

**A STUDY OF FACTORS THAT INFLUENCE FEMALE IN
PURCHASING SANITARY NAPKIN IN THAILAND**



**A THEMATIC PAPER SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
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Thematic paper
entitled
**A STUDY OF FACTORS THAT INFLUENCE FEMALE IN
PURCHASING SANITARY NAPKIN IN THAILAND**

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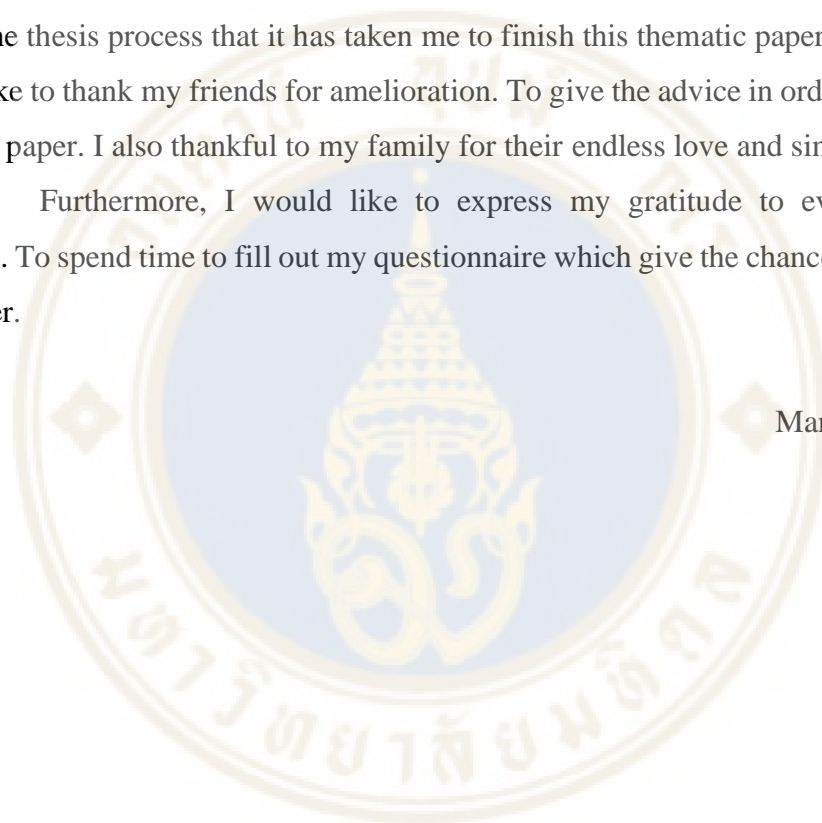
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ABSTRACT

In Thailand, the sanitary napkin market reached a value of 6 billion baht in 2019, but there are the a few strong players in the markets. This thematic paper aims to study about the factors that influence female in purchasing sanitary napkin in Thailand. To investigate deep down the reason of female behind the purchasing decision. This thematic paper considers the factors as following; price consciousness, brand trust, user review and promotion. This research collect data by use questionnaires though online google form. The data was assorted and screened to 242 respondents as a completed data which is appropriate to use as an input into the SPSS program for analysis. Descriptive analysis, factor analysis and regression were used in this study. The research results showed that promotion is the only factor factors that influence female in purchasing sanitary napkin.

KEY WORDS: Sanitary Napkin, Female in Purchasing, Purchasing decision

37 pages

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CHAPTER I

INTRODUCTION

Research Background

The sanitary napkin market reached a value of approximately 6 billion baht in 2019 in Thailand. Moreover, this market is tending to keep growing in the future because of the average annual growth rate of 3-5 percent. According to the precious market value, it makes the sanitary napkin in Thailand is attractive. Even it is making the sanitary market seem to be the delicious cake that attracts the investors to jump into this market in order to gain the market share. In contrast, there are just a few strong sanitary napkin providers in the market that have the ability to gain and dominate the market share such as Sofy, Laurier, and Modess as you can see from the figure 1.¹

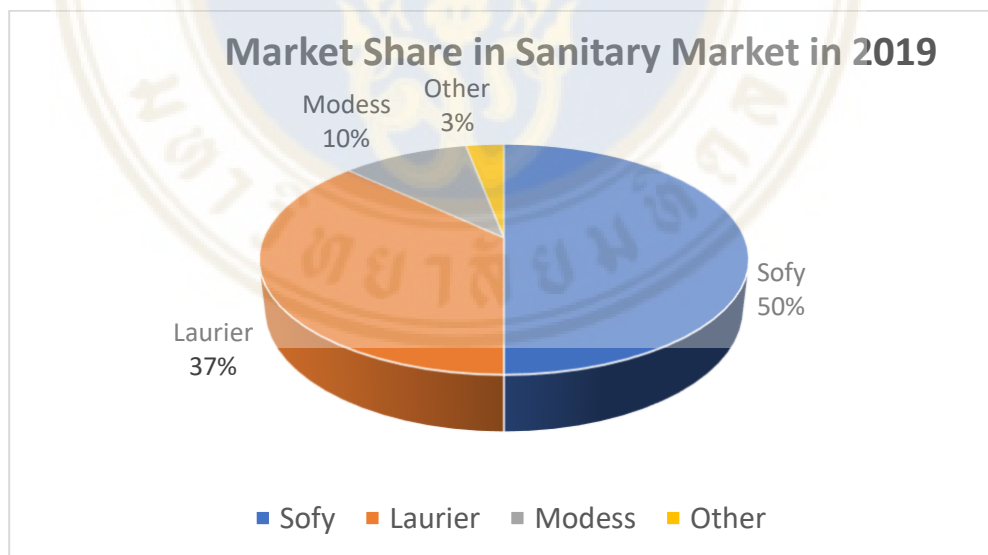


Figure 1: Market Share in Sanitary Market in 2019

¹ Source: Department of Business Development Ministry of Commerce (DBD)

Among those top brands, they are attempt to gain the market share very aggressive by offering the new strategy to grab the customers' attention and need in the market.

