HOW SOCIAL MEDIA EFFECT TO CUSTOMER PURCHASING DECISION IN SKINCARE PRODUCT

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ABSTRACT

The purpose of this study was to determine and analyze the impact of social media to purchase intention skincare product. The variables of this research that influencer marketing, promotion, perceived risk and trust. While the dependent variable is the purchase intention. The method used is quantitative method with a sample of 496 people. Methods of data analysis used in this research is the factor analysis. In this study, it can be seen that influencer marketing variables the most significantly affects the purchase intention while the promotion variable significantly affects the purchase intention respectively. R2 coefficient value by looking at the value of R Square is 0.097. This means that 9.7% variable purchase intention influenced by two independent variables, namely Micro Influencer Marketing and Promotion.

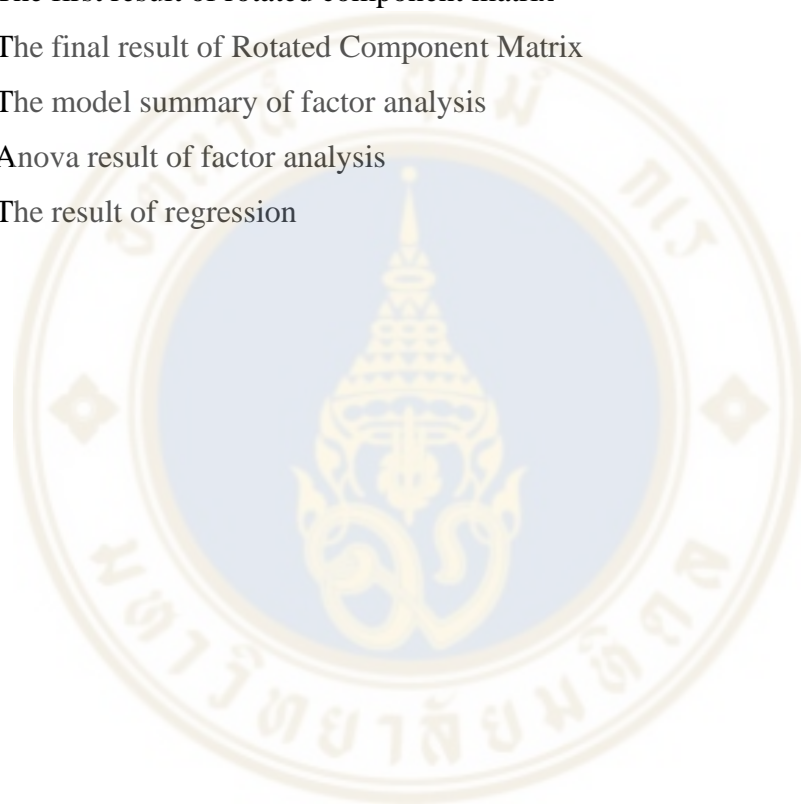KEY WORDS: Influencer Marketing/ Skincare/ Social Media/ Purchase Intention

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CHAPTER I
INTRODUCTION

Fundamentally, social media platforms are one of the ways of brand communication. They will represent all of the brand. In the present, there are many social media platforms that use the platforms to grow their business. Maryville University (2018) recorded that Facebook ads started in early 2006, Twitter ads in 2010, then LinkedIn, Instagram, Pinterest, Snapchat, and TikTok ads and sponsors became later. The business placed ads on these social media platforms to discover data of customers. They will get the data of engagement and customer insight. Social media can do a lot of activities since starting the business such as increasing brand awareness, generating leads and increasing conversions, developing and nurturing relationships with customers, and learning from competitors. Whereas these social media platforms must be paid for sharing business information, entertaining content, or even make promotion for getting the audience attention.

The statistics of all social media platforms are increasing every minute. Facebook has 2.60 billion monthly users, and 10% increase year-over-year (Dean, Facebook Demographic Statistics: How Many People Use Facebook in 2021?, 2021). Instagram has monthly active users more than 1 billion (Aslam, Instagram by the Numbers: Stats, Demographics & Fun Facts, 2021). Twitter has active users 340 million (Aslam, Twitter by the Numbers: Stats, Demographics & Fun Facts, 2021). Youtube has 2 billion monthly active uses. (Dean, How Many People Use YouTube in 2021? , 2021). TikTok has 689 million monthly active users around the world (Iqbal, 2021).
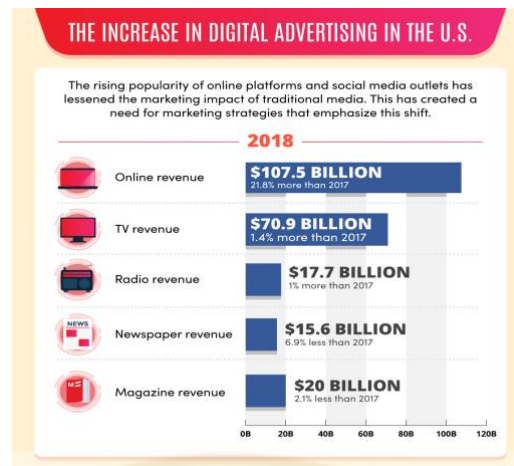
Figure 1.1 The Rising Revenue on Online Platforms

