THE STUDY OF THE MARKETING MIX AND PURCHASE INTENTION ON ACNE PRODUCTS IN Y-GENERATIONS

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THE STUDY OF THE MARKETING MIX AND PURCHASE INTENTION ON ACNE PRODUCTS IN Y-GENERATION

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ABSTRACT

Nowadays, there are some evidence of the increasing number of people who experienced with acne from wearing a mask, while there is the higher demand on acne products. The acne market expansion can be highly competitive. The target of this study is generation Y since they are the largest consumption group in the market that often experienced with acne. The study has explored on the purchasing intention and purchasing behavior of those in generation Y who has experienced with acne This research aims to the 4 Ps marketing mix; product, price, place, promotion, and brand image, is related to the purchase intention of customers on acne product. This research adopted questionnaires target on 400 generation Y in Bangkok who experienced with acne and used to purchase acne products in the past 3 months. The data was analyzed by SPSS software using frequency, percentage, mean, standard deviation, Pearson correlation coefficient, and multiple linear regression analysis.

The findings of this research shows that the overall of marketing mix is at agree level. It found the score shows the highest value is product, followed by place, promotion, and price, respectively. The overall of brand image and purchasing intention are at agree level. In addition, the result indicates that brand image, convenient places, and promotion have positive influence on purchase intention of generation Y customers on acne products. The brand image is the most important factor, followed by convenient places factor, and promotion factor, respectively.

KEY WORDS: Acne Product / Marketing Mix / Brand Image / Purchase Intention

73 pages

CONTENTS

CONTENTS (cont.)

LIST OF TABLES

LIST OF TABLES (cont.)

LIST OF TABLES (cont.)

LIST OF FIGURES

CHAPTER I

INTRODUCTION

1.1 Background of the Study

During the Covid-19 situation, the researcher notices the impact on people lifestyle changing under this situation. Wearing a mask has become a new regulation, however, number of people with acne from wearing a mask has been increasing (Kosasih, 2020). The words "maskene" is introduced, since it has become one of the side effects from the pandemic. It is stated from the study that more than 50% of people are experiencing with maskne (Kosasih, 2020). In addition, people start to search for more details about "Maskne" from Google as they are trying to treat the induced acne from a mask (Meier, 2020). The information about increasing number of acnes leads the researcher to interest in exploring on acne market treatment, whereas acne has become one of the major issues required to be treated.

The overall market sizes of skincare care is surprisingly high at about 88,088 million Thai baht and it has been forecasted to reach over 100,000 million baht by 2024 as shown in Figure 1.1 (Euromonitor International, 2020).
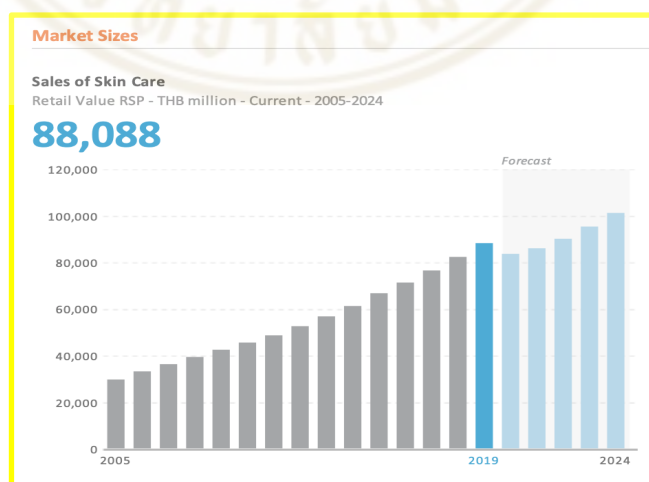
Figure 1.1 Market sizes of skin care in Thailand

Source: Euromonitor International (2020)

According to Euromonitor International (2020) the trend of skin care that must be highlighted is on those cosmeceutical products. Cosmeceutical is the drug-like skin care with benefits from no color, perfumes, paraben and oil added into it. Moreover, the cosmeceutical trend has been risen in 2019 due to sensitive consumer skin conditions where pimples and damaged skin can be caused from the pollution and sunlight effects. The Euromonitor International (2020) also reported that during 2014 to 2019, acne treatment had risen by 16.9 %. The source added that the acne products market are expected to keep growing for another 6.4% CAGR from 2019 to 2024. In addition, Euromonitor International (2020) suggested that the demand of acne products is increasing due to Covid-19 situation as the side effect from a mask wearing acne, or known as "Maskene" has driven people to seek for dermocosmetic (cosmeceutical) products for acne treatment.

The acne market can be competitive as several brands of acne products such as the old rock acne brand and Dr.Somchai are competing to obtain a number of market shares. The old rock acne said that the overall market share of acne market was around 1,000 million baht and the brand aimed for 30% of shares of the acne market in Thailand (Marketingoops, 2019). On the other hand, Dr.Somchai by Dr.Somchai clinic, known as top 3 in the acne market segment, stated that they had already held about 30% of market share with the attempt for the larger market share (Brand Buffet, 2019). It can be seen that the acne market is expanding, however, many acne brands such as Dr.Somchai and Old rock acne aim to share a big market segment in the market. Hence, there are opportunities for acne brands from this increasing demand, but the market would be so competitive.

Skin is one of the biggest parts of human body that covers and protects the others organs. Having good-looking skin is desirable for people. However, there is one common skin disease that bothers people both physically and mentally, that is acne (Stephanie, & Gardner, 2019).

Acne can be categorized as a common serious disease that can happen to anyone from teenager to adult. Tanghetti, Kawata, Daniels, Yeomans, Burk, & Callender (2014) stated that acne is a life threatening disease, as facial acne can have an impact on people's emotions from lower self-esteem to depression. While Skroza, Tolino, Mambrin, Zuber, Balduzzi, Marchesiello, & Potenza (2018) stated that the skin

chronic disease that often happens on the face, back, and chest is acne. It is also confirmed that acne has an adverse impact on quality of life. Most adult participants from this study agreed that acne is troublesome. According to Wan (2015) more than 70% of the population have experienced with acne and it is found to be more common in generation y. In addition, Tanghetti, Kawata, Daniels, Yeomans, Burk, & Callender (2014) also support that generation y is a significant group who experienced with acne, while the study has also found the increasing number of acne in adult.

The main cause of acne comes from the over production of sebum, bacteria, and dead skin in which result on block and clog hair follicles. Moreover, the factors that can induce acne are hormones, environment, food, stress and genetics (Wan, 2015). According to Kraft & Freiman (2011) acne can be grouped from the levels of severity from mild clogged pores like whiteheads and blackheads to red bump spots or papules, pus on the tip or pustules, and cystic form or nodule. There are four grades of acne as follows:

1) Mild acne grade : Acne with few inflammatory papules and pustules.

Figure 1.2 Illustrating mild grade of acne

Source: Kraft & Freiman (2011)

2) Moderate acne grade: Papules and Pustules occurred more with some inflammation.

Figure 1.3 Illustrating moderate grade of acne

Source: Kraft & Freiman (2011)

3) Moderately severe acne grade: Numbers of inflamed papules, pustules following with few bigger bumps (nodules) presented from face to neck area.

Figure 1.4 Illustrating moderately grade of acne

Source: Kraft & Freiman (2011)

4) Severe acne grade: Dozens of big painful inflamed nodules and pustules.
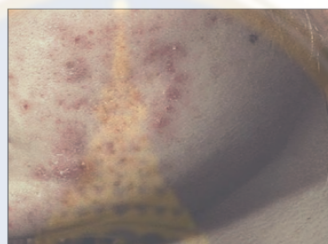
Figure 1.5 Illustrating severe grade of acne

Source: Kraft & Freiman (2011)

There are two types of acne products: prescription and non-prescription. Acne treatment should reduce the production of sebum that can induce clog pores and accumulation of bacteria (Begum, 2020). In this study, the researcher only introduces the non-prescription since the prescription method is not the purpose of this study.

Kraft & Freiman (2011) suggested non-prescription acne product is easier to purchase from anywhere over the counter. It is also cheaper with fewer negative complications compared to the prescription acne products. Non- Prescription acne products can be as simple as facial washing with cleansers containing with benzoyl peroxide, salicylic acid, glycolic acid and sulfur components that can help treating acne. The acne products can be found in many forms such as lotion, face wash, and gel-like that can help reducing bacteria that causes acne and unclog the clogged pore to reduce the risk of inflamed acne. The individual treatment products can be varied from the period of usage.

Since, the Covid-19 outbreak has affected on people's lifestyles. Covid-19 has caused both physical and behavioral influenced on people to create new lifestyles (The New York Times, 2021). One of changing in lifestyle from the impacts of the Covid situation is people have to wear a mask. It is a new regulation for people to wear a mask in terms of preventing Covid-19 viruses. However, the number of people who experienced with acne from the mask covered area or "Maskne" are increasing. The mask causes an outbreak of pimples as the covered skin is humid, accumulated with bacteria that induces sebum secretion (Kosasih, 2020). In addition, there was a study about 'Maskne' (mask induced acne) in health-care professionals of tertiary care hospitals of Lahore during Covid-19 pandemic where a dermatologist suggested that wearing a mask can induce acne. Figure 1.6 illustrates the picture of Maskne (Hayat, Malik, Mukhtar, Khan, Saeed, & Rashid, 2020; Meier, 2020). The study was carried through 150 healthcare professionals aged around 30 years old. It was shown that 56% of participants experiencing acne from wearing a mask and mostly it occurred with female staff, and the lesion was most occurred on the chin area (Hayat, Malik, Mukhtar, Khan, Saeed, & Rashid, 2020; Meier, 2020).