Problem Statements

In Thailand, the sanitary napkin top brands try to compete with each other in order to gain and dominate the market share by creating several strategies. To allure the customers to purchase their brand, there are using the differentiation strategy based on the objective. Whether to launch the promotion and set the friendly price in order to capture the price-sensitive customers. Launching the new product to illustrate the product feature such as the cool formula, odor control feature and etc. Moreover, a brand name is one of the variables that this paper aims to study due to the few amount top brand in the market.

CHAPTER II

LITERATURE REVIEW

User Reviews

There is a various research study about the impact of review volume and review diversity. There are several results. Wu & Wu (2016) investigate the altered influence of review volume on customers' willingness to purchase. This paper applies the model of economic and behavioral under unpredictability. The research result shows that the customers' preference of unpredictability can change both within and across individuals.

Due to the speedy growth of social media and social networking websites, social media become a popular and capable way to communicate and share information. According to the digital era, many companies decided to communicate and reach their customer through social media. Forbes and Vespoli (2013) examine the customers who purchase goods and services based on the recommendation. Whether gather information from an associate or communicate via social media. The result shows that the recommendation has the ability to influence customers' purchasing decisions. Sharma & Rehman (2012) state that whether the positive and negative information about the products and service or brand that represent on the online platform has an important effect on a customer purchasing decision. Yogesh & Yesha (2014) investigate a detailed intelligence of how social media affect the purchase decision method of social media users in Mumbai. The research result shows that customers trust the online reviews' friends and reviews' strangers at the same level. This paper also recommends the company to use the discount in order to motivate the customers to recommend and share their opinion about their product via social media. The reviews on social media have the ability to persuade and restrain customers' purchasing decisions. Customers are tended to purchase after they read the positive reviews. To sum up, the positive WOM on social media has the ability to increase sales.

Price Consciousness

As we know that one tool to measure how successful a company is a profit because profit can indicate and show us how a company gains the profit from selling the product and service. Price is one factor that has the ability to affect the profit of a company. If the company set a high price, it will generate more chance to reduce the sales. On the other hand, if the company sets a low price, the company will get a lower profit. According to the marketing mix model, which was introduced and embellished by McCarthy back in 1964, product price is the most sensitive component and only element that can generate revenue, while the other components generate the cost. Brata et al., (2017); Albari, (2020) demonstrate the research result that price can influence purchasing decision.

Based on the marketing mix model, Hustić & Gregurec (2015) state that many companies concentrate on price because it is easy for the company to adjust the price. It may take a short period of time for adjustment when compared with other elements. However, the small adjustment of the price can generate a strong and huge impact on customers' reactions which can be in the positive and negative way as mentioned above. To sum up, the price can consider as a key element in customers' purchasing decisions.

To investigate and understand deep down in customers' purchasing decision, Lichtenstein et al. (1993) examine price consciousness as one factor that has the ability to indicate the level for customers to consider price as a purchasing decision criterion in a negative way. Monroe (1990) state that most customers who have price consciousness are not willing to pay for products with a higher price. Those customers prefer to search for more information, especially price, about their desired product in order to find the cheapest one.

There are several researches investigate the effect of price consciousness on customers' purchasing decisions. Konuk (2015) shows the research result that confirms the price consciousness has a positive effect on purchasing decision. On top of that, Saleki et al., (2019) identify that the price consciousness temperate the relationship between the purchasing decision and purchase behavior.

Promotion

A marketing activity has the ability to seek the opportunity to spread information, convince, influence, and notice the target customers of the company in order to make customers accept, purchase, and repurchase the product of the company.

Promotion is one type of marketing communication which is the marketing activity. Brata et al., (2017) state that the significant role of promotion is to encourage the customers to buy the product in terms of introducing, notify, and recall the advantage of the product. Yusuf & Sunarsi (2020) aim to find out the consequence of promotion on purchasing decision. The result is confirmed that the promotion has a strong effect on purchasing decision. Brata et al., (2017) also finds that promotion can influence purchasing decision.

Even the promotion seems to be a useful tool, but Bao (2014) shows the result that the promotion has no impact on customers' perception toward the product's quality.

Brand Trust

The definition of Brand trust is the aspect of customers towards a specific brand (Pavlou et al., 2007; Morgan & Hunt, 1994). The information and experience have the ability to generate the customers' perspective which reaches to product performance. In the aspect of trust, it also means that the customers expect that the product can fulfill them as the warrant that the product gives and claim to the customer. Customers' hope can be built trust. Han & Sung, (2008) state that customers hope that the other party will respond and act follow the agreement based on the desires and needs of the customers

Esch et al. (2006) define that brand trust has the ability to speed up the level of engagement consumers have with the brand. On the other hand, Persson, (2010) state that brand trust is the reflection of the relationship between buyer and seller at a specific period of time. According to this relationship, it plays a significant role in terms of customers' willingness to buy. Esch et al. (2006) explain that customers are willing to purchase products and services from the brand that they trust. On top of that, Mabkhot et al., (2017) found that customers are preferred to stick with the same brand and tend to purchase

products in the different categories within the same brand. In case of repurchase, Chen-Yu et al. (2016) found that brand trust had a direct influence in scope of online shopping.

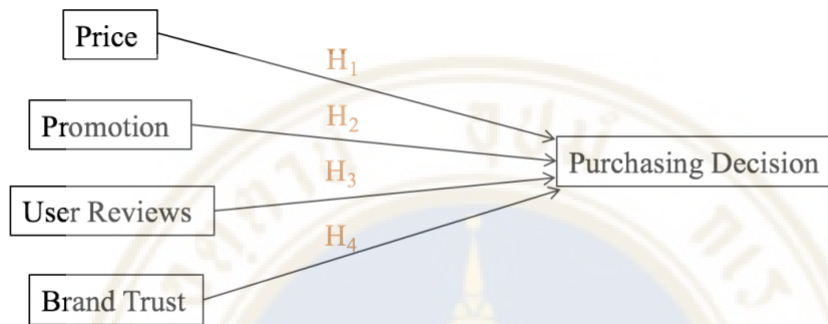
Dwyer et al., (1987); Krishnan, (1996) identify that the significant sources of brand trust are brand experience because the brand experience can direct association and manifest opinion that is accepted with more reliance. Moreover, Hunag (2017) demonstrates that sensory experience has a strong effect on brand trust if we compare it with other experiences. To measure, Assael (1998) states that determining the characteristics and benefits of a brand can define as a tool to measure trust.