In 2018, Maryville University showed in figure 1 the rising revenue on online platforms that got a huge impact than the traditional platform. This is the one way of marketing strategy to increase revenue and sales conversion. This is the starting point that businesses see their new opportunity to gain more revenue. Then, it is able to be one of the new strategies in the business. Yating (2019) said social media platforms are becoming social media strategies that most affect businesses. These social media platforms have enabled customers to express their feelings they have experienced regarding a product or service. With this effect, the businesses have to improve the product and service to serve their clients and create effective customer satisfaction via social media platforms. Social media marketing consists of many activities that motivate and persuade customers to take action with the business. Influencer Marketing Hub (2021) website concluded the social trend in 2021 that social commerce will continue to expand and emerge significantly rose to fame. Video and live streaming will dominate and become the new norm. Finally, influencer marketing will continue to soar because all the above strategies have to expand by influencer. From the above reasons, influencer marketing trends are interesting. It will be beneficial to the development of the marketing industry.

Global skin care products market share, by product, 2018 (%)

- Face Cream
- Body Lotion
- Others

Source: www.grandviewresearch.com

Figure 1.2 Global Skin Care Product Market Share

Moreover, 2019 to 2021 are unpredictable years. There are many trend products that happen to experiment with changing customer behavior. Pandemic situations change customers interested in beauty trends more than others since 2020 until now (Hong, 2020). The statista said in the report of size of the global skin care market from 2012 to 2025 (2020), the customers are interested in and concerned in the skin care routine to take care themselves. The skin care industry demand shifts from older customers to younger one. Most people turn to using skin care to protect and delay the aging signs. While the number of the young generation is increasing, the number of older consumers are opposite to fall. The business has to adapt their strategies to balance and maintain the both group customers. Grandviewresearch (2019) also shows in figure 2 that skin care has the highest market share in this industry in 2018 and is expected to continue its dominance over the forecast period. Also, this industry continues to have new product launches and establishments all the time. In the market, businesses use the innovation of developing the product in the same way to respond to the market trend and get a positive impact from their customers such as whitening trend or anti-aging. All the trends expect rising demand and to boost the market industry. On the other hand, the market is highly competitive and many smaller companies have gained market share. They also gain the increased consumer interest in beauty as well.

The purpose of this paper was to identify the factors of that effect to customers purchasing skin care products by social media. The outcomes of this study may be beneficial for the skin care business for choosing social media marketing strategy and understanding the perspective of the real factors of consumer behavior.

Hence, this understanding will help the business to adjust, improve, and develop the social media marketing strategy to gain more awareness, and sales conversion.

1.1 Study objectives

1. To study the customer purchasing skincare product through social media
2. To study the effectiveness of social media

1.2 Research Framework
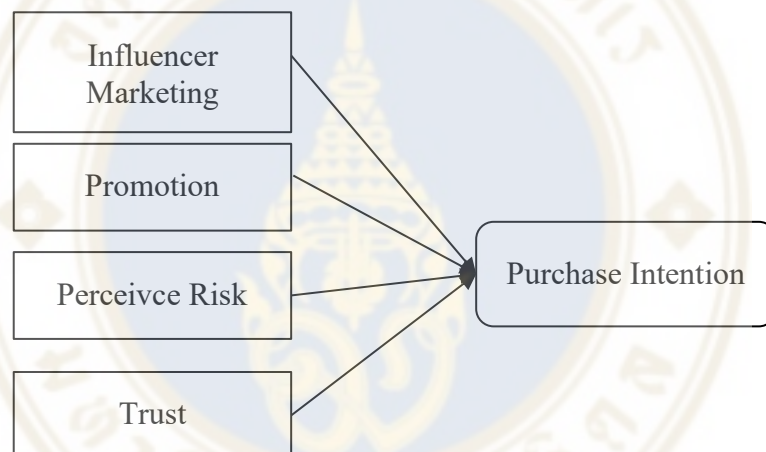
CHAPTER II
LITERATURE REVIEW

2.1 Influencer Marketing

Martínez-López (2020) said that influencer marketing is a new marketing strategy and the major marketing tools. This strategy mostly actions on social platforms, e.g. Facebook, Instagram and Twitter. This strategy defines the use of influential opinion leaders, celebrity or non-celebrity, with many followers on social platforms, to foster and communicate positive attitudes by using posts shared on such platforms. Influencers have several categories and levels that order by the number of followers. The example of categories is celebrity industries expert, blogger or content creators. For the level of popularity of followers was divided into four levels: Mega, Macro, Micro and Nano. Mega influencer will have the number of followers over 1 million. Macro influencers have followers between 100,000 to 1 million followers. Micro influencers have followers ranging from 1,000 to 100,000 followers. And the last is Nano influencers have followers below 1,000 and including the ordinary person. The brand will choose the level of influencer by scoping the market target such as the brand who choose the nano because they need the large real-world user. The famous level is micro in order to get the interaction with the customer more that get awareness from mega or macros influencer (Isyanto, 2020).