Figure 1.6 Illustrates the picture of Maskne (Hayati et al., 2020)
Source: Hayat, Malik, Mukhtar, Khan, Saeed, and Rashid (2020).

Moreover, Meier (2020) suggested acne as another side effect from Covid-19 from the significantly increasing number of people with acne until this has become a common disease during the pandemic. The source added that people started to search more on Google for the word "Maskne" that is a combination between Mask and Acne, while many started to experience with pimples from a mask wearing.

In conclusion, acne is the common disease that anyone can experience from many factors such as hormones, environment, food, stress, and genetics (Wan, 2015). Generation y is a significant group who experienced with acne (Tanghetti, Kawata, Daniels, Yeomans, Burk, & Callender, 2014). Recently, it has been found that due to the pandemic Covid-19, there are significant numbers of people who started to experience with acne associated to a mask wearing so called "Maskne" (Hayat, Malik, Mukhtar, Khan, Saeed, & Rashid, 2020; Meier, 2020). Acne can be categorized into four grades depending on the number of inflammation acne as follows: 1) Mild acne grade; 2) Moderate acne grade; 3) Moderately severe acne grade; and, 4) Severe acne grade. It can be treated with non-prescription acne products which can be as simple as facial cleanser or any products that contain with enhancing ingredients for clogged pore and decreasing bacteria (Kraft & Freiman, 2011). Thus, there are some evidences of the increasing number of people who experienced with acne from wearing a mask, while there is the higher demand on acne products. The acne market expansion can be highly competitive. Hence, the increasing demand of acne products leads the researchers to explore on the purchase intentions on acne products. Generation Y is the target in this study as Wan (2015) and Tanghetti, Kawata, Daniels, Yeomans, Burk, & Callender, (2014) mentioned that it is the significant group that experienced with acne. Generation y or the millenials is the biggest population and the largest significant consumption group with technology and digital influenced (Goldgehn, 2004). Generation y people are those who were born during 1981-1996 (Kotler, Kartajaya, & Setiawan, 2021; Pew Research Center, 2019). Kotler, Kartajaya, & Setiawan (2021) added that this generation is a well educated generation whose relied on the internet for decision making. In addition, this group prefers to express themselves through social media.

The target of this study is generation y since they are the largest consumption group in the market that often experienced with acne. The study has explored on the purchasing intention and purchasing behaviour of those in generation Y who has experienced with acne.

The researcher needs to find out how the 4Ps marketing mix; product, price, place, promotion and brand image, is related to the purchase intention of customers on acne product. This study will provide the knowledge for entrepreneurs in the fields of acne products.

1.2 Purpose of the Study

This independent study has the main purpose to study on the purchasing intention of acne products among generation y inorder to understand this customer group behavior and to retrieve thier basic demographic information.

1. To study the information from customers of acne product such as purchasing behavior on acne products and basic demographic information of this group.

2. To study on the opinions of customers toward marketing mix related to purchase intention of acne products.

3. To study on the relations and infleunces of brand image on the purchase intention of acne products.

1.3 The Benefit of the Study

The brand owner of acne products or related products can apply this knowledge and retrieve the primary and secondary information of the participants for the beneficial of thier acne products influencing on the purchase intention.

1.4 Area of the Study

A group of generation Y consumers of acne products in Bangkok who were born during 1981-1996.

CHAPTER II
LITERATURE REVIEW

Purchasing intention relating to marketing mix and brand image on acne products: case study with consumers in Y-Generation. The researcher studied literature and related researches as follows:

2.1 Purchase Intention

Purchase intention referred to the motive of individual customer to buy the preferred product related to the buyer's attitude toward brands (Kotler, & Armstrong, 2010). The factors that influenced buying intention depended on the expectation of what customers need such as price, product features and more (Kotler, & Armstrong, 2010).

Moreover, the attitude of others such as the others opinion had also influenced on customer purchase intention (Kotler, & Armstrong, 2010). According to Kotler, Kartajaya & Setiawan (2017), the opinions of others, opinions especially from social media can have the significant impact on the purchase intention of customers. In addition, the study of 'Purchase intention on Indonesia male's skin care through the effects of social media marketing towards brand image and brand trust' by Sanny, Arina, Maulidya, & Pertiwi (2020) suggested that purchase intention is significantly influenced

by brand image, social media advertising, and product features. Also, according to Eze, Tan, & Yeo (2012), the study on 'Purchasing cosmetic products: A preliminary perspective of Gen-Y' has supported that factor influencing purchase intention on cosmetics are product quality, brand image, and advertisement that provide product information.

In short, purchase intention was an individual motive in a product purchasing depending on personal needs and expectation (Kotler, & Armstrong, 2010). While others' opinions toward the product could also influence on the purchase intention of the customer, especially social media (Kotler, Kartajaya & Setiawan, 2017). Moreover, brand image (Sanny, Arina, Maulidya, & Pertiwi, 2020), product features (Kotler, & Armstrong, 2010; Sanny, Arina, Maulidya, & Pertiwi, 2020), product quality (Eze et al., 2012), price (Kotler, & Armstrong, 2010) and advertising (Sanny, Arina, Maulidya, & Pertiwi, 2020; Eze, Tan, & Yeo, 2012) can also have significantly impact on purchase intention.

2.2 Marketing Mix 4Ps

The marketing mix's concepts were established in the United States during the 1940s and 1950s by Professor of Advertising at Harvard, Neil H. Borden. It is described as the conceptual tool in response to the foundation of marketing which can be explained as a marketing's ingredient mixer. In the 1960s, E. Jerome McCarthy simplified them into four basic variables: product, price, place, and promotion, which became known as the 4 Ps of marketing (Posner, 2015). Moreover, Bahl & Chandra (2018) states that the principal marketing mix 4p is the controllable marketing tools that the organizations should employ to elicit a desired reaction from a target consumer, while marketing mix concept is considered as the guidelines to meet the companies' goals.

In addition, Kawswat (2016) states that marketing mix is a strategy paradigm to help companies determine their products in order to satisfy customer needs. The researcher also found the study related marketing mix with influences on purchase intention by Paiboonthavornying (2015) "The factor influence consumer satisfaction to purchase and repurchase skin care products through online shopping" that found the significant influences of marketing mix 4p on the purchase intention of skincare product.

Paiboonthavornying (2015) elaborated that customers considered on the good skincare product quality while comparing the price before purchasing the product. Moreover, convenient places for distribution and promotion are also significant to the purchase intention in this study.

In short, marketing mix is the fundamental principle of marketing that consists of product, price, place, and promotion. It is a widely accepted tool to lead customers to purchase the product. Based on the study by Paiboonthavornying (2015), it showed that Product, Price, Place, Promotion can significantly induce the purchase intention of skincare. Hence, the researchers in this study seek to find out the purchase intention of customers on acne products related to marketing 4Ps.

2.2.1 Product

Product refers to the production of anything offered to serve the buyer needs such as tangible object or intangible service (Andreti, Zhafira, Akmal, & Kumar, 2013). Product is characterized from these components: its appearance, its function, and quality. Moreover, Products can be varied and differentiated from others by their look, feature size, and ability of the product (Kotler, & Keller 2011). There are studies supporting the idea that product design can lead to purchase intention. The study on factors affecting customers' purchase intention has found that packaging and design of products are the crucial factors contributing to the perceived value of the product and influencing the buyer intention to purchase (Shafiq, Raza, & Zia-ur-Rehman, 2011). In addition, Kawswat (2016) also stated that packaging design and quality may impact the customer sensation in terms of performance and enable buying decisions of customer.

Hence, the hypothesis is:

H1 : Product design has a positive influence on purchase intention of generation Y customers acne products.

2.2.2 Price

The price of the product or service is the amount of money to be paid by the consumer. The aspect that customer considers in their product purchasing is the reasonable price of product from the concerns of affordability. Customers may perceive the worth of the product's appearance and consider the price before making a decision

to buy (Posner, 2015). Moreover, price perception is an indicator of the quality level and what perceived by the consumers is their choice. Thus, customers are willing to pay for quality products, if the product quality matches with price, where this depends on how consumers interpret the value of the product (Kawswat,2016). In addition, the study by Paiboonthavornying (2015) also elaborated that customers considered the good quality of the skincare product with reasonable price before purchasing the product. Another study by Siengjun (2017) investigated on the factors influencing the purchase of cosmeceutical product by Thai customers. The result shows that reasonable price has a positive impact on Thai people's pre-consideration before purchasing a cosmeceutical item. In conclusion, price should be reasonably set up to match with the product's appearance, and valuable match with the price in both volume and quality.

Hence, the hypothesis is as follow:

H2 : Reasonable price has a positive influence on purchase intention of generation Y customers on acne products.

2.2.3 Place

Place is for distribution, it is to deliver the right thing to the right place at the right time with the right quantity of products to meet with the targeted customer. It involved with logistics and different ways of shipping, handling, and displaying in order to make the customers purchase (Posner, 2015). The study of Suthisiriwatana (2020) identified important factors influencing the facial cleansers buying intentions associated with place. The results were that the preference of respondent of place to purchase facial cleanser depended on convenience and respondents preferred on the specialty stores such as Watsons, Boots, department stores, Central, Robinson, and online marketplaces; Shopee, Lazada (Suthisiriwatana, 2020). Moreover, Kawswat (2016) suggested that convenience and accessibility to products by customers are crucial. When customers consider the products they intend to buy, they aware of the location that the products are readily available to serve for their needs.

In short, place refers to where the products are displayed to meet by the end-user (Posner, 2015). Moreover, convenient location can influence on the purchase intention of customer (Suthisiriwatana, 2020; Kawswat, 2016).