Many pieces of research investigate the connection between brand trust and purchasing decisions. According to the Alwi et al. (2016) study the effect of purchasing decision on air conditioning products in Malaysia by identifying brand trust as the independent variables. This paper found that brand trust has an impact on customer's purchasing decisions in a positive way. Moreover, another research also studies the effect of purchasing decisions, but in scope in South Africa. Chinomona (2016) shows the research result that brand trust has a positive effect on purchasing decisions. Amron (2018) studies about the impact of seven independent factors that have influence on purchasing decision. Brand Trust is one of the seven independent factors. In this case, the purchasing decision is dependent variable. This paper found that brand trust has ability to influence the purchasing decision in the positive and significant direction. Kim & Chao (2019) state that brand trust is the first stage of brand building method which have a significant role in customers' purchasing decision.

Even most research results state that brand trust has the ability to influence purchasing decisions in a positive direction, but Lien et al. (2015) study the effect of brand trust on purchase intention in the framework of online hotel booking. The research result shows that the impact of brand trust on purchase intentions are not important enough.

Research Objectives

The research objectives and hypothesis are as given below:



1. To identify what is the significant factors that influence female in purchasing sanitary napkin in Thailand.
2. To investigate the user reviews affects on purchase decision
3. To investigate the price consciousness affects on purchase decision
4. To investigate the promotion affects on purchase decision
5. To investigate the brand name affects on purchase decision

CHAPTER III

METHODOLOGY

In this chapter, the researcher would like to describe all the procedures that has been used to conduct this paper. The procedure is shown as following; questionnaire design, data collection process, and Statistical Package for the Social Sciences (SPSS) test.

Research Design

Research Design can describe as a framework of the research process and techniques chosen and used by a researcher. The researcher can select the method that appropriates for the specific topic and research objectives in order to conduct the research. As we know that there are two method methodologies which are the qualitative and quantitative method. The qualitative method is suitable for the research that focuses on the collecting and observation through words, which can express by written and spoken. The quantitative method is suitable for the paper that aims to test and measure by using numerical data.

In this paper, the researcher selects the quantitative method to conduct the research. To gain an accurate result, the benefit of the quantitative method has been applied in order to gain reliable statistical results. Then, the researcher can investigate and compare to find the powerful impact of factors on purchasing decisions with reliable evidence.

Target Group

In this research, the target population is the female users who have bought sanitary napkins. The target group is female users whose age is between 13-50 years old because this year range is defined by Depkes RI based on their reproduction health.

To define the sample size, this paper aims to select 200 people as a sample size based on the statement of Sekaran & Bougie (2010). They suggest that the standard applicable sample size is larger than 30 and less than 300 sample size in most research.

Data Collection

This research gathers the data by online questionnaires which is a kind of primary data. The definition of primary data is the researcher collects the information on their own. Any data collected for the first time is also considered primary data.

Statistical Analysis

3.1 Factor Analysis

Factor Analysis is a general name which denoting a group of procedure fundamentally used for data deduction and conclusion. This technique applies to identify underlying aspects or factors that describe the pattern of correlation among the group of observed variables.

3.2 Regression

Regression is a statistical method which used to investigate the relationship between one dependent variables (usually represented by Y) and a set of several variables which called as independent variables (usually represented by X)

CHAPTER IV

RESEARCH RESULTS

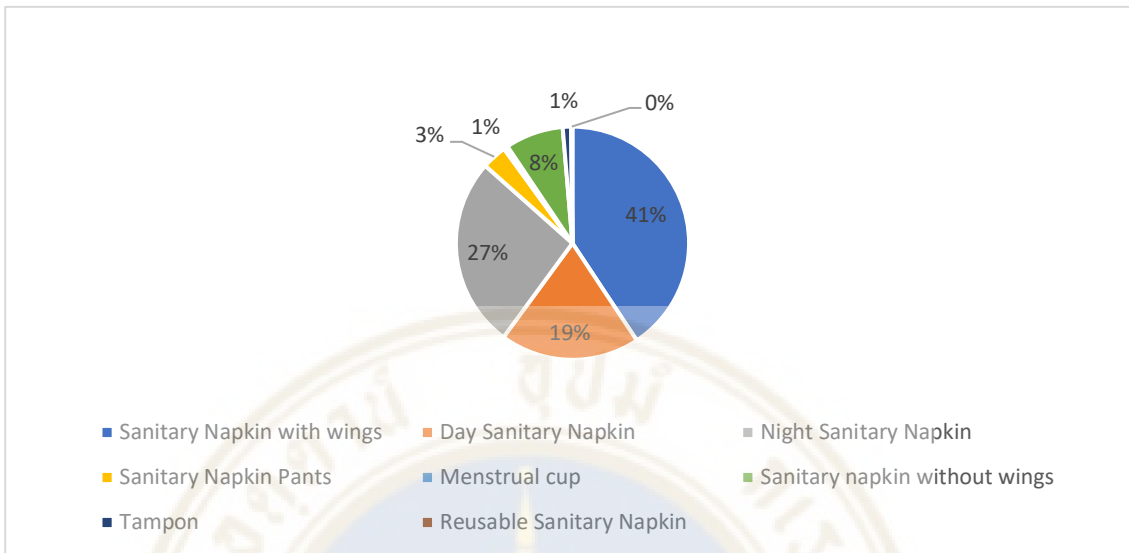
Introduction

This chapter illustrates the result of the data collected from the questionnaire part. This data was collected from 256 respondents which data results were collected from the online questionnaire survey. Therefore, the data was assorted and screened to 242 respondents as a completed data in order to use as an input into the SPSS program for analysis. According to the questionnaire parts, data can be analyzed and can be expressed below.

Demographic Data

Personal information, Demographic data, and general information will be illustrated in frequencies or percentage of types of sanitary napkins, famous brand of sanitary napkins, location for purchasing, number of purchasing, ages, marital status, occupation, and educational salary.

Figure 2: What type of sanitary napkins do you purchase the most?