This activity will lead the edge of purchasing decision-making to their followers and allows the followers participating and engagementing in the co-creation of the brand image on social media (Biaudet, 2017). It can be said that the influencer marketing focused more on the context of product reviews and word-of-mouth (WOM) generated by real leader consumers (Zietek, 2016). Biaudet (2017) believed that influencer marketing is the most important new approach to marketing in a decade. It can be seen from the growth of the number of influential people in online media platforms. On the other hand, the marketer must specify the influencer by manners and

characteristics that are suitable for the product and influence the reference groups of the customer (Tiautrakul, 2019).

Influencer marketing focuses on build a social media with customer who are perceived and trust in the specific market. They are using social media to drive a brand's message and reach their own target market (Jarrar, 2020). In the fashion and beauty sector are especially incresing the usage of this strategy because the perception and effectiveness of this market reveal the postive and playing in the important role (Santiago, 2020).

In this research, influencer marketing covers the social media strategy that invests in the influential people that have the characteristics and manners that direct to the customer group in every platform. Thus, this research will be explored the better understand of this strategy and activity by emerging with the endorsment with the brand.

2.2 Promotion

Promotion is one of the strategy mix frameworks. This technique is impacting the customer behaviors and also adding the product value for stimulating consumer actions (Genchev, 2017; Jiang, 2018). Promotion consists of a variety of tools. They can be separated into two tools; monetary promotions and non-monetary promotions.

The monetary promotion emphasizes in the short term for improving the sale target and repeats the usage of monetary promotion that impacts sales, profitability, and brand equity (Namin, 2014). Therefore, this tool will create the conversion in the financial report. The non-monetary promotion is related to collaborating the business to business. It also enhances many advantages for the brand in terms of brand image over long terms, distinguishes it from other brands, connects different distinctive characteristics of a brand, helps brands and trademarks maintain their competitive advantages, and more importantly, strengthens brand equity. Therefore, non-monetary promotion creates a set of desirable and positive associations to a brand in consumer mind (Namin, 2014). In the present, the promotion strategy is attracting consumers and classification for its promotion tools were analyzed from the perspectives of consumer psychology and consumer behavior (Tang, 2019). So, the purpose of implementing the

price promotion strategy is to attract consumers to buy products that the store sold, so that the sales volume increases. (Arvitrida, 2020).

In this research, promotion covers both the monetary and the non-monetary promotion. The monetary means the special price of the product. It emphasized in the short period of time to get the impact of sale and profitability. The non-monetary means the promotion that collaborates between business to business that will enhance the brand's image. Moreover, this promotion also covers all the online platforms that can communicate to the customer for recognizing these promotions.

2.3 Perceived Risk

Reviewing from Vivek Kumar Pathak and Anchal Pathak(2017), perceived risk is defined as a perception from customers based on the uncertainty that will be involved in purchasing activity. In addition, it could be an illusion in customers' minds. There are several types of perceived risk such as the terms of financial, performance, social and psychological. All of the perceived risk could affect the customer's intention to select products and also maintain their loyalty in the brand. In this context consumers' perceived risk in many contexts. The first one is the high level of risk of online purchase decision making that consumers do not afford the opportunity to touch or try a product before. Moreover, unstructured and disorganisation information on social media platforms may also lead to the perceived risk. It is important to the customer decision quality. Sometimes, information overload or less will turn the negative consequences on consumers' perceived risk on social media (Soto-Acosta, 2014). The factors that related to customer's perceived risk that personality, demographic and cultural characteristics of influencers (Ventre, 2020). The risks also depend on consumers' profile and the product or service characteristics. These impacts will show and express in different ways. These risks lead to reduced transaction intentions, and any uncertain negative outcome from the online interaction (Akram, 2018).

In this research, perceived risk covers many types of perceived risk that have been presented in the literature due to the online channel.

2.4 Trust

Trust is an indispensable element in various researches of an online environment (Zhu, 2020). In an online environment, the importance of trust is helpful for consumers to reduce risky perceptions. Trust can affect people's judgments behaviors. Therefore, trust is called the emotional state that consumers consider whether online communities are honest with consumers. Yang (2018) and Kim (2008) agree that when customers make online purchases on every platform the recommendation information is helpful for customer decision. The quality of information enhances the accuracy and sufficient of consumer trust and it can improve and lead to repeat and increase purchase behaviour that increase the reputation and satisfies product seeking demands. Conversely, if the recommendation is perceived to be useless, customers will decrease their intention to buy. There is no difference between the gender comments and reviews belonging to their friends, family members, or other purchasers, and it encourages them to do online shopping. The consumers' trust in online social media platforms help marketers to develop better online marketing strategies, and they find that trust encourages people to shop online (Akar, 2018).

In this research, trust covers in terms of their own influencers' character. The influencer can represent the brand by themselves. Customers will perceive their brand by their words, their sponsors' products, and also their behavior.

2.5 Purchase Intention

Consumers make the purchasing decisions for basically driving factors after comparing evaluation results that are perceived to their expectations (Isyanto, 2020). In an online shopping context, the growth of social media platforms has relationships with others and become more complex. It has affected the marketing activities and data analysis to understand the consumer behavior in social media platforms leading to develop online marketing activities (Akar, 2018). Gao (2018) said customers feel free to experience online shopping because they can express their feelings through online platforms. This feeling can also increase the consumers' intention to purchase via online. Gao (2018) also found that when customers can express more feelings, it leads to the positive outcome to the product such as knowledge-sharing behaviour, social

identity and enjoyment. Moreover, Akar (2018) still insists that purchase intention gets the effect from customer engagement in the different roles. The impacts that drive the customer purchasing intention are advertising in social networks, consumers' positive attitude toward social media, also the facilitation and interface of using technology. All of these activities have to get along well with each other to drive the customer's intention. Zhu (2020) also concluded that the purchase decision is an important behavioral outcome because it represents the final outcomes and decisions of users based on cognitive and affective responses.