Hence, the hypothesis is as follow:

H3 : Convenient places has a positive influence on purchase intention of generation Y customers on acne products.

2.2.4 Promotion

Promotion refers to interaction with consumers encompassing all of the available resources for marketing, communication, and promotion of goods and services by the companies. Promotional activities such as advertisement, product promotion, public relations, influencer, social media and direct marketing can influence on purchase intention (Posner, 2015). According to Kawswat (2016) promotion can have positive effects on revenue of a product, or it can also sensitize a product and familiarize consumers with the name. Moreover, Kawswat (2016) recommended that promotional activities can acquire customer feedback such as social media or publicity campaigns. In addition, the study by Meng, & Pan, (2012) investigated on the effects of cosmeceutical product advertising on decision making toward beauty-care where it supported that advertising can influence the purchase intention of cosmeceutical products, since customers can perceive the product claims on advertising and appeal them want to try.

In short, promotion such as advertising is the way for companies to interact with customers in order to boost awareness and lead to purchase intention.

Hence, the hypothesis is as follow:

H4: Promotion has a positive influence on purchase intention of generation Y customers on acne products.

2.3 Brand Image

Brand image is a set of brand associations that influence on a customer's perception of a brand. Brand association is the information that brand portrays to customers such as symbol and feeling (Aaker, 2011). While Cho, Fiore, & Russell (2015) stated that customer's feeling and cognitive toward brand was the brand image. The company image such as logo, color, advertising and brand ambassador have an impact on the perceptions of customers toward brand and it can affect on the purchasing behavior (Kotler, & Keller, 2011). Brand image influences the perception and belief of

customers toward the brand (Aaker, 2011). According to Dobni & Zinkhan (1990). Reputation of the brand perceived by customers is the component of brand image. Latif, Islam, & Mohamad (2015) highlighted on the reputation influenced on brand image. In addition, companies that established a good brand image over competitors can have better value toward customer perception (Keller, 2001). The study supported on the impact of brand image on purchase intention (Phaiboon-udomkarn & Josiassen, 2014). The study found that consumers decided to buy a familiar brand of medicine-like cosmetics from a strong brand image such as a brand that promotes on innovation and high quality. Moreover, the study supported that brand image is significant toward purchase intention (Sanny, Arina, Maulidya, & Pertiwi, 2020). The study showed the crucial impact of brand image on the purchase intention of male skincare, brand image influences in this study come from online social media platforms. In addition, The studied results of Khiewvan (2016) with the samples from 26-30 years old age group showed that they preferred to buy from cosmeceutical brand and acne brand that presented with advanced technology, mostly being certified by the specialists such as Vichy, Bioderma, Laroche and Eucerin since it was believed to be more effective than other brands. Moreover, participants from this study buy products with active ingredients promoting. While the study by Girsang, Rini, & Gultom (2020) supported that brand image was crucial to lead toward purchase intention and repurchase intention as well. Girsang, Rini, & Gultom (2020) concluded in their study that brand image had significantly influenced on customer satisfaction following by purchase and repurchase intention of skincare. In conclusion, brand image is what consumers perceive and feel toward a brand distinctive from others from a set of brand associations (Aaker, 2011) such as symbol, character, and elements of the brand (Kotler, & Keller, 2011). Moreover, awareness of the brand, the concept of brand, and brand reputation have created a brand image (Dobni & Zinkhan, 1990; Latif, Islam, & Mohamad, 2015) and CSR activities has also influenced on brand image Latif, Islam, & Mohamad, 2015). Brand image can influence on a positive perception of customer towards the brand (Keller, 2001). The studies also supported the significance of brand image toward skincare products purchase intention for instances, medicine-like brands (Phaiboon-udomkarn & Josiassen, 2014) and people tended to look for brands that represented an image of innovation and high quality (Khiewvan,2016).

hypothesis is:

H5 : Brand Image has a positive influence on purchase intention of generation Y customers on acne products.

2.4 Conceptual Framework
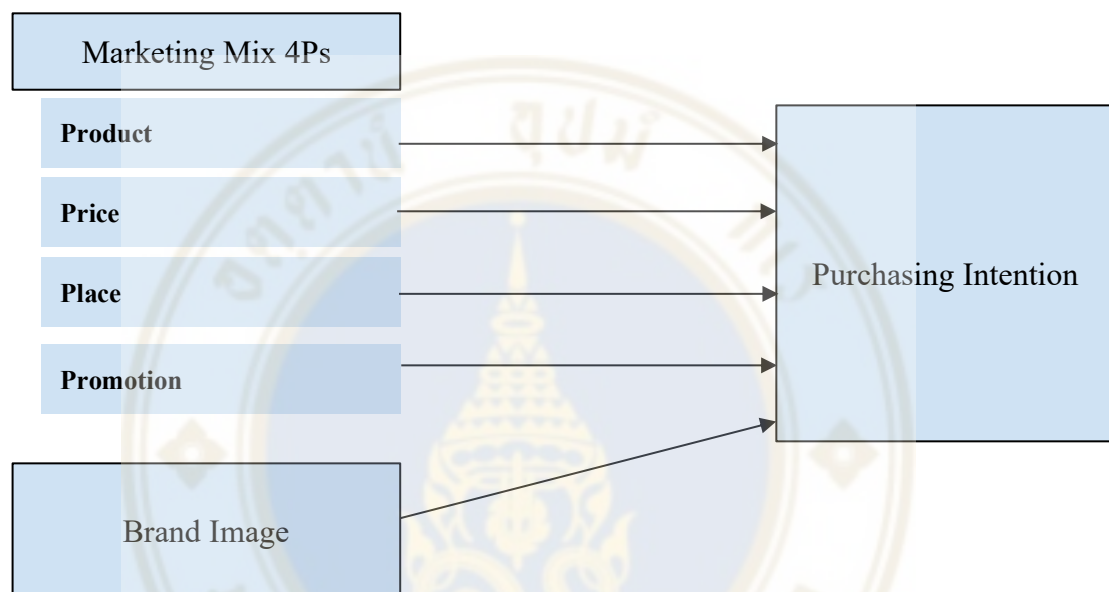
Figure 2.1 Conceptual framework

2.5 Hypotheses

H1 : Product design has a positive influence on purchase intention of generation Y customers on acne products.

H2 : Reasonable price has a positive influence on purchase intention of generation y customers on acne products.

H3 : Convenient places has a positive influence on purchase intention of generation Y customers on acne products.

H4: Promotion has a positive influence on purchase intention of generation Y customers on acne products.

H5 : Brand Image has a positive influence on purchase intention of generation y customers on acne products.

CHAPTER III
RESEARCH METHODOLOGY

It is generally acknowledged that generation y is a significant and largest consumption group who experienced with acne. This independent study needs to find out on the purchasing intention of acne products among generation y and understanding this group of customers. The researcher will explore on customer information such as purchasing behavior on acne products and demographic information of this group. Moreover, the researcher needs to study on the opinions of customers toward marketing mix and brand image related to purchase intention of acne products.

3.1 Research Method

3.2 Population and Sample Size

3.3 Instrument

       3.3.1 Questionnaire Design

3.4 Data Collection

3.5 Data Analysis

3.1 Research Method

The quantitative approaches were used in this study to gather and analyze the data. The benefit of using quantitative method was to confirm and test the hypotheses with numbers of reliable data (O'Dwyer, & Bernauer, 2014).

Quantitative data collection was used to obtain the large amount of data needed in order to evaluate the significant factors of generation Y consumer purchasing intention on acne products. The quantitative method was also used to obtain an insight reasons from a certain set of people known as a population of samples. Moreover, the aim of this quantitative research was to form up the knowledge and comprehend the problem with data. In order to explore on the issues from sample populations, quantitative research depended on the quantified information (O'Dwyer, & Bernauer, 2014).

3.2 Population and Sample Size

Research population was the group of generation Y born between 1981-1996 (25-40 years old) and resided in Bangkok. Participants must possess an experience with acne and used to purchase acne products in the past three months. Participants were categorized based on acne degree from 1) Mild acne grade; 2) Moderate acne grade; 3) Moderately severe acne grade; and, 4) Severe acne grade. Despite, each participant had different experiences in terms of age, wealth, and educational attainment.

According to the Bureau Registration Administration (2021), there are total of 5,586,021 people residing in Bangkok; 2,624,758 of them are male and 2,961,263 are female. Among those in Bangkok, 1,285,020 of them belong to generation Y aged between 25-40 years old; 616,413 are male and 662,354 are female populations.

The percentage of adults aged above 25 years old with experienced on acne is about 40-54% (Cordain, Lindeberg, Hurtado, Eaton, & Brand-Miller, 2002). Thus, this study assumed that there are generation y in Bangkok who experienced with acne and used to purchase acne products in the past 3 months for 30%. Hence, 30% of 1,285,020 of generation y was equal to 385,506 people.

This research applied the Taro Yamane formula (Yamane, 1967) below.

$$n = \frac{N}{1 + Ne^2}$$

n= required sample size

N = number of populations

e = allowable error (%)

e = 0.05

N = 385,506

n = 385,506 / (1+ 385,506* (0.05) ^2)

n = 385,506 / 964.765

n = 399.58

n = 400

There are 400 samples in this research.

3.3 Instrument

The questionnaire survey was created by Google form to explore the attitudes of the participants and obtain the information.

3.3.1 Questionnaire Design

The researcher reviewed through relevant sources to seek for the information to support the construction of interview questions, including articles, journals, and the related research information from the internet. The questionnaire was created based on the study on literature. Questions were determined from the hypotheses and the outlined framework was provided in the literature review chapter. In addition, Thai language subtitles was created in the surveys for those who were not capable of English. Moreover, the researcher generated the questionnaire using an online Google form providing with QR code and links to forward the survey for the potential respondents.