This question is allowing the respondents to answer more than 1 answer. Based on the information from 242 respondents, as a result, the majority of respondents is 41% which is mostly purchasing the Sanitary napkin with wings. Follow by the Night Sanitary napkins which are 27%. Day Sanitary napkin was estimated at 19%. The other type of Sanitary napkin, which is Sanitary napkin pants, Sanitary napkin without wings, Tampon, Menstrual cup, and reusable Sanitary napkin is less than 10%. This collected data is reasonable information because the most type of sanitary napkin that available in the market is the Sanitary napkin with wings. The Tampon and Menstrual cup is still a new issue for the customers and market.

Table 1: Which brand of Sanitary napkins would you prefer to purchase?

Which brand of sanitary napkins would you prefer to purchase					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sofy	96	39.7	39.7	39.7
	Laurier	79	32.6	32.6	72.3

Table 2: Which brand of Sanitary napkins would you prefer to purchase? (cont.)					
Valid	Elis	50	20.7	20.7	93.0
	Modess	6	2.5	2.5	95.5
	Whisper	6	2.5	2.5	97.9
	Other	5	2.1	2.1	100.0
	Total	242	100.0	100.0	

Based on the Table 1, a majority is a group of 96 respondents who prefer to purchase the Sanitary napkins under the brand of “Sofy”, which is 39.7% of all respondents. Laurier is the second top brand that 79 respondents prefer to purchase sanitary napkins, which is 32.6% overall. 20.7% is Elis brand which 50 respondents tend to purchase sanitary napkins. The percentage of Modess, Whisper, and other are 2.5%, 2.5%, and 2.1% respectively.

Table 3: Where do you purchase sanitary napkin from?

Where do you purchase sanitary napkin from?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shopping Mall	122	50.4	50.4	50.4
	Convenience Store	100	41.3	41.3	91.7
	Brick and Motar Shop	13	5.4	5.4	97.1
	Online Chanel	7	2.9	2.9	100.0
	Total	242	100.0	100.0	

According to the Table 2, most respondents, which is 122 respondents, purchase the sanitary napkin from Shopping Mall. This group is 50.4% overall. 100 respondents are purchase from Convenience Store, which is 41.3% of total respondents.

Online Chanel and Brick and Mortar shop is the place that respondents, which is 5.4% and 2.9% respectively, purchase the sanitary napkins.

Table 4: How many pads do you buy each time?

How many pads do you buy each time?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 small packs	133	55.0	55.0	55.0
	3 small packs up	70	28.9	28.9	83.9
	Based on promotion	39	16.1	16.1	100.0
	Total	242	100.0	100.0	

A majority is a group of 133 respondents which is 55%. This group purchases the sanitary napkin 1-2 small packs per time. 70 respondents, which is 28.9% of overall, purchase the sanitary napkin 3 small packs up each time. 39 respondents, which is 16.1% of overall, purchase the sanitary napkin based on the promotion.

Table 5: Ages of respondents

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	184	76.0	76.0	76.0
	30-40	34	14.0	14.0	90.1
	40-50	11	4.5	4.5	94.6
	13-20	10	4.1	4.1	98.8
	above 50	3	1.2	1.2	100.0
	Total	242	100.0	100.0	

Most of the respondents are aged between 20-30 years old, which is 184 respondents, at 76%. Followed by the group aged between 30-40 years old, which is 34

respondents, at 14%. The group aged between 40-50 years old is 11 respondents, which is 4.5 % of overall. Next, the group aged between 13-20 years old is 10 respondents, which is 4.1 % of all respondents. There are only 3 respondents, who are aged above 50 years old, which is 1.2 % of overall.

Table 6: Marital Status of respondents

		status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	120	49.6	49.6	49.6
	In relationship	92	38.0	38.0	87.6
	Married	30	12.4	12.4	100.0
	Total	242	100.0	100.0	

Based on the Table 5, at the number of 49.6%, this is the group of respondents who is single. This group is consists of 120 respondents. The group of In relationship respondents is 38% of overall, which is 92 respondents. There is 12.4% of respondents who are Married, which is 30 respondents

Table 7: Education Level of respondents

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor Degree	185	76.4	76.4	76.4
	Above Bachelor Degree	47	19.4	19.4	95.9
	Below Bachelor Degree	10	4.1	4.1	100.0
	Total	242	100.0	100.0	

According to the Table 6, the majority group of respondent's Education level is Bachelor degree at 185 respondents, which is 76.4% of total respondents. The second group

is Above Bachelor Degree at 47 respondents, which is 19.4% of overall. 10 respondents are the group of below Bachelor degree which is only 4.1% of overall.

Table 8: Occupation of respondents

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Private officer	100	41.3	41.5	41.5
	Publish officer	50	20.7	20.7	62.2
	Entrepreneurship	36	14.9	14.9	77.2
	Student	25	10.3	10.4	87.6
	N/A	17	7.0	7.1	94.6
	Freelancer	7	2.9	2.9	97.5
	Merchant	6	2.5	2.5	100.0
	Total	241	99.6	100.0	
Missing	System	1	.4		
Total		242	100.0		

Based on the Table 7, a majority is a group of 100 respondents who is private officer, which is 41.3% of overall. The second group of respondent's occupations is Publish officer at 50 respondents, which is 20.7% of overall. 36 respondents are Entrepreneurship, which is 14.9%. 25 respondents are students, which is 10.3%. 17 respondents are unemployed, which is at 7% of all respondents. At the number of 2.9%, this is the group of respondents, which is 7 respondents, who are a freelancer. 6 respondents are a group of respondent's occupations is Merchant, which is at 2.5%.