In this research, purchase intention means the factors that drive the customer response to the product via social media platforms. The factor that will respond in both their physical and emotional needs.
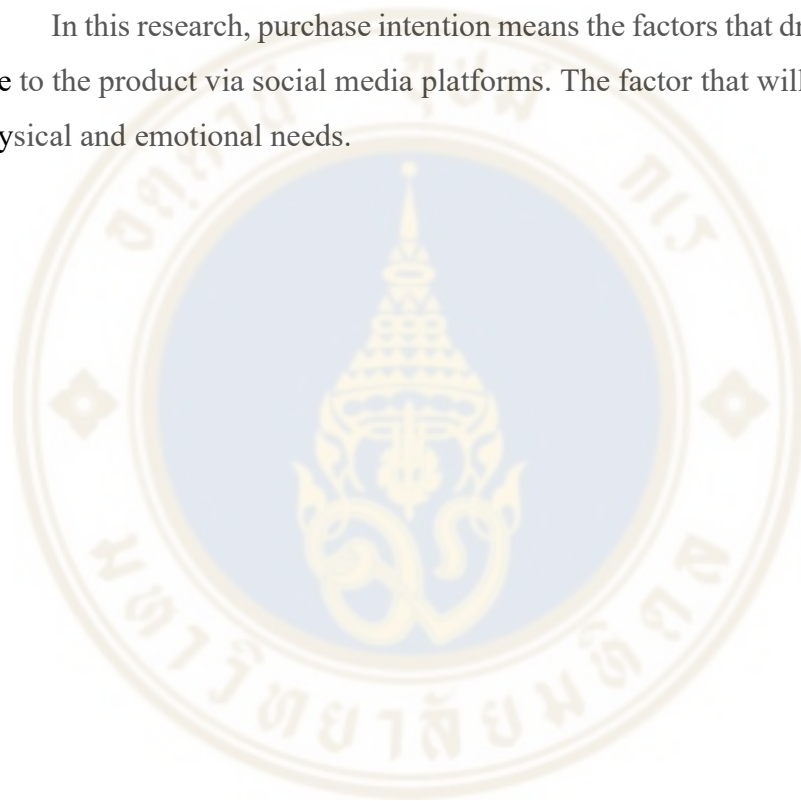
CHAPTER III
RESEARCH METHODOLOGY

This research analyzes how social media effect to customers purchasing skin care products. This research was collected from quantitative method. Starting from the screening question that will screen the repondants to only the end user who believe and follow advice from influencers. The outcome of this research will help the skincare business improve and reconsider the social media marketing strategy in the future.

The research began with a literature review that led to identifying of each 5 keywords (variables) that related to the factor that impact on customers' behavior for purchasing the skincare. The definitions of each variable will shape the questionnaire. The next step of the research is data collection. This research will use quantitative methods and was distribute by online platforms such as Facebook and Twitter. The total of 496 questionnaires had been randomly distributed to respondents experienced in purchasing skin care products follow the influencer 419 people and 18 people of whom have never purchased it. Therefore, the researchers utilized a sample size for this study as 419 data as 100% found complete for research from respondents across different demographic groups. There are some screening questions that narrow down the scope of relevant respondents. Then, this result was run in the SPSS program by Frequency Analysis, Descriptive Statistics and Factor Analysis.

For the Frequency Analysis will show the demographic details of the respondents, including age, gender, education, monthly income, and employment status are questioned about the personal details as check-list questions for future analysis. Descriptive Statistics will show the correlation between the respondents' answer and question in the level of agreement. It will show the mean score and standard deviation of the result. Factor Analysis will show the correlation of among questionnaires with the intention to buy questions to find the significant factor getting the greatest result of this topic. Also, in other data and questionnairs will give the way of some recommendation for the people who are interested in this field.

CHAPTER IV
RESEARCH RESULT AND ANALYSIS

The total of 496 questionnaires had been randomly distributed to respondents experienced in purchasing skin care products follow the influencer, resulting in 95.9% as 419 people and 18 people which is 4.1% of whom have never purchased it. Therefore, the researchers utilized a sample size for this study as 419 data as 100% found complete for research.

The study has been analyzed by using Statistical Program for Social Sciences (SPSS) through three parts. The first part was running by frequency analysis. It will show the frequency and percentage of demographic of the respondents. The second part was run by descriptive statistics. It will show the mean and standard deviation for all questionnaires. These two parts are related with each other in terms of showing the mean result of all the answers. The mean score will show the agreement level among these respondents. Most questionnaires have a high level of agreement level, it showed that they agree on these questionnaires. The last part was running by factor analysis. It will show the correlation among all of the questionnaires. This research will show only the significant one with the intention to buy.