In terms of questionnaire format, this survey collected customers information and opinions as well as participant profiles and degree of acne. Researchers made clear, non-intimidating, easy-to-understand and elaborate examples of pictures for the participants such as levels of acne for self indicating degree of acne. Moreover, questionnaires addressed some general questions related to product, price, place, promotion, and brand image.

Part 1: The first part of survey aimed to obtain general data from multiple-choice in screening questions. In addition, it was to obtain the demographic data of the participants such as age, occupation, education, salary, and self-assessment on degree of acne from 1) Mild acne grade; 2) Moderate acne grade; 3) Moderately severe acne grade; and, 4) Severe acne grade (Kraft & Freiman, 2011).

Part 2: The multiple-choice questions were applied to retrieve some basic information on the purchasing behavior, buying intention, and frequency related to product, price, place, promotion, and brand image.

Part 3: The 5-point scale of agreement was used to explore the opinions of customers in which ranged from "strongly disagree" to "strongly agree" based on the hypotheses toward purchasing intention. Levels of agreement were 1) Strongly disagree; 2) Disagree; 3) Neither agree nor disagree;and, 4) Agree; and, 5) Strongly agree.

3.4 Data Collection

    The researcher distributed online Google questionnaires through Facebook groups related to acne. There are several groups of pimple communities on Facebook such as a public group called "เรื่องสิว สิว", "คนเป็นสิว" where the researchers found many useful information for this research. Moreover, the researcher distributed surveys through a personal Line account, Dr.Sek Line official account, and Pruksa Clinic Line official account. Pruksa clinic and Dr.Sek belong to the researcher's family. Collected data were brought into further analysis.

3.5 Data Analysis

    The survey analysis used Google as the primary source for data collection, then transferred to SPSS (statistical package for the social science), an analysis tool to help in data sorted and results analyzed for hypotheses testing. The researcher ensured that all of the examined data from respondents had meet with the framework. Data illustration was in form of numbers, figures, and tables where the data were interpreted with a given visual component for all hypotheses analyses.

CHAPTER IV

DATA ANALYSIS

This independent study has the purpose to study the information from customers of acne product such as purchasing behavior on acne products and basic demographic information of this group, to study on the opinions of customers toward marketing mix related to purchase intention of acne products, and to study on the relations and influences of brand image on the purchase intention of acne products.

This chapter aims to present research results and findings from collected 400 questionnaires by analyzing statistical results and testing the research hypothesis. IBM's Statistical Package for the Social Sciences software is used to conduct an analysis of collected primary data. The software is used to run descriptive statistics information, consisting of frequency, percentage, mean, and standard deviation.

Pearson correlation coefficient was launched before testing the hypotheses in order to check for multicollinearity issues among all variables. Moreover, multiple linear regression analysis is conducted to test the research hypotheses, which the factors that influence on purchase intention of generation Y customers on acne products.

4.1 Descriptive Statistics

Table 4.1 Frequency and percentage of respondents classified by age

Age	Frequency	Percentage
25 years old	43	10.8
26 years old	19	4.7
27 years old	18	4.5
28 years old	24	6.0

Table 4.1 Frequency and percentage of respondents classified by age (cont.)

Age	Frequency	Percentage
29 years old	15	3.8
30 years old	25	6.3
31 years old	19	4.8
32 years old	27	6.7
33 years old	46	11.4
34 years old	38	9.4
35 years old	45	11.2
36 years old	30	7.5
37 years old	8	2.0
38 years old	11	2.8
39 years old	9	2.3
40 years old	23	5.8
Total	**400**	**100**

The number of respondents classified by age is shown in table 4.1. The majority of respondents are 33 years old (11.4%), followed by 35 years old (11.2%), and 25 years old (10.8%), respectively.

Table 4.2 Frequency and percentage of respondents classified by gender

Gender	Frequency	Percentage
Male	121	30.2
Female	275	68.8
Alternative gender	4	1.0
Total	**400**	**100**

The number of respondents classified by gender is shown in table 4.2. The majority of respondents are female (68.8%), followed by male (30.2%), and alternative gender (1.0%), respectively.

Table 4.3 Frequency and percentage of respondents classified by highest level of education

Highest level of education	Frequency	Percentage
Less than high school	0	0
High school or equivalent	12	3.0
Bachelor's degree	330	82.5
Master's degree	55	13.8
Doctoral degree	3	0.8
Total	**400**	**100**

The number of respondents classified by highest level of education is shown in table 4.3. The majority of respondents have bachelor's degree (82.5%), followed by Master's degree (13.8%), High school or equivalent (3.0%), and Doctoral degree (0.8%), respectively.

Table 4.4 Frequency and percentage of respondents classified by employment status

Employment Status	Frequency	Percentage
A student	14	3.5
Unemployed	12	3.0
Self-employed	38	9.5
Part-time employ	21	5.3
Full-time employment	289	72.3
Retired	3	0.8
Housewife	17	4.3
Other	6	1.5
Total	**400**	**100**

The number of respondents classified by employment status is shown in table 4.4. The majority of respondents are full-time employment (72.3%), followed by self-employed (9.5%), and part-time employ (5.3%), respectively.

Table 4.5 Frequency and percentage of respondents classified by household income

Household income	Frequency	Percentage
Less than 30,000 THB	99	24.8
30,000 THB – 55,000 THB	130	32.5
55,001 THB – 80,000 THB	114	28.5
80,001 THB – 100,000 THB	30	7.5
Over 100,000 THB	27	6.8
Total	**400**	**100**

The number of respondents classified by household income is shown in table 4.5. The majority of respondents have 30,000 THB – 55,000 THB (32.5%), followed by 55,001 THB – 80,000 THB (28.5%), and less than 30,000 THB (24.8%), respectively.

Table 4.6 Frequency and percentage of respondents classified by born in Bangkok

Born in Bangkok	Frequency	Percentage
Yes	342	85.5
No	58	14.5
Total	**400**	**100**

The number of respondents classified by born in Bangkok is shown in table 4.6. The majority of respondents born in Bangkok (85.5%).

Table 4.7 Frequency and percentage of respondents classified by residential area in Bangkok

Residential area in Bangkok	Frequency	Percentage
Bang Bon	35	8.8
Bang Kapi	14	3.5
Bang Khae	9	2.3
Bang Khen	8	2.0
Bang Khun thian	14	3.5
Bangkok Yai	6	1.5
Bang Na	42	10.5
Bang Phlat	4	1.0
Bang Sue	7	1.8
Chatuchak	14	3.5
Chom Thong	3	0.8
Din Daeng	1	0.3
Don Mueang	11	2.8
Dusit	1	0.3
Huai Khwang	10	2.5
Khlong Sam Wa	1	0.3
Khlong San	6	1.5
Klong Toei	4	1.0
Lak Si	6	1.5
Lat Krabang	8	2.0
Lat Phrao	21	5.3
Min Buri	5	1.3
Nong Chok	4	1.0
Nong Khaem	2	0.5
Pathum Wan	2	0.5
Phasi Charoen	2	0.5
Phaya Thai	6	1.5
Phra Khanong	3	0.8

Table 4.7 Frequency and percentage of respondents classified by residential area in Bangkok (cont.)

Residential area in Bangkok	Frequency	Percentage
Phra Nakhon	1	0.3
Pom Prap Sattru Phai	4	1.0
Prawet	10	2.6
Rat Burana	4	1.0
Ratchathewi	6	1.5
Sai Mai	10	2.5
Saphan Sung	7	1.8
Sathon	12	3.0
Suan Luang	2	0.5
Taling Chan	11	2.8
Thon Buri	6	1.5
Thung Khru	3	0.8
Wang Thonglang	1	0.3
Watthana	4	1.0
Yan Nawa	1	0.3
No answer	69	17.3
Total	**400**	**100.0**

The number of respondents classified by residential area in Bangkok is shown in table 4.7. The majority of respondents live in Bang Na District area (10.5%), followed by Bang Bon District area (8.8%).

Table 4.8 Frequency and percentage of respondents classified by skin type

Skin type	Frequency	Percentage
Oily	189	47.3
Dry	29	7.2
Mixed	130	32.5
Sensitive	52	13.0
Total	**400**	**100**

The number of respondents classified by skin type is shown in table 4.8. The majority of respondents are oily (47.3%), followed by mixed (32.5%), sensitive (13.0%), and dry (7.2%), respectively.

Table 4.9 Frequency and percentage of respondents classified by severity of acne

Severity of acne	Frequency	Percentage
Mild acne grade : Acne with few inflammatory papules and pustules.	163	40.8
Moderate acne grade: Papules and Pustules occurred more with some inflammation.	46	11.5
Moderately severe acne grade: Numbers of inflamed papules , pustules following with few bigger bumps (nodules) occur from face to neck area.	50	12.5
Severe acne grade: Dozens of big painful inflamed nodules and pustules.	141	35.3
Total	**400**	**100**

The number of respondents classified by severity of acne is shown in table 4.9. The majority of respondents are mild acne grade : Acne with few inflammatory papules and pustules (40.8%), followed by severe acne grade: Dozens of big painful inflamed nodules and pustules (35.3%), moderately severe acne grade: Numbers of inflamed papules , pustules following with few bigger bumps (nodules) occur from face

to neck area (12.5%), and moderate acne grade: Papules and Pustules occurred more with some inflammation (11.5%), respectively.