Descriptive Statistics

Table 9: Descriptive Statistics of questionnaires

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I usually buy the good quality product which has health and hygiene guarantee	242	1	5	4.38	1.041
I prefer to buy the product that value for my money	242	1	5	4.30	1.098
I consider the brand when buying the product	242	1	5	4.07	1.064
I tend to buy branded products that communicate information to customers	242	1	5	3.83	1.065
I spend a lot of time gathering information about the product before I purchase it	242	1	5	3.75	1.148
I tend to buy the product during the promotion period	242	1	5	3.71	1.204
I usually buy well-known brands	241	1	5	3.54	1.193
I feel comfortable buying the product when I have gotten others' user reviews	242	1	5	3.51	1.185
I tend to buy the product at a discount	242	1	5	3.45	1.166
I think a recommendation from a friend is part of my purchasing decision	242	1	5	3.32	1.253
The money saved by finding low prices is usually not worth the time and effort	242	1	5	3.29	1.231
I prefer to buy a product that comes with extras	242	1	5	3.21	1.219
I tend to buy the product due to its advertisement via various media	242	1	5	3.15	1.099
I tend to buy the bundle of product in order to purchase at a cheaper price	242	1	5	3.12	1.260
I tend to buy a product without caring about the price	242	1	5	2.81	1.218
In my opinion, user reviews are a noncredit information resource	242	1	5	2.64	1.141

Table 10: Descriptive Statistics of questionnaires (cont.)					
Once I prefer some brand, I keep buying the product from this brand even it not match my need	242	1	5	2.55	1.205
There are no quality differentiate among brands	242	1	5	2.54	1.202
I prefer to buy the product with the lowest price	241	1	5	2.25	1.238
I buy every product due to the trend of review in society	242	1	5	2.25	1.210
Valid N (listwise)	240				

Based on Table 8, this table describes the minimum, maximum, mean, and standard deviation on the agreement level of each question. By explaining the research result which ranking from the highest to the lowest value of means. The majority of respondents are preferring to purchase sanitary napkins by considering the quality of the product. Especially, the sanitary napkin that comes with the health and hygiene guarantee has more chance to be top of customers' choice. These are the important factors that influence the customers to purchase sanitary napkins. The mean is 4.38 which is the highest one. Followed by the means of 4.30 which represents that respondents are preferring to buy the product that value for my money. At the means of 4.07, respondents consider the brand when they are purchasing the sanitary napkin. Respondents tend to purchase branded products that communicate information to customers, which at the mean of 3.83. At the mean of 3.75, respondents spend a lot of time in order to gather information about the product before they purchase sanitary napkins. Respondents tend to purchase the product during the promotion period which this factor has 3.71 as its mean. At the means of 3.54, respondents usually buy sanitary napkins from well-known brands. Followed by the mean of 3.51, respondents feel comfortable buying the product when they have gotten others' user reviews about the product. At the mean of 3.45, respondents are willing to purchase the sanitary napkin with the discount. At the mean of 3.32, respondents concern that the recommendation from a friend is part of their purchasing decision. The money saved by

searching for the lowest prices is usually not worth the time and endeavor. This is the opinion of respondents at the 3.29 mean level. At the mean of 3.21, respondents prefer to purchase a sanitary napkin that comes with extras. Respondents tend to purchase the sanitary napkin due to its advertisement via various media which at the mean of 3.15. At the mean of 3.12, respondents tend to purchase the bundle of sanitary napkins in order to purchase at a cheaper price. At the mean of 2.81, respondents tend to purchase a product without caring about the price. Respondents view that the user reviews are a noncredit information resource which this factor has 2.64 as its mean. For the mean of 2.55, once respondents prefer some brand, they keep purchasing the sanitary napkin from that brand even it not matches their need. At the mean of 2.54, respondents do not feel about quality differences among brands. At the mean of 2.25, there are consists of two questions which are respondents prefer to purchase the sanitary napkin with the lowest price and respondents purchase every sanitary product due to the trend of review in society.

Factor Analysis

In this research, Exploratory Factor Analysis (EFA) was applying to measure the observed variables at the interval level to find the pattern of correlation between the variables. At the beginning of the factor analysis process, we found some cross-correlation. To sum up, this paper found that some question may interpret in several dimensions which make that question are not suitable for use in the next process of analyze. To gain effective research results, this paper has to deduct those crossing questions.

According to table 4.13, the paper finds the final outcome after extract the crossing variables. There are 9 cleaning questions that can be classified into 3 groups. The class of cleaning questions was grouping by the same dimension. Then, we have to group them and rename them. The group of 1 named it a “User Review” which consists of 4 cleaning questions. The group of 2 named it a “Brand Trust” which consists of 3 cleaning questions. The last group is the group of 3 which name it “Promotion” which consists of 2

cleaning questions. Then, this group is suitable for analyses in the next step which is linear regression.

Table 11: Rotated Component Matrix

Rotated Component Matrix			
	Component		
	1	2	3
I usually buy the good quality product which has health and hygiene guarantee	.887		
I prefer to buy the product that value for my money	.873		
I consider the brand when buying the product	.803		
I spend a lot of time gathering information about the product before I purchase it	.764		
Once I prefer some brand, I keep buying the product from this brand even it not match my need		.789	
In my opinion, user reviews are a noncredit information resource		.753	
There are no quality differentiate among brands		.752	
I prefer to buy a product that comes with extras			.860
I tend to buy the product at a discount			.859

Analysis of The Data

Based on the hypothesis, the data will consist of User Reviews, Price Consciousness, Promotion, Brand Trust, and purchasing decisions. According to the Exploratory Factor Analysis (EFA), we can group observed variables only 3 groups which are User Review, Brand Trust, and Promotion. For the missing variables, the questions, which relate to the price consciousness, has been deducted because those question may not efficient enough to testing.

Table 12: The model summary of factor analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.208 ^a	.043	.031	.779
a. Predictors: (Constant), BrandTrust, UserReview, Promotion				

To analyses the relationship, the independent variable is purchasing decision for sanitary napkins. The dependent variables are User Review, Brand Trust, and Promotion, which are the three factors out of the EFA. The linear regression model applies to test the relationship between the independent variable and dependent variable. As a research result, the model explains 4.3% of the variance with the purchasing decision. The adjusted R square is 3.1%.

Table 13: Analysis of variance (ANOVA) of User Reviews, Promotion, and Brand Trust affect to purchasing decision for sanitary napkins

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.539	3	2.180	3.590	.014 ^b
	Residual	144.502	238	.607		
	Total	151.041	241			
a. Dependent Variable: I would purchase honey in sanitary napkin in monthly						
b. Predictors: (Constant), BrandTrust, UserReview, Promotion						

From table 11, the research result explains how the regression equation describes the variability of the independent variable. The research results show that the relationship between dependent and independent variables is significant because of the sig. the level is 0.000 which is less than 0.05. This regression model is acceptable. Then, the independent variables can explain the dependent variable which is purchasing decision for sanitary napkins.