4.1 Frequency Analysis

Table 4.1 shows the respondents' profile among their characteristics. Age demographic shows the majority of range age is 25 to 34 as 230 respondents, 54.9%. 38.7% is in the age range 18 to 24 as 162 respondents. 5.5% is in 35 to 44 as 23 respondents. 1% is in more than 44 as 4 respondents. In the group of gender, it was categorized by 3 groups. The result shows the majority of respondents is female as 326, calculated at 77.8%. Male is 18.6% as 78 respondents. Alternative is 3.6%, as 15 respondents. Moreover, the education characteristic was categorized in 3 groups. The majority group with a Bachelor's degree is 79.7% as 334 respondents. The master's

degree and above is 13.4% as 56 respondents. The high school or below is 6.9% as 29 respondents. For employment status, the majorities are nearly the same proportion, the first one is students resulting in 31% as 130 respondents. Full time employment is 29.6% as 124 respondents. 20% is for business owners as 84 respondents. 8.1% as 34 respondents are in the other group. Government officers are 5.7% as 24 respondents. The last group is unemployment as 23 respondents, 5.5%. In part of monthly income, the majority group is less than 20,000 Baht as 43.9%, 184 respondents. 40.6%, 170 respondents is in 20,001 to 40,000 Baht. 40,001 to 60,000 Baht and above is 6.7% as 28 respondents.

Table 4.1 Frequency Analysis

Demographic	Characteristic	Frequency	Percentage
Age	25-34	230	54.9
	18-24	162	38.7
	35-44	23	5.5
	45-54	2	.5
	More than 44	2	.5
Gender	Female	326	77.8
	Male	78	18.6
	Alter	15	3.6
Education	Bachelor's degree	334	79.7
	Master's degree above	56	13.4
	High school or lower	29	6.9
Employment Status	Student	130	31.0
	Full-time employment	124	29.6
	Freelancer Business owner	84	20.0
	Other	34	8.1
	Government officer	24	5.7

Table 4.1 Frequency Analysis (cont.)

Demographic	Characteristic	Frequency	Percentage
Employment Status	Unemployment	23	5.5
Monthly Income	Less than 20,000 THB	184	43.9
	20,001 - 40,000 THB	170	40.6
	40,001 - 60,000 THB	37	8.8
	60,001 - 100,000 THB	16	3.8
	More than 100,000 THB	12	2.9

For the figure 4.1 the popular platform among the 419 respondents, Instagram is the most popular platform as 68.3%, 286 people, Youtube as 67.1% as 281 people, Twitter as 64.9%, 272 people, and Facebook as 50.6%, 212 people. All of these platforms has the specific character of each one and it also effect on the customer perception in both the product and brand position.
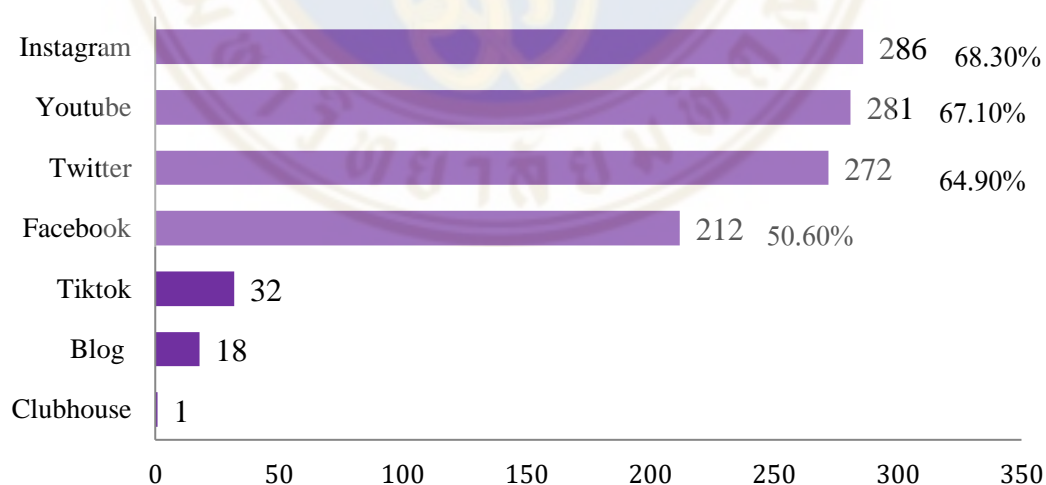
Figure 4.1 The poplar social media that respondents follow the influencer

4.2 Descriptive statistics

Table 4.2 presented the result of mean and standard deviation that related to the agreement level of each questionnaire. From the result, there are overall 2.85 mean score as resulting in the average mean score. The highest mean score is 3.45. It is showing that the respondents have the high level of agreement in this question. This question is intended to reach the trust of the customer towards the influencer. They show that before buying the product, they find the information from many influencers to compare. It also related to the second level of agreement, it got 3.38. It showed the customer looking for the influence review first. Then, they decided to buy it or not. The third order of mean score got 3.20. It is also related to the first two levels. The customer believed the authenticity of the recommendation to gain more followers on their platform. So, the influencer has more followers, it will gain more trust from the potential customers. Even if the influencer has to provide the truth and good recommendation back to the customer as well.