Table 4.10 Frequency and percentage of responses classified by acne most often show up on skin

Acne most often show up on skin	Frequency*	Percentage
Chin	351	26.9
Cheek	264	20.2
Forehead	199	15.3
Neck	131	10.0
Nose	152	11.6
Back	136	10.4
Chest	62	4.8
Other	10	0.8
Total	**1305**	**100**

* can choose more than one answer

The number of responses classified by acne most often show up on skin is shown in table 4.10. The most responses are chin (26.9% from all number of responses), followed by cheek (20.2% from all number of responses), and forehead (15.3% from all number of responses), respectively.

Table 4.11 Frequency and percentage of respondents classified by length of acne experience

Length of acne experience	Frequency	Percentage
3- 6 months	53	13.3
1 years	28	7.0
2-3 years	25	6.2
4-5 years	25	6.2

Table 4.11 Frequency and percentage of respondents classified by length of acne experience (cont.)

Length of acne experience	Frequency	Percentage
Over 5 years	103	25.8
More than 10 years	166	41.5
Total	**400**	**100**

The number of respondents classified by length of acne experience is shown in table 4.11. The majority of respondents have been experienced with acne more than 10 years (41.5%), followed by over 5 years (25.8%), and 3- 6 months (13.3%), respectively.

Table 4.12 Frequency and percentage of respondents classified by acne makes lose confidence

Acne makes lose confidence	Frequency	Percentage
Yes	395	98.7
No	5	1.3
Total	**400**	**100**

The number of respondents classified by acne makes lose confidence is shown in table 4.12. The majority of respondents think acne makes lose confidence (98.7%).

Table 4.13 Frequency and percentage of respondents classified by acne makes feel depressed

Acne makes feel depressed	Frequency	Percentage
Yes	380	95.0
No	20	5.0
Total	**400**	**100**

The number of respondents classified by acne makes feel depressed is shown in table 4.13. The majority of respondents think having acne makes feel depressed (95.0%).

Table 4.14 Frequency and percentage of respondents classified by acne has negatively affected quality of life

Acne has negatively affected quality of life	Frequency	Percentage
Yes	362	90.5
No	38	9.5
Total	400	100

The number of respondents classified by acne has negatively affected quality of life is shown in table 4.14. The majority of respondents think acne has negatively affected quality of life (90.5%).

Table 4.15 Frequency and percentage of responses classified by causes of acne

Cause of acne	Frequency*	Percentage
Hormones	329	29.8
Environment (Pm2.5, Hot weather)	330	29.9
Stress	246	22.3
Genetic	80	7.2
Not enough sleep	105	9.5
Other	14	1.3
Total	1104	100

* can choose more than one answer

The number of responses classified by causes of acne is shown in table 4.15. The most responses think about have acne because of environment (Pm2.5, Hot weather)

(29.9% from all number of responses), followed by hormones (29.8% from all number of responses), and stress (22.3% from all number of responses), respectively.

Table 4.16 Frequency and percentage of respondents classified by wearing a mask in term of protecting from the spread of the Covid-19 virus causes of acne

Wearing a mask in term of protecting from the spread of the Covid-19 virus causes of acne	Frequency	Percentage
Yes	386	96.5
No	14	3.5
Total	**400**	**100**

    The number of respondents classified by wearing a mask in term of protecting you from the spread of the Covid-19 virus causes of acne is shown in table 4.16. The majority of respondents choose "Yes" (96.5%).

Table 4.17 Frequency and percentage of respondents classified by usually seek help for acne cure

Usually seek help for acne cure	Frequency	Percentage
Google	15	3.8
Websites	26	6.5
Drug store	54	13.5
Dermatologist clinic	225	56.2
Social Media	73	18.3
Friends	6	1.5
Other	1	0.3
Total	**400**	**100**

    The number of respondents classified by usually seek help for acne cure is shown in table 4.17. The majority of respondents usually seek help for acne cure from

dermatologist clinic (56.2%), followed by social media (18.3%), and drug store (13.5%), respectively.

Table 4.18 Frequency and percentage of respondents classified by frequent of buy acne products

Frequent of buy acne products	Frequency	Percentage
Once a month	139	34.7
Quarterly	213	53.2
Semi-annually	41	10.3
Annually	7	1.8
Total	**400**	**100**

       The number of respondents classified by frequent of buy acne products is shown in table 4.18. The majority of respondents buy acne products quarterly (53.2%), followed by once a month (34.7%), semi-annually (10.3%), and annually (1.8%), respectively.

Table 4.19 Frequency and percentage of respondents classified by spend money on an acne product

Spend money on an acne product	Frequency	Percentage
Below 100 THB	2	0.5
100-200 THB	4	1.0
201-300 THB	24	6.0
301- 400 THB	56	14.0
401 - 500 THB	82	20.5
Over 500 THB	135	33.8
Over 1,000 THB	97	24.2
Total	**400**	**100**

The number of respondents classified by spend money on an acne product is shown in table 4.19. The majority of respondents spend money on an acne product amount over 500 THB (33.8%), followed by over 1,000 THB (24.2%), and 401 - 500 THB (20.5%), respectively.

Table 4.20 Frequency and percentage of respondents classified by reason to buy acne products

Reason to buy acne products	Frequency	Percentage
I want to get rid of my acne.	151	37.8
I want to have clear skin.	80	20.0
Because my friend's results after using the product.	165	41.2
Because of a friend recommendation.	4	1.0
Total	**400**	**100**

The number of respondents classified by reason to buy acne products is shown in table 4.20. The majority of respondents have reason to buy acne products because their friend's results after using the product (41.2%), followed by the respondents want to get rid of their acne (37.8%), want to have clear skin (20.0%), and because of a friend recommendation. (1.0%), respectively.

Table 4.21 Frequency and percentage of responses classified by kind of acne product

Kind of acne product	Frequency*	Percentage
Before wash acne treatment	312	15.8
Acne face cleanser	281	14.2
Acne cleanser wipes	183	9.3
Acne gel	216	11.0
Acne drying lotion	175	8.9
Acne serum	165	8.4
Acne toner	141	7.2

Table 4.21 Frequency and percentage of responses classified by kind of acne product (cont.)

Kind of acne product	Frequency*	Percentage
Acne spot treatment	194	9.9
Acne mask	106	5.4
Acne patch (hydrocolloid)	104	5.3
Acne creme	91	4.6
Total	**1968**	**100**

* can choose more than one answer

The number of responses classified by kind of acne product is shown in table 4.21. The most responses use before wash acne treatment (15.8% from all number of responses, followed by acne face cleanser (14.2% from all number of responses), and acne gel (11.0% from all number of responses), respectively.

Table 4.22 Frequency and percentage of respondents classified by the factor that influence the decision to buy acne product

The factor that influence the decision to buy acne product	Frequency	Percentage
Price	12	3.0
Popularity	35	8.8
Packaging	49	12.2
Ingredients	30	7.5
Certified by dermatologist	65	16.2
Quality	156	39.0
Reviews	41	10.3
Friend recommendation	8	2.0
Other	4	1.0
Total	**400**	**100**

The number of respondents classified by the factor that influence the decision to buy acne product is shown in table 4.22. The majority of respondents have quality factor that influence them to buy acne product (39.0%), followed by certified by dermatologist (16.2%), and packaging (12.2%), respectively.

Table 4.23 Frequency and percentage of respondents classified by frequent of switch brands

Frequent of switch brands	Frequency	Percentage
Always	59	14.8
Sometimes	264	66.0
Not likely	75	18.7
Never	2	0.5
Total	**400**	**100**

The number of respondents classified by frequent of switch brands is shown in table 4.23. The majority of respondents sometimes switch brands (66.0%), followed by not likely switch brands (18.7%), always switch brands (14.8%), and never switch brands (0.5%), respectively.

Table 4.24 Frequency and percentage of respondents classified by switch brands

Switch brands	Frequency	Percentage
When I finished my acne product.	233	58.3
When I still have not finished the acne product.	156	39.0
Other	11	2.7
Total	**400**	**100**

The number of respondents classified by switch brands is shown in table 4.24. The majority of respondents switch brands when they finished them acne product (58.3%), followed by switch brands when they still have not finished the acne product (39.0%), and other (2.7%), respectively.

Table 4.25 Frequency and percentage of respondents classified by reason of switch brands

Reason of switch brands	Frequency	Percentage
The product is not working for my skin.	81	20.3
I just want to try a new product.	179	44.8
Because my friend recommended it.	112	28.0
Because of the brand presenter.	11	2.8
Because of influencer review.	17	4.3
Total	**400**	**100**

The number of respondents classified by reason of switch brands is shown in table 4.25. The majority of respondents have reason of switch brands that the respondents just want to try a new product (44.8%), followed by because friend recommended it (28.0%), and the product is not working for skin (20.3%), respectively.

Table 4.26 Frequency and percentage of responses classified by the place that usually buy acne product

The place that usually buy acne product	Frequency*	Percentage
Shopee	284	16.1
Lazada	156	8.9
Instagram	170	9.7
Facebook	163	9.3
Own websites	114	6.5
Drug store	183	10.4
Central department/ The mall department	121	6.9
Watsons	162	9.2
Boots	95	5.4
Lotus/ Big c	55	3.1
Tsuraha	52	3.0

Table 4.26 Frequency and percentage of responses classified by the place that usually buy acne product (cont.)

The place that usually buy acne product	Frequency*	Percentage
Cosmo beauty	45	2.6
Multy beauty	41	2.3
Sephora	34	1.9
Dermatologist clinic	85	4.8
Total	**1760**	**100**

* can choose more than one answer

The number of responses classified by the place that usually buy acne product is shown in table 4.26. The most responses usually buy acne product from Shopee (16.1% from all number of responses, followed by drug store (10.4% from all number of responses), and Instagram (9.7% from all number of responses), respectively.