Table 14: Analysis of variance (Coefficients) of User Reviews, Promotion, and Brand Trust affect to purchasing decision for sanitary napkins

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.296	.254		12.988	.000
	Promotion	.146	.052	.196	2.778	.006
	User Review	-.054	.060	-.063	-.904	.367
	Brand Trust	-.126	.057	-.146	-2.212	.028

a. Dependent Variable: I would purchase honey in sanitary napkin in monthly

Based on the Table 12, this research result indicates the coefficient for each the independent variables, which compare with the Sig. level (alpha value) at 0.05. As you can see from the table, there are 1 out of 3 independent variables, which is Promotion, that significant because the value of sig. is less than 0.05. While the User Review and Brand Trust are the independent that not significant. The sig. level of User Review is 0.367 and the sig. level of Brand Trust is 0.028. Both sig. level are more than 0.05.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This chapter will provide all information about factors that can influence the customers' purchasing decision. And analyze that information which leads to a conclusion and recommendation.

Conclusions

This paper aims to investigate and identify what is the significant factors that influence females in purchasing sanitary napkins in Thailand. By considering User Reviews, Price Consciousness, Promotion, and Brand Trust as factors that influence customers' purchasing decision.

For the general information about the purchasing decision on sanitary napkin products. There is consist of 4 questions as following; What type of sanitary napkins do you purchase the most? Which brand of Sanitary napkins would you prefer to purchase? , Where do you purchase sanitary napkins from? And How many pads do you buy each time? As a result, Sanitary Napkin with a wing is the popular type that respondents prefer to purchase. And Sofy is the brand that most respondents decide to choose. Majority of respondents likely to purchase sanitary napkins from the shopping malls. To answer the purchasing quantity, 1-2 small packs is the purchasing quantity that most respondents are likely to purchase the sanitary napkin for each time.

According to the hypothesis, this paper aims to investigate the impact of four independent variables, which are User Reviews, Price Consciousness, Promotion, and Brand Trust, on dependent variables, which is the customers' purchasing decision. To gather the information, each variable will consist of 5 questions. To investigate the correlation among variables, the factor analysis applied to extract the unclear data and

grouping them into a similar class. As a result of factor analysis, this paper found that the effective class of data is defined as a variable of User Reviews, Promotion, and Brand Trust. Based on the three effective variables, User Reviews, Promotion, and Brand Trust are independent variables that appropriate to investigate the relationship with the dependent variables which is the customers' purchasing decision by using the linear regression. From the result, this paper found there are one out of three observed variables that were a significant factor affecting the customers' purchasing decision on sanitary napkins. The only significant variable is Promotion. On the other hand, Brand Trust and User Review are not significant which means User Reviews and Brand Trust cannot influence the customers' purchasing decision on sanitary napkin product

For the factor of promotion, the majority of Respondents tend to purchase the sanitary napkin that come with extras. And respondents prefer to buy the product during the promotion period or purchase the product with a discount.

On the other hand, Brand Trust and User Review are defined as not significant factors. In my opinion, a sanitary napkin is a necessary product. Women have to use sanitary napkins every month. On top of that, as we know that when the women have menstruation, their hormone is not stable. According to the frequency of consumption, customers tend to purchase the sanitary napkin that they feel comfortable when using it which including to the issue of allergy and function. This is the reason why people are not concern about the Brand Trust and User Review because finally, the customers will purchase the sanitary napkin based on their experience.

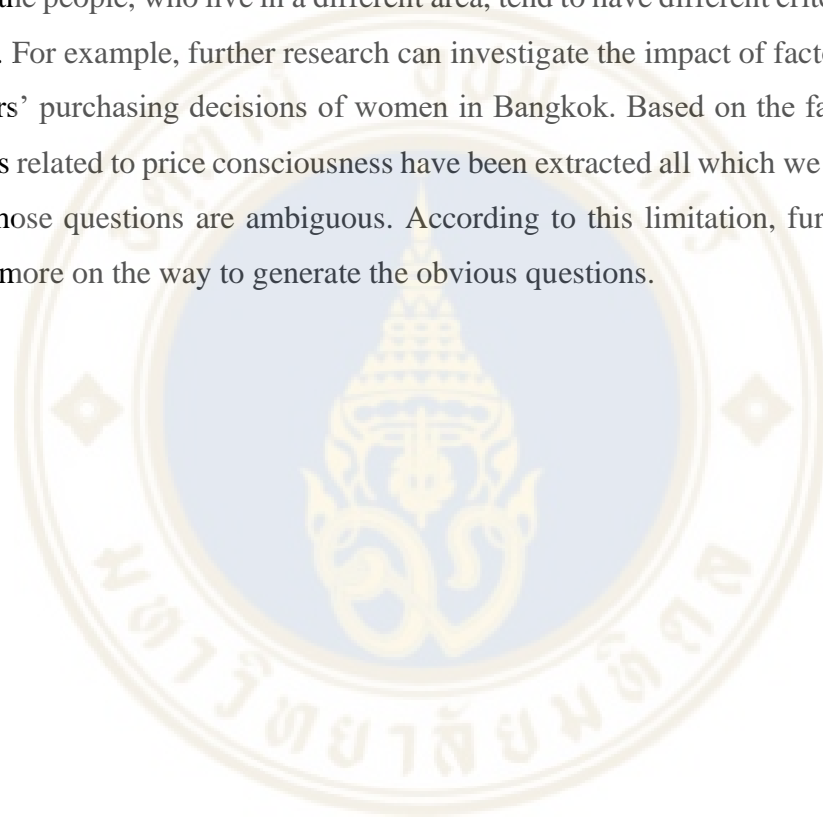
Recommendation

As we know that E-Commerce is flourishing in the present-day, most businesses using the online channels as their marketing strategy. To survive in the market, several brands plan online marketing strategies via Facebook, Line official, Instagram, and etc.

