50,000 THB       50,001 – 85,000 THB  
 85,001 – 160,000 THB       More than 160,000 THB