Table 4.27 Frequency and percentage of respondents classified by the place that usually use an acne product

The place that usually use an acne product	Frequency	Percentage
At home	400	100
At work	0	0
Other	0	0
Total	**400**	**100**

The number of respondents classified by the place that usually use an acne product is shown in table 4.27. All respondents usually use an acne product at home (100%).

Table 4.28 Frequency and percentage of respondents classified by frequent of use an acne product

Frequent of use an acne product	Frequency	Percentage
Twice a day	146	36.5
Once a day	125	31.2
2-3 days a week	90	22.5
Once a week	35	8.8
Once a month	4	1.0
Total	**400**	**100**

The number of respondents classified by frequent of use an acne product is shown in table 4.28. The majority of respondents use an acne product twice a day (36.5%), followed by once a day (31.2%), and 2-3 days a week (22.5%), respectively.

Table 4.29 Frequency and percentage of respondents classified by the brand which prefer to buy

The brand which prefer to buy	Frequency	Percentage
Brand (a)	46	11.5
Brand (b)	22	5.5
Brand (c)	9	2.3

Table 4.29 Frequency and percentage of respondents classified by the brand which prefer to buy (cont.)

The brand which prefer to buy	Frequency	Percentage
Brand (d)	25	6.3
Brand (e)	62	15.5
Brand (f)	19	4.8
Brand (g)	127	31.8
Brand (h)	79	19.8
Other	11	2.8
Total	**400**	**100**

The number of respondents classified by the brand which prefer to buy is shown in table 4.29. The majority of respondents prefer to buy Eucerin brand (31.8%), followed by DR.SEK brand (19.8%), and Dr. SOMCHAI brand (15.5%), respectively.

Table 4.30 Frequency and percentage of respondents classified by causes of choose that product above

Causes of choose that product above	Frequency	Percentage
Packaging	54	13.5
Dermatologist Product	102	25.5
Well-Known Brand	59	14.8
Quality	178	44.5
Other	7	1.8
Total	**400**	**100**

The number of respondents classified by causes of choose that product above is shown in table 4.30. The majority of respondents choose that product above because of quality (44.5%), followed by dermatologist Product (25.5%), and well-known brand (14.8%), respectively.

The following table 4.31 to table 4.37 show descriptive analysis for mean, standard deviation (S.D.), and interpretation of each question with the measurement scale.

Range of mean	Interpretation
4.21 – 5.00	Strongly agree
3.41 – 4.20	Agree
2.61 – 3.40	Normal
1.81 – 2.60	Disagree
1.00 – 1.80	Strongly disagree

Table 4.31 Mean, S.D., and interpretation of Marketing Mix

Marketing Mix	Mean	S.D.	Interpretation
Product	4.43	0.452	Strongly agree
Price	3.08	1.415	Normal
Place	3.89	0.741	Agree
Promotion	3.81	0.838	Agree
Overall of Marketing Mix	**3.82**	**0.559**	**Agree**

Table 4.31 shows that the overall of marketing mix is at agree level (mean = 3.82, S.D. = 0.559). It found the score shows the highest value is product (mean = 4.43, S.D. = 0.452), followed by place (mean = 3.89, S.D. = 0.741), promotion (mean = 3.81, S.D. = 0.838), and price (mean = 3.08, S.D. = 1.415), respectively.

Table 4.32 Mean, S.D., and interpretation of Product

Product	Mean	S.D.	Interpretation
I choose to buy the acne product because of packaging and design.	4.12	1.081	Agree
I choose to buy the acne product because of the good ingredients quality.	4.60	0.580	Strongly agree
I always buy the same acne product if the results are shown.	4.56	0.642	Strongly agree
Overall of Product	**4.43**	**0.452**	**Strongly agree**

Table 4.32 shows that the overall of product is at strongly agree level (mean = 4.43, S.D. = 0.452). It found the score shows the highest value is "I choose to buy the acne product because of the good ingredients quality." (mean = 4.60, S.D. = 0.580), followed by "I always buy the same acne product if the results are shown." (mean = 4.56, S.D. = 0.642), and "I choose to buy the acne product because of packaging and design." (mean = 4.12, S.D. = 1.081), respectively.

Table 4.33 Mean, S.D., and interpretation of Price

Price	Mean	S.D.	Interpretation
I choose to buy the acne product at a reasonable price.	3.30	1.653	Normal
I choose to buy the product that quality matches the price.	3.43	1.668	Agree
I choose to buy cheap products.	2.50	1.444	Disagree
Overall of Price	**3.08**	**1.415**	**Normal**

Table 4.33 shows that the overall of price is at normal level (mean = 3.08, S.D. = 1.415). It found the score shows the highest value is "I choose to buy the product that quality matches the price." (mean = 3.43, S.D. = 1.668), followed by "I choose to buy the acne product at a reasonable price." (mean = 3.30, S.D. = 1.653), and "I choose to buy cheap products." (mean = 2.50, S.D. = 1.444), respectively.

Table 4.34 Mean, S.D., and interpretation of Place

Place	Mean	S.D.	Interpretation
I buy acne products online rather than at the store.	3.91	1.092	Agree
I buy acne products online because it is more convenient.	3.92	1.068	Agree
I buy acne products at a department store.	3.80	0.954	Agree
I buy acne products at a convenient store.	3.67	1.142	Agree
I buy acne products at the drugstore.	3.98	1.055	Agree
I choose to buy acne products that are accessible.	4.10	0.954	Agree
Overall of Place	**3.89**	**0.741**	**Agree**

Table 4.34 shows that the overall of place is at agree level (mean = 3.89, S.D. = 0.741). It found the score shows the highest value is "I choose to buy acne products that are accessible." (mean = 4.10, S.D. = 0.954), followed by "I buy acne products at the drugstore." (mean = 3.98, S.D. = 1.055), and "I buy acne products online because it is more convenient." (mean = 3.92, S.D. = 1.068), respectively.

Table 4.35 Mean, S.D., and interpretation of Promotion

Promotion	Mean	S.D.	Interpretation
I chose the acne product that has many reviews on social media.	4.19	1.003	Agree
I buy acne products because of promotions such as buy 1 get 1 free.	3.75	1.154	Agree
I buy acne products because of social media.	3.96	0.971	Agree
I buy the acne product because of a sales person.	3.54	1.316	Agree
I buy acne products because of the claims of the product.	3.79	1.070	Agree
I chose the acne product that has a lot of advertising.	3.60	1.154	Agree
Overall of Promotion	**3.81**	**0.838**	**Agree**

Table 4.35 shows that the overall of promotion is at agree level (mean = 3.81, S.D. = 0.838). It found the score shows the highest value is "I chose the acne product that has many reviews on social media." (mean = 4.19, S.D. = 1.003), followed by "I buy acne products because of social media." (mean = 3.96, S.D. = 0.971), and "I buy acne products because of the claims of the product." (mean = 3.79, S.D. = 1.070), respectively.

Table 4.36 Mean, S.D., and interpretation of Brand Image

Brand Image	Mean	S.D.	Interpretation
I chose the acne brand that portrayed high quality.	4.56	0.767	Strongly agree
Brand image of acne products is important as it indicates the product quality that can lead me to purchase.	4.35	0.803	Strongly agree
I buy acne products that are medicine-like.	4.32	0.741	Strongly agree
I buy acne products that introduce innovation.	4.29	0.813	Strongly agree
I buy acne products because of its reputation.	4.20	0.806	Agree
I buy acne products because of brand associations. (Brand association is the information the brand portrays to customers such as symbol, and feeling)	3.99	0.919	Agree
I buy the brand that has a good brand image over other brands.	4.07	0.873	Agree
I repurchase acne products because of brand image.	4.03	0.983	Agree
Advertising of brand image through social media impacts my purchase intention on acne products.	3.97	0.991	Agree
Color of the brand influenced me to purchase acne products.	3.68	1.219	Agree
I bought the acne product because of a brand ambassador.	3.62	1.288	Agree
Overall of Brand Image	**4.10**	**0.589**	**Agree**

Table 4.36 shows that the overall of brand image is at agree level (mean = 4.10, S.D. = 0.589). It found the score shows the highest value is "I chose the acne brand that portrayed high quality." (mean = 4.56, S.D. = 0.767), followed by "Brand image of acne products is important as it indicates the product quality that can lead me to

purchase." (mean = 4.35, S.D. = 0.803), and "I buy acne products that are medicine-like." (mean = 4.32, S.D. = 0.741), respectively.

Table 4.37 Mean, S.D., and interpretation of Purchasing Intention

Purchasing Intention	Mean	S.D.	Interpretation
I consider purchasing acne products when I am shopping.	4.03	1.194	Agree
I would like to buy acne products next time I am shopping.	3.83	1.116	Agree
I would make a special effort to buy acne products.	4.33	0.763	Strongly agree
I will buy the acne products after reviewing the acne products.	4.38	0.743	Strongly agree
Overall of Purchasing Intention	**4.14**	**0.653**	**Agree**

Table 4.37 shows that the overall of purchasing intention is at agree level (mean = 4.14, S.D. = 0.653). It found the score shows the highest value is "I will buy the acne products after reviewing the acne products." (mean = 4.38, S.D. = 0.743), followed by "I would make a special effort to buy acne products." (mean = 4.33, S.D. = 0.763), "I consider purchasing acne products when I am shopping." (mean = 4.03, S.D. = 1.194), and "I would like to buy acne products next time I am shopping." (mean = 3.83, S.D. = 1.116), respectively.