For the rest of the questionnaire are all nearly in the same level of mean score which are 3.09 to 3.00. It means that all of the questions are in the nearly high of level agreement. All questionnaires cover in influencer marketing activity, and their influencer brand with themselves that be positive answer from the respondents. On the other hand, there are some mean score that lower than others. The question is related to the discount product and their trust with their influencer. The scores are 1.77 and 2.01 respectively. It means the respondents have low the level of agreement in this topic that asking about following the influencer just for discount. The respondents would like to get the information to making decision not the discount. Also, in the next question was asking about they have to perceived risk when making purchasing decision. They have the lower level of agreement as well. It shows that they have to believe in their influencers and the product in the same time. They will make the purchasing decision with that product.

Table 4.2 Descriptive Statistics of questionnaires

	N	Mean	Std. Deviation
I feel more comfortable after I compared the information that I received from the other micro influencers to gain more trust	419	3.45	.630
Before I buy the product, I will look for the micro influencer information first.	419	3.38	.746
I believe that more followers an Influencer has authentic on their recommendations	419	3.20	.741
I believe the brand will controls the flow of information and content between the influencer and followers.	419	3.09	.768
Micro Influencer will be my first choice for finding the information if I want to buy skincare product.	419	3.04	.900
I often buy the skin care product follow the same micro influencer	419	3.02	.828
The product that I bought follower micro influencer deliver the truth that they try to influence	419	3.01	.628
I'm more likely to try a new brand if my favorite influencer recommends it.	419	3.00	.766

Table 4.2 Descriptive Statistics of questionnaires (cont.)

	N	Mean	Std. Deviation
I often make purchases based on online reviews or recommendations from an influencer	419	2.98	.730
It's likely for me to purchase more when I saw promotion	419	2.97	.854
I buy the product that advertise by influencer on social media	419	2.95	.730
I felt the risk associated with buying follow micro influencer	419	2.90	.833
The promotion from micro influencer helps me make faster purchase decision	419	2.87	.923
I am likely to purchase the skincare product as promotion offer in advertising	419	2.82	.879
I trust more in the two ways recommendations of influencers that communicate with their followers	419	2.79	.822
I believe that the Micro Influencer that I follow is committed to telling the truth about the product	419	2.67	.831
I still buy the product even though I know that it is advertising.	419	2.50	.919
I do not it is safe to buy the skincare product follow the micro influencer	419	2.08	.831

Table 4.2 Descriptive Statistics of questionnaires (cont.)

	N	Mean	Std. Deviation
I will buy the product follow the micro influencer, but I hope that it will work with my skin	419	2.01	1.017
I have followed an influencer just for the product discount.	419	1.77	.925

4.3 Factor analysis

The factor analysis would scope into the factors in each component to see whether they are correlation or not. In this process would have 3 main checklists, consist of; the first one is P-value must be equal or above 0.4 (can be negative or positive), the second one is cross loading factors would be considered to remove because it will effect on the confusion on the interpretation, and the last one all factors are supposed to go in the same direction of intention to ask. Then, that group will be named it more clearly. In this research will show the initial and the last result of running factor analysis to show the differences and the effective of the result.

Regarding the table 4.3, this table is the first result of running factor analysis was found some cross loading which mean this question or factor may interpret in 2 or more components. These questions cannot be used to analysis for the next step because it will manipulate the data and make a result ineffective. In the first round was found cross loading for 5 questions. Then, these questions and cross-loading factors have to remove and run the factor analysis in the second time to find the final result that do not consist of 3 main checklists.

Table 4.3 The first result of rotated component matrix

	Component				
	1	2	3	4	5
I trust more in the two ways recommendations of influencers that communicate with their followers	.657				

Table 4.3 The first result of rotated component matrix (cont.)

	Component				
	1	2	3	4	5
Micro Influencer will be my first choice for finding the information if I want to buy skincare product.	.652				
I often buy the skin care product follow the same micro influencer	.640				
I believe that the Micro Influencer that I follow is committed to telling the truth about the product	.623				
Before I buy the product, I will look for the micro influencer information first.	.563				
The product that I bought follower micro influencer deliver the truth that they try to influence	.515				
I often make purchases based on online reviews or recommendations from an influencer	.488	.403			
I believe that more followers an Influencer has authentic on their recommendations	.457				
I'm more likely to try a new brand if my favorite influencer recommends it.		.698			

Table 4.3 The first result of rotated component matrix (cont.)

	Component				
	1	2	3	4	5
I buy the product that advertise by influencer on social media		.669			
I still buy the product even though I know that it is advertising.		.607	.438		
I will buy the product follow the micro influencer but I hope that it will work with my skin		.603		.400	
I am likely to purchase the skincare product as promotion offer in advertising			.757		
The promotion from micro influencer help me make faster purchase decision			.732		
It's likely for me to purchase more when I saw promotion		.486	.562		
I do not it is safe to buy the skincare product follow the micro influencer				.830	
I have followed an influencer just for the product discount.				.802	

Table 4.3 The first result of rotated component matrix (cont.)