Based on the result of this research, this paper found that the majority of the group prefer to purchase sanitary napkins from the shopping malls. Followed by a convenience store and Brick and Mortar shop. And Online Chanel is the place that few respondents buy sanitary napkins from. In this case, we can conclude that people prefer to purchase sanitary napkins from offline channels more than online channels. Even the online channel is playing a significant role in the current situation, but I would like to give the recommendation to the brands in the sanitary napkin industry to also pay attention to the offline marketing strategy. On top of that, this paper investigates several factors and found that promotion is the only significant factor that plays a meaningful role in terms of influence the customers' purchasing decision. People are tending to buy the sanitary napkin from the brand that communicates the information to customers. The brand advertises via many media. Therefore, the brand can communicate the information, which is about the brand promotion, via the online channel in order to point out the customer to buy our product in the offline channel. For the promotion factor, people also tend to purchase the sanitary napkin whether the product comes with extras or come with a discount. These research results found that most people purchase sanitary napkins 1-2 small packs each time. To increase the sale volume, a brand can drive the sale by providing a special discount if the customers buy sanitary 3 small packs up in order to motivate customers to purchase more pieces.

Limitation

To give the recommendation to further research. As we know the demographic factor is being able to play a significant role in purchasing decisions. Even this paper measures the demographic factor, which is age, education level, occupation, and marital status, but the demographic segmentation is broader. This paper doesn't cover and investigate all of the segments. Further research can concern another segment such as region because the people, who live in a different area, tend to have different criteria of purchasing decision. For example, further research can investigate the impact of factors that influence customers' purchasing decisions of women in Bangkok. Based on the factor analysis, the questions related to price consciousness have been extracted all which we can conclude that maybe those questions are ambiguous. According to this limitation, further research can concern more on the way to generate the obvious questions.



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QUESTIONNAIRES

ปัจจัยที่มีผลต่อการเลือกซื้อผ้าอนามัยของผู้หญิงในประเทศไทย

A study of factors that influence female in purchasing sanitary napkin in Thailand.

แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาปริญญาโท วิทยาลัยการจัดการ มหาวิทยาลัย คณะการตลาด และการจัดการ ในวิชา
Consulting practice : Thematic Paper ข้อมูลที่เก็บได้นี้ใช้เพื่อเป็นกรณีศึกษาใน งานวิจัยเท่านั้น ข้อมูลของผู้ตอบ
 แบบสอบถามทุกท่านจะถูกเก็บเป็นความลับ

This questionnaire is a partial fulfillment of the requirements for the Degree of Master of Management, College of Management Mahidol University, Faculty of marketing and management in Consulting practice: Thematic Paper. The information from your responses to this questionnaire will be used only for the Thematic subject. Any information, including race/ethnicity and gender, is not available to the public.

แบบสอบถามจะใช้เวลาประมาณ 5-10 นาที

It should only take around 5-10 minutes to complete this questionnaires.

แบ่งออกเป็น 4 ส่วน ได้แก่

This questionnaire will divide into 3 parts:

ส่วนที่ 1: คำถามทั่วไปเกี่ยวกับพฤติกรรมการเลือกซื้อผ้าอนามัย

Part 1: General question about purchasing sanitary napkins in Thailand

ส่วนที่ 2: ท่านคิดว่าปัจจัยต่อไปนี้เป็นแรงจูงใจที่มีผลกระทบต่อ การเลือกซื้อผ้าอนามัยมากน้อยเพียงใด

Part 2: What are the following factors that can be your motivation for purchasing sanitary in Thailand?

ส่วนที่ 3: ข้อมูลส่วนตัว

Part 3: Personal information

Screening Question

ส่วนที่ 1 : คำถามทั่วไปเกี่ยวกับพฤติกรรมการเลือกซื้อผ้าอนามัย

Part 1: General question about purchasing sanitary napkins in Thailand

1. คุณเลือกซื้อผ้าอนามัยชนิดใดมากที่สุด (ตอบได้มากกว่า 1 ข้อ)

What type of sanitary napkins do you purchase the most? (Select one or more)

- ผ้าอนามัยชนิดแผ่น หรือแบบไม่มีปีก (Sanitary napkin without wings)
- ผ้าอนามัยแบบมีปีก (Sanitary Napkin with wings)
- ผ้าอนามัยแบบสอด (Tampon)
- ผ้าอนามัยแบบกลางวัน (Day Sanitary Napkin)
- ผ้าอนามัยแบบกลางคืน (Night Sanitary Napkin)
- ผ้าอนามัยแบบถ้วย (Menstrual cup)
- ผ้าอนามัยแบบกางเกง (Sanitary Napkin Pants)
- ผ้าอนามัยแบบซักได้ (Reusable Sanitary Napkin)

2. คุณเลือกซื้อผ้าอนามัยยี่ห้อใด (เลือกได้เพียงข้อเดียวเท่านั้น)

Which brand of sanitary napkins would you prefer to purchase? (Select only 1 choice)

- โซฟี (Sofy)
- ลอริเอะ (Laurier)
- โมเดส (Modess)
- เอลิส (Elis)
- วิสเปอร์ (Whisper)
- อื่นๆ (Other) โปรดระบุ

3. คุณเลือกซื้อผ้าอนามัยจากที่ไหน (เลือกได้เพียงข้อเดียวเท่านั้น)

Where do you purchase sanitary napkin from? (Select only 1 choice)

- ห้างสรรพสินค้า (Shopping Mall)
- ร้านสะดวกซื้อ (Convenience Store) เช่น 7-11
- ช่องทางออนไลน์ (Online Chanel)
- ร้านขายของชำทั่วไป (Brick and Mortar Shop)

4. คุณซื้อผ้าอนามัยในแต่ละครั้งจำนวนเท่าใด

How many pads do you buy each time?

- 1-2 ห่อ (1-2 small packs)
- 3 ห่อขึ้นไป (3 small packs up)
- ตามโปรโมชั่นสินค้า (Based on promotion)

ส่วนที่ 2: ท่านคิดว่าปัจจัยต่อไปนี้ เป็นแรงจูงใจที่มีผลต่อการเลือกซื้อผ้าอนามัยมากน้อยเพียงใด

Part 2: What are the following factors that can be your motivation for purchasing sanitary in Thailand?