Pearson correlation coefficient test showed the presence of multicollinearity, which two variables or beyond have a strong relationship between each other (Field, 2009). Furthermore, it could refute the accuracy of multiple linear regression because statistical parameter is similar to each other with a strong correlation. However, according to study of Pallant (2013) he gave a suggestion for diagnosing the multicollinearity by examine the correlation amongst items, which each variable must not greater than 0.90.

Table 4.38 Correlation coefficient matrix

Variables		Product	Price	Place	Promotion	Brand Image	Purchasing Intention
Product	Pearson Correlation	1					
	Sig. (2-tailed)						
Price	Pearson Correlation	-.028	1				
	Sig. (2-tailed)	.575					
Place	Pearson Correlation	.345**	.119*	1			
	Sig. (2-tailed)	.000	.017				
Promotion	Pearson Correlation	.390**	-.054	.560**	1		
	Sig. (2-tailed)	.000	.284	.000			
Brand Image	Pearson Correlation	.441**	.035	.519**	.630**	1	
	Sig. (2-tailed)	.000	.488	.000	.000		
Purchasing Intention	Pearson Correlation	.325**	-.106*	.442**	.459**	.521**	1
	Sig. (2-tailed)	.000	.035	.000	.000	.000	

*$P < 0.05$

**$P < 0.01$

Table 4.38 shows the correlation analysis, it found that there is no multicollinearity between independent variables. The relationship between independent variables and dependent variable was statistically significant.

4.2 Inferential Statistics

H1 : Product design has a positive influence on purchase intention of generation Y customers on acne products.

H2 : Reasonable price has a positive influence on purchase intention of generation Y customers on acne products.

H3 : Convenient places has a positive influence on purchase intention of generation Y customers on acne products.

H4: Promotion has a positive influence on purchase intention of generation Y customers on acne products.

H5 : Brand Image has a positive influence on purchase intention of generation Y customers on acne products.

Table 4.39 Model Summary

Model	R	R^2	Adjusted R^2
1	0.521[a]	0.272	0.270
2	0.559[b]	0.312	0.308
3	0.578[c]	0.334	0.329
4	0.584[d]	0.341	0.334

a. Predictors: (Constant), Brand Image

b. Predictors: (Constant), Brand Image, Place

d. Predictors: (Constant), Brand Image, Place, Price, Promotion

e. Dependent Variable: Purchase Intention

Table 4.39 When the dataset is statistically ready, the research ultimately tests the factors that influence on purchase intention of generation Y customers on acne products with help of the multiple linear regression (stepwise method). The finalized independent variables consist of four predictors, including brand image, place, price, and promotion. The dependent is "purchase intention of generation Y customers on acne products".

For the fourth model, in the column labelled R are the values of the multiple correlation coefficient between the predictors and the outcome (R = 0.584). The next

column labelled R^2, which is a measure of how much of the variability in the outcome is accounted for by predictors. R^2 value is 0.341, which means that brand image, place, price, and promotion account for 34.1% of variance in purchase intention of generation Y customers on acne products. The adjusted R^2 gives us some idea of how well our model generalizes and ideally we would like its value to be the same, or very close to, the value of R^2. It is prefer to use the adjusted R^2 for the number of predictive variables in the method (adjusted $R^2 = 0.334$ or 33.4%).

Table 4.40 Multiple Linear Regression (Stepwise method) about the factors that influence on purchase intention of generation Y customers on acne products

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.775	0.196		9.041	0.000**
Brand Image	0.578	0.047	0.521	12.187	0.000**
2 (Constant)	1.524	0.198		7.694	0.000**
Brand Image	0.443	0.054	0.400	8.203	0.000**
Place	0.206	0.043	0.235	4.814	0.000**
3 (Constant)	1.690	0.200		8.433	0.000**
Brand Image	0.437	0.053	0.394	8.208	0.000**
Place	0.225	0.043	0.255	5.282	0.000**
Price	-0.069	0.019	-0.150	-3.621	0.000**
4 (Constant)	1.704	0.200		8.530	0.000**
Brand Image	0.378	0.060	0.341	6.253	0.000**
Place	0.191	0.046	0.216	4.184	0.000**
Price	-0.063	0.019	-0.137	-3.290	0.001**
Promotion	0.090	0.044	0.116	2.041	0.042*

*$P < 0.05$

**$P < 0.01$

Table 4.40 shows that the results that four factors are statistically significant of 0.05 level and 0.01 level. First factor, brand image has a positive influence on purchase intention of generation Y customers on acne products (Beta = 0.341, $P < 0.01$). Second factor, convenient places has a positive influence on purchase intention of generation Y customers on acne products (Beta = 0.216, $P < 0.01$). Third factor, price has a negative influence on purchase intention of generation Y customers on acne products (Beta = -0.137, $P < 0.01$). And last factor, promotion has a positive influence on purchase intention of generation Y customers on acne products (Beta = 0.116, $P < 0.05$). These predictors could explain 33.4% (adjusted R^2 = 0.334) of purchase intention of generation Y customers on acne products.

Table 4.41 Summary of a hypotheses test

Hypotheses	Results
H1 : Product design has a positive influence on purchase intention of generation Y customers on acne products.	**No Supported**
H2 : Reasonable price has a positive influence on purchase intention of generation Y customers on acne products.	**No Supported**
H3 : Convenient places has a positive influence on purchase intention of generation Y customers on acne products.	**Supported**
H4 : Promotion has a positive influence on purchase intention of generation Y customers on acne products.	**Supported**
H5 : Brand Image has a positive influence on purchase intention of generation Y customers on acne products.	**Supported**

CHAPTER V
CONCLUSIONS AND RECOMMENDATIONS

The purpose of this independent study is to study customers' purchasing behavior on acne products and basic demographic information of this group, to study on the opinions of customers toward marketing mix related to purchase intention of acne products, and to study on the relations and influences of brand image on the purchase intention of acne products.

Research population was the group of generation Y born between 1981-1996 (25-40 years old) and resided in Bangkok.The samples were 400 generation Y in Bangkok who experienced with acne and used to purchase acne products in the past 3 months.

IBM's Statistical Package for the Social Sciences software is used to run descriptive statistics information, consisting of frequency, percentage, mean, standard deviation, pearson correlation coefficient, and multiple linear regression analysis.

5.1 Conclusions

5.2 Discussion

5.3 Recommendations

5.4 Recommendations for Future Research

5.5 Limitations

5.1 Conclusions

The majority of respondents are 33 years old (11.4%), female (68.8%), have Bachelor's degree (82.5%), full-time employment (72.3%), household income amount 30,000 THB – 55,000 THB (32.5%), born in Bangkok (85.5%), and live in Bang Na District area (10.5%).

The majority of respondents are oily skin type (47.3%), severity of acne as mild acne grade: Acne with few inflammatory papules and pustules (40.8%). Moreover,

acne most often show up on chin (26.9%), length of acne experience is more than 10 years (41.5%). They think acne makes lose confidence (98.7%) and depressed (95.0%). Acne has negatively affected quality of life (90.5%). The most responses think about have acne because of environment (Pm2.5, Hot weather) (29.9%). The majority of respondents are wearing a mask in term of protecting from the spread of the Covid-19 virus causes of acne (96.5%).

The majority of respondents usually seek help for acne cure from dermatologist clinic (56.2%), buy acne products quarterly (53.2%), spend money on an acne product amount over 500 THB (33.8%). In addition, the reason to buy acne products because friend's results after using the product (41.2%). They use before wash acne treatment (15.8%) the most. The quality factor that influence them to buy acne product (39.0%). They sometimes switch brands (66.0%) when they finished them acne product (58.3%). And the reason of switch brands that they just want to try a new product (44.8%). They usually buy acne product from Shopee (16.1%) the most. All respondents usually use an acne product at home (100%). The majority of respondents use an acne product twice a day (36.5%), prefer to buy Eucerin brand (31.8%), and choose that product because of quality (44.5%).

The overall of marketing mix is at agree level (mean = 3.82, S.D. = 0.559). It found the score shows the highest value is product (mean = 4.43, S.D. = 0.452), followed by place (mean = 3.89, S.D. = 0.741), promotion (mean = 3.81, S.D. = 0.838), and price (mean = 3.08, S.D. = 1.415), respectively.

The overall of product is at strongly agree level (mean = 4.43, S.D. = 0.452). It found the score shows the highest value is "I choose to buy the acne product because of the good ingredients quality." (mean = 4.60, S.D. = 0.580).

The overall of price is at normal level (mean = 3.08, S.D. = 1.415). It found the score shows the highest value is "I choose to buy the product that quality matches the price." (mean = 3.43, S.D. = 1.668).

The overall of place is at agree level (mean = 3.89, S.D. = 0.741). It found the score shows the highest value is "I choose to buy acne products that are accessible." (mean = 4.10, S.D. = 0.954).

The overall of promotion is at agree level (mean = 3.81, S.D. = 0.838). It found the score shows the highest value is "I chose the acne product that has many reviews on social media." (mean = 4.19, S.D. = 1.003).

The overall of brand image is at agree level (mean = 4.10, S.D. = 0.589). It found the score shows the highest value is "I chose the acne brand that portrayed high quality." (mean = 4.56, S.D. = 0.767).

The overall of purchasing intention is at agree level (mean = 4.14, S.D. = 0.653). It found the score shows the highest value is "I will buy the acne products after reviewing the acne products." (mean = 4.38, S.D. = 0.743).