	Component				
	1	2	3	4	5
I believe the brand will controls the flow of information and content between the influencer and followers.					.701
I felt the risk associated with buying follow micro influencer					.627
I feel more comfortable after I compared the information that I received from the other micro influencers to gain more trust	.429				.471

   The table 4.4, shows the final outcome of the rotated component matrix after cleaning insignificant factors. The result found 11 cleaning questions and can be grouped in 3 groups. After these question groups in the same component, these groups have to rename it because it required a proper name to call and measure. Then, these group components will be used to analyze the next step by using linear regression to see how significant independent variables affect the dependent variable.

   Indeed, 3 groups in table 4.4 were being named as; the first component contains 7 questions that is renamed as "influencer marketing", the second and third component also has 2 factors with a new name as "promotion", and "purchase decision" respectively.

Table 4.4 The final result of Rotated Component Matrix

	Component			
	1	2	3	4
I believe that the Micro Influencer that I follow is committed to telling the truth about the product	.729			
I'm more likely to try a new brand if my favorite influencer recommends it.	.694			
I often buy the skin care product follow the same micro influencer	.692			
Micro Influencer will be my first choice for finding the information if I want to buy skincare product.	.628			
I buy the product that advertise by influencer on social media	.559			
The product that I bought follower micro influencer deliver the truth that they try to influence	.439			
Before I buy the product, I will look for the micro influencer information first.	.439			
I am likely to purchase the skincare product as promotion offer in advertising		.839		

Table 4.4 The final result of Rotated Component Matrix (cont.)

	Component			
	1	2	3	4
The promotion from micro influencer help me make faster purchase decision		.788		
I do not think it is safe to buy the skincare product follow the micro influencer			.858	
I have followed an influencer just for the product discount.			.823	

      The table 4.5 and table 4.6 were used both for looking the significant in the result. In the table of the model summary shows the adjust R square that mean the ability of explanatory power. If having high in adjusted R squared mean have high ability in explanatory power of that component. Then, it should use the data in Anova table in significant row for being the one of criteria.

      In this research, the table 4.5 shows 0.088 in adjusted R squared that become 8.8%, it is not the great result. Simultaneously, R square is 0.097, it is mean 9.7%. However, in table 4.6 shows .000 in the significant row. It means this result have potential to analysis in the next step which is continue on table 4.7 in the result of regression.

4.4 Multiple Regression

Table 4.5 The model summary of factor analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.311[a]	.097	.088	.605

a. Predictors: (Constant), I believe the brand will controls the flow of information and content between the influencer and followers., Influencer Marketing, Purchase_decision, Promotion

Table 4.6 Anova result of factor analysis

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.170	4	4.042	11.055	.000[b]
	Residual	151.381	414	.366		
	Total	167.551	418			

a. Dependent Variable: I am willing to buy the skincare product after I got the positive comment and recommendation from Micro Influencer within a month.

b. Predictors: (Constant), I believe the brand will controls the flow of information and content between the influencer and followers. , Influencer Marketing, Purchase_decision, Promotion

Regarding the table 4.7, the result of regression shows the significant of the data and beta is the level of this significant. The basically set the P-value equal or less than 0.05 for defining significant construct. For the result, there are two groups that show the significant result. Firstly, the significant component is influencer marketing is the only component that shows the strongest significant at level 0.000. Also, promotion presents the significant value at level 0.019. Influencer marketing shows the standardized coefficient beta at 0.243, which is highest score and strong for the

predictive ability. It is the good sign of influencer marketing that effect to the customer purchasing within one month.

Table 4.7 The result of regression

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.173	.221		9.829	.000
	Influencer Marketing	.313	.065	.243	4.829	.000
	Promotion	.099	.042	.122	2.360	.019

a. Dependent Variable: I am willing to buy the skincare product after I got the positive comment and recommendation from Micro Influencer within a month.

CHAPTER V
CONCLUSION AND RECOMMENDATION

From the study result, to find the factor that effect to the purchasing decision skin care product towards social media. This research explored the customer experiences to get the result for analysis, conclusion and recommendation for the business owner or the marketers. For the conclusion, this research perceived 2 significant factors from 419 respondents that are influencer marketing and promotion. These 2 factors affect the customer purchasing decision the skincare product.

5.1 Final Research Framwork
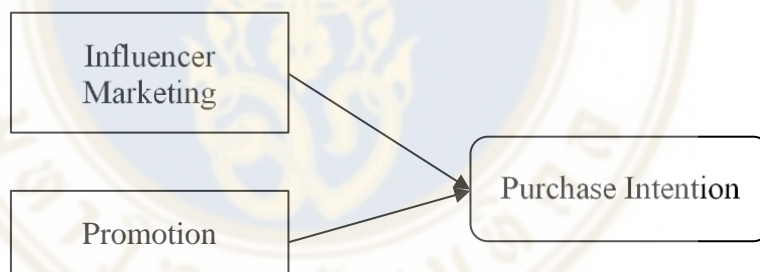
The first factor that is the most significant factor is influencer marketing. This marketing is the new trend of the marketing communication. The marketers always have to study it because it is changing all the times. From the result, this strategy is so important for the launching the product or the promotion. The most of potential customers rely on the influencer characteristic and their manners. The brand has to choose the suitable influencers for each brand or product. Every influencer is not suitable in one specific product. Each product should choose influencer rely on the brand and product positioning first. Then, how to create the story by each influencer will be

the second step. Now, the marketing department has new developed this people who responsible in this path as specialist in this trend and market as Influencer specialist. This position is become important in marketing department because there are many new creators and influencers happen in every minute in this trend. They have to seek the right group influencer to deliver the right message to the right potential customer. Then, they potential create the conversion back to the brand.