1. ท่านคิดปัจจัยใด เป็นปัจจัยหลักที่ทำให้ท่านเลือกซื้อผ้าอนามัยยี่ห้อใดยี่ห้อหนึ่ง ? (เลือกได้เพียงข้อเดียวเท่านั้น)

What is the most important factors that influence your purchasing decision? (Select only 1 choice)

- ราคา (Price)
- โปรโมชั่น (Promotion)
- ความน่าเชื่อถือของแบรนด์ (Brand Trust)
- การบอกต่อของผู้ใช้ (User Review)

2. โปรดอ่านข้อความต่อไปนี้ โดยข้อความดังกล่าวเกี่ยวข้องกับปัจจัยที่ส่งผลต่อการเลือกซื้อผ้าอนามัย โดยแต่ละคำถาม โปรดระบุ

ระดับความคิดเห็นของท่านได้ดังต่อไปนี้

ระดับความคิดเห็น;

5 = เห็นด้วยมากเป็นพิเศษ

4 = เห็นด้วยมาก

3 = ปานกลาง

2 = ไม่เห็นด้วย

1 = ไม่เห็นด้วยที่สุด

Please read a series of statements regarding the purchasing decision of sanitary napkins. For each statement, please identify your opinion if you strongly agree, agree, neutral, disagree, and strongly disagree. A scale measuring from 1 to 5 (or another number). 1 is extremely disagrees and 5 meaning the customer strongly agreed.

ปัจจัยที่มีผลต่อการเลือกซื้อผ้าอนามัย (Factors that influence purchasing decisions)	ระดับความคิดเห็น (Scale of Opinion)				
	1 (Strongly disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly agree)
ฉันมักจะซื้อสินค้าที่มีราคาเหมาะสมกับคุณภาพ I prefer to buy the product that value for my money					
ฉันชอบซื้อของช่วงโปรโมชั่น I tend to buy the product during the promotion period					
ฉันมักจะเลือกซื้อยี่ห้อที่มีชื่อเสียง I usually buy well-known brands					
ฉันมักจะซื้อสินค้าที่มีมาตรฐาน และผ่านการรับรองว่าปลอดภัยต่อสุขภาพ I usually buy the good quality product which has health and hygiene guarantee					
ฉันคิดว่าคำแนะนำจากเพื่อน มีส่วนในการเลือกซื้อสินค้าของฉัน I think a recommendation from a friend is part of my purchasing decision					
ฉันมักจะซื้อสินค้าที่ลดราคา I tend to buy the product at a discount					

ปัจจัยที่มีผลต่อการเลือกซื้อผ้าอนามัย (Factors that influence purchasing decisions) (cont.)	ระดับความคิดเห็น (Scale of Opinion) (cont.)				
	1 (Strongly disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly agree)
ฉันรู้สึกสบายใจที่จะซื้อสินค้า เมื่อได้รับรีวิวจากผู้อื่น I feel comfortable buying the product when I have gotten others' user reviews					
ฉันชอบซื้อสินค้า ที่มีการโฆษณาตามสื่อต่างๆ I tend to buy the product due to its advertisement via various media					
ฉันชอบซื้อสินค้าที่มีของแถม I prefer to buy a product that comes with extras					
ฉันมักจะซื้อสินค้าแบรนด์ที่มีการสื่อสารให้ข้อมูลแก่ลูกค้า I tend to buy branded products that communicate information to customers.					
ฉันพิจารณาชื่อในการเลือกซื้อ I consider the brand when buying the product.					
ฉันมักจะซื้อสินค้าเป็นแพ็ค เพื่อซื้อได้ในราคาส่ง I tend to buy the bundle of product in order to purchase at a cheaper price					
ฉันคิดว่ารีวิวสินค้าจากผู้ใช้งาน เป็นแหล่งข้อมูลที่ไม่น่าเชื่อถือ In my opinion, user reviews are a noncredit information resource					
ฉันมักจะซื้อสินค้าโดยไม่สนใจราคา I tend to buy a product without caring about the price					
สินค้าทุกยี่ห้อ มีคุณสมบัติที่เหมือนกัน There are no quality differentiate among brands					
ฉันมักจะศึกษาข้อมูลสินค้า ก่อนตัดสินใจซื้อ I spend a lot of time gathering information about the product before I purchase it					

ปัจจัยที่มีผลต่อการเลือกซื้อผ้าอนามัย (Factors that influence purchasing decisions) (cont.)	ระดับความคิดเห็น (Scale of Opinion) (cont.)				
	1 (Strongly disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly agree)
ฉันคิดว่ามันไม่คุ้มค่ากับความพยายามและเวลาที่ต้องใช้ถ้าต้องตามหาสินค้าที่ราคาถูกที่สุดเพื่อประหยัดเงินส่วนนี้ The money saved by finding low prices is usually not worth the time and effort					
ฉันจะซื้อแบรนด์เดิมต่อไป แม้ว่าสินค้าจะไม่ตรงตามความต้องการ 100% Once I prefer some brand, I keep buying the product from this brand even it not match my need					
ฉันซื้อสินค้ามาทดลองใช้ทุกตัว ตามกระแสรีวิว I buy every product due to the trend of review in society					
ฉันมักจะซื้อสินค้าที่ราคาต่ำที่สุด I prefer to buy the product with the lowest price					
ฉันมีแผนที่จะซื้อผ้าอนามัยทุกเดือน I have plan to purchase sanitary napkins in every month					

ส่วนที่ 3: ข้อมูลส่วนตัว

Part 3: Personal Information

1. เพศ (Gender)

- เพศชาย (Male)
- เพศหญิง (Female)
- LGBT

2. อายุ (Age)

- below 13
- 13-20
- 20-30
- 30-40
- 40-50
- above 50

3. สถานภาพ (Status)

- โสด (Single)
- มีแฟน (In relationship)
- แต่งงานแล้ว (Married)
- หย่า (Divorced)

4. ระดับการศึกษา (Education)

- ต่ำกว่าป.ตรี (Below Bachelor Degree)
- ป.ตรี (Bachelor Degree)
- สูงกว่าป.ตรี (Above Bachelor Degree)

5. อาชีพ (Occupation)

- พนักงานบริษัทเอกชน (Private officer)
- นักเรียนนักศึกษา (Student)
- ข้าราชการและรัฐวิสาหกิจ (Publish officer)
- รับจ้างอิสระ (Freelancer)
- ค้าขาย (Merchant)
- ธุรกิจส่วนตัว (Entrepreneurship)
- ว่างงาน (N/A)