Table 5.1 Summary of 5 hypotheses results

Hypotheses	Results
H1 : Product design has a positive influence on purchase intention of generation Y customers on acne products.	No Supported
H2 : Reasonable price has a positive influence on purchase intention of generation Y customers on acne products.	No Supported
H3 : Convenient places has a positive influence on purchase intention of generation Y customers on acne products.	Supported
H4 : Promotion has a positive influence on purchase intention of generation Y customers on acne products.	Supported
H5 : Brand Image has a positive influence on purchase intention of generation Y customers on acne products.	Supported

From table 5.1, the hypotheses results are as follow:

H1 : Product design has a positive influence on purchase intention of generation Y customers on acne products. The result summarized the product design hasn't influence on purchase intention of generation Y customers on acne products. In conclusion, the data doesn't support the hypothesis.

H2 : Reasonable price has a positive influence on purchase intention of generation Y customers on acne products. The result summarized the reasonable price

has a negative influence on purchase intention of generation Y customers on acne products. In conclusion, the data dosen't support the hypothesis.

H3 : Convenient places has a positive influence on purchase intention of generation Y customers on acne products. The result summarized the data support the hypothesis.

H4 : Promotion has a positive influence on purchase intention of generation Y customers on acne products. The result summarized the data support the hypothesis.

H5 : Brand Image has a positive influence on purchase intention of generation Y customers on acne products. The result summarized the data support the hypothesis.

In conclusion, the factors that have positive influence on purchase intention of generation Y customers on acne products include convenient places, promotion, and brand image. The brand image is the most important factor, followed by convenient places factor, and promotion factor, respectively.

5.2 Discussion

This study indicates that "brand image", "convenient places", "promotion have positive influence on purchase intention of generation Y customers on acne products. The brand image is the most important factor, followed by convenient places factor, and promotion factor, respectively.

The brand image factor is the most important factor, it helps create a good feeling, long-term customers' commitment toward the product that become brand loyalty and repurchase intention of products. Brand choose communication to customers that is different from competitors by created message about product differentiation such as the cosmetic product feature made in Italy which use modern innovation and choose the best ingredients include herbs, azelaic acid, salicylic acid, lactic acid to use in making products. And brand communicate about the high quality or acne removal effectiveness through requirement for using certification mark include GMP trustmark, leaping bunny, ecocert, paraben free, etc. The importance of brand image that influences the perception and belief of customers toward the brand. (Aaker, 2011). The company image such as logo, color, advertising, and brand ambassador have an impact on the perceptions of customers toward brand and it can affect on the purchasing behavior (Kotler, &

Armstrong, 2010). That is relevant to theory of While Cho, Fiore, & Russell (2015) stated that customer's feeling and cognitive toward brand was the brand image. Keller (2001) mentioned that brand image can influence on a positive perception of customer towards the brand. Girsang, Rini, & Gultom (2020) supported that brand image was crucial to lead toward purchase intention and repurchase intention as well. Girsang, Rini, & Gultom (2020) concluded in their study that brand image had significantly influenced on customer satisfaction following by purchase and repurchase intention of skincare. The previous studied supported that brand image is significant toward purchase intention (Sanny, Arina, Maulidya, & Pertiwi, 2020).

The convenient places factor is the second important factor. There are various convenient places to distribute the products which supported customers to easily access and purchase. Brand owner have wider distribution the products that can sell them through third party platform such as Shopee, Lazada, specialty stores such as Watsons, Boots, department stores, Central, Robinson. The importance of convenient places that involved with logistics and different ways of shipping, handling, and displaying in order to make the customers purchase (Posner, 2015). Kawswat (2016) suggested that convenience and accessibility to products by customers are crucial. When customers consider the products they intend to buy, they aware of the location that the products are readily available to serve for their needs. That is relevant to previous studied by Suthisiriwatana (2020) identified important factors influencing the facial cleansers buying intentions associated with place. The results were that the preferrence of respondent of place to purchase facial cleanser depended on convenience and respondents preferred on the specialty stores such as Watsons, Boots, department stores, Central, Robinson, and online marketplaces; Shopee, Lazada.

The promotion factor is the last important factor. Creating promotional activities are marketing communication to target customers. It helps stimulate customers' purchasing behavior for try new products or purchase more products. For example, there is flash sale activity which great price offer within a limited time. Brand owner sells products as a set which is cheaper than buying them individually. Because it makes customers feel more worthwhile and save more money. Moreover, there is create a trend on social media such as the influencer introduce and describe the product to convince

customers for purchase that product or create marketing from reviews of real customers become E-WOM trend which the product is well-known worldwide.

The importance of promotion that can have positive effects on revenue of a product, or it can also sensitize a product and familiarize consumers with the name. Moreover, Kawswat (2016) recommended that promotional activities can acquire customer feedback such as social media or publicity campaigns. That is relevant to theory of Posner (2015) mentions that promotional activities such as advertisement, product promotion, public relations, influencer, social media and direct marketing can influence on purchase intention. The previous studied by Meng & Pan (2012) investigated on the effects of cosmeceutical product advertising on decision making toward beauty-care where it supported that advertising can influence the purchase intention of cosmeceutical products, since customers can perceive the product claims on advertising and appeal them want to try.

5.3 Recommendations

1) Brand owner and entrepreneur who own clinic of acne products or related products should position the product to make customers feel that the product is effectiveness such as choosing the best ingredients include herbs, azelaic acid, salicylic acid, lactic acid to use in making products. In addition to choosing, the brand owner shall communicate about the high quality and effective results through requirement for using certification mark include GMP trustmark, leaping bunny, ecocert, paraben free, etc. Moreover, set a price that is reasonable for the quality of the product. In addition, creating cosmeceutical looking brand where the customer feels like it made with innovation and under control of dermatologist that ensure effectiveness.

2) Brand owner of acne products or related products should distribute acne products for customers to easily access through online channel, i.e., Shopee, Lazada, Facebook, Instagram, Own websites. While entrepreneur who own clinic should focus on customer base of their clinics which can distribute products through their Facebook community group and line official room where it's a closed group for their own patients to communicate about the product or services and can purchase there.

3) Brand owner of acne products or related products should create marketing through social media to become E-WOM trend from the reviews of real customers, be able to know the positive or negative product reviews and then solve pain points. For examples;

Positive review: customer reviews that "brand xxx" acne product can decreased acne that show up on face within 1 month.

Negative review: customer reviews that "brand yyy" acne product is not proper oily face because of low quality product.

Moreover, for clinic owner should elaborating authenticity of the brand through online platform such as closed Facebook community, specific group of acne (Closed Group Review by S45 Clinic: S45 Clinic รีวิว กลุ่มปิด and Kon Pen Siew: คนเป็นสิว) and line official room where there are real patients of the clinic. Patients is the authentic influencer where they can show effective result here.

Figure 5.1 Elaborated closed Facebook community for Closed Group Review by S45 Clinic

Source: Closed Group Review by S45 Clinic (2021)
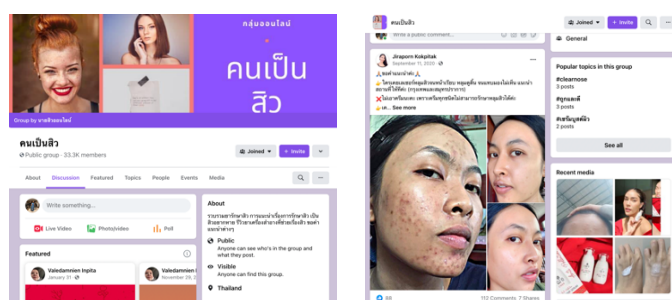
Figure 5.2 Elaborated public group of acne group

Source: Naisiwonline (2021)

5.4 Recommendations for Future Research

For future research, researcher should study on the same subject research by specifying the name of acne product to obtain in-depth information and deeply insight the needs of customers. Moreover, researcher should study the samples in other provinces of Thailand in order to apply the study results to make a marketing plan that is suitable for the target group.

5.5 Limitations

The samples were generation Y born between 1981-1996 (25-40 years old) and live in Bangkok only which could not represent all ages and entire of Thailand.

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APPENDICES

Appendix A: Questionnaire

Part: Screening Questions

1. Are you 25 - 40 years old?

__Yes, if yes, please continue the questionnaire

__No, if no, please end the questionnaire

2. Are you experiencing h acne?

__Yes, if yes, please continue the questionnaire

__No, if no, please end the questionnaire

3. Have you ever used any acne products during the past 3 months?

__Yes, if yes, please continue the questionnaire

__No, if no, please end the questionnaire

4. Have you been living in Bangkok for more than a year?

__Yes, if yes, please continue the questionnaire

__No, if no, please end the questionnaire

Part: Demographic

5. What is your age? …………….years old

6. What is your gender?

__Male

__Female

__Alternative gender

7. What is your highest level of education?

__Less than high school   __High school or equivalent

__Bachelor's degree   __Master's degree

__Doctoral degree

8. Employment Status

__A student

__Unemployed

__Self-employed

__Part-time employ

__Full-time employment

__Retired

__Housewife

__Other

9. What is your monthly household income?

__Less than 30,000 THB

__30,000 THB – 55,000 THB

__55,001 THB – 80,000 THB

__80,001 THB – 100,000 THB

__Over 100,000 THB

10. Were you born in Bangkok?

__Yes   __No

11. Where do you live in Bangkok? ……………………..

12. What is your skin type?

__Oily   __Dry

__Mixed   __Sensitive

13. What is the severity of your acne bases on below pictures?

__Mild acne grade : Acne with few inflammatory papules and pustules.

__Moderate acne grade: Papules and Pustules occurred more with some inflammation.

__Moderately severe acne grade: Numbers of inflamed papules, pustules following with few bigger bumps (nodules) occur from face to neck area.

__Severe acne grade: Dozens of big painful inflamed nodules and pustules.

14. Where does your acne most often show up? (can choose more than one answer)

__Chin   __Cheek

__Forehead   __Neck

__Nose   __Back

__Chest   