The second factor is promotion that significant to the customer purchasing decision. This factor is one of the 4P basic strategy of marketing. This promotion of skin care product should mix up with the monetary and non-monetary. They will give the different conversion from the real users. This strategy has to use with influencer marketing. They will distribute the promotion communication of the brand and product to their followers. The brand has to use their base users as the potential customer after the marketers choose the suitable influencer to be the brand communication. For launching the new product, the brand can use the monetary promotion as BOGO or discount as gain product awareness and give opportunity for customer to try the product. Then, after the product are stable for selling, the brand can create the activities that gain the brand image to boost up the sale revenue again.

Finally, both of marketing strategy have to adapt with each other and it should be distribute in different platform. There are no promotion that suitable in every platform. The platform also important to gain the conversion and awareness. regarding for the screening question about the number of the social, the researcher also recognized that the marketer should seperate to use many influencers at least 5-10 people to distribute the brand's messages to their customer. The customer have behavior to compare every aspect of the product suach as price, promotion or even the message. All of compositions have to align in the same key message and same concept to get the best result from the potentail customers.

5.2 Limitation

In this study, the researcher distributes the questionnaires for the demographic, however it was not be controlled the number. So, for the limitation if this research is the grouping of frequency of respondent's demographic. The collecting data

should equal in balance demographic number in every category of status that can create the conversion. This specific data will help to create specific and direct to the customer behaviors in terms of the promotion and platforms or it fixed the potential answer. Also, there should be more set of question of many aspects and also intrend or mix the study with a qualitative method for a further interview for more accuracy and getting more information of the answer because insight of the real customer will give a lot of trends, aspect and their recommendation for the marketing future plan.

5.3 Future Research

      For the future research, the researchers recommend to study in the deep reasonable by using qualitative for getting more information and reason from the real users. On the other hand, the researchers can create the new idea to get more and easily approach the real customer to get it. Also, the customer behavior is too fast for changing. The brand has to take the fast action to get the information to analysis the data. Moreover, the research has to add more different group of question to test the significant group that will related to the customer behavior at that time.

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APPENDICES

QUESTIONNAIRES

Do you follow on any MICRO Influencer who is interested in Skincare?

* Yes

* No (Teminate)

Have you ever bought a skincare product after the Micro Influencer that you follow recommends it?

* Yes

* No (Teminate)

How many influencers do you follow on social media?

- Less than 5
- 5-10
- 11-20
- 21-30
- 30+

Select the social media sites where you follow one or more influencer (see definition of "influencer" at the top of page) (can choose more than one)

- Facebook
- Twitter
- Instagram
- YouTube
- Tiktok
- Blog
- Clubhouse

	Strongly Agree	**Agree**	**Disagree**	**Strongly Disagree**
I buy the product that advertise by influencer on social media				
I believe that more followers an Influencer has authentic on their recommendations				
I often make purchases based on online reviews or recommendations from an influencer.				
I'm more likely to try a new brand if my favorite influencer recommends it.				
I still buy the product even though I know that it is advertising.				
I am likely to purchase the skincare product as promotion offer in advertising.				
It's likely for me to purchase more when I saw promotion				
The promotion from micro influencer help me make faster purchase decision				

	Strongly Agree	Agree	Disagree	Strongly Disagree
I have followed an influencer just for the product discount.				
Micro Influencer will be my first choice for finding the information if I want to buy skincare product.				
I felt the risk associated with buying follow micro influencer				
I believe the brand will controls the flow of information and content between the influencer and followers.				
The product that I bought follower micro influencer deliver the truth that they try to influence				
I will buy the product follow the micro influencer but I hope that it will work with my skin				
I do not it is safe to buy the skincare product follow the micro influencer				

	Strongly Agree	Agree	Disagree	Strongly Disagree
I feel more comfortable after I compared the information that I received from the other micro influencers to gain more trust				
I trust more in the two ways recommendations of influencers that communicate with their followers				
I often buy the skin care product follow the same micro influencer				
Before I buy the product, I will look for the micro influencer information first.				
I believe that the Micro Influencer that I follow is committed to telling the truth about the product				
Purchase Intention I am willing to buy the skincare product after I got the positive comment and recommendation from Micro Influencer within a month.				

<u>Demographic</u>

Age range

- ❏ 18-24
- ❏ 25-34
- ❏ 35-44
- ❏ 45-54
- ❏ Above 54

Gender

- ❏ Male
- ❏ Female
- ❏ Alternative gender

Education

- ❏ High school or lower
- ❏ Bachelor's degree
- ❏ Master's degree
- ❏ Doctorate degree

Employment Status

- ❏ Student
- ❏ Goverment officer
- ❏ Freelancer
- ❏ Full-time employment
- ❏ Other

Household Monthly Income

- ❏ Less than 20,000 THB
- ❏ 20,001 THB - 40,000 THB
- ❏ 40,001 THB - 60,000 THB
- ❏ 60,001 THB - 100,000 THB
- ❏ More than 100,000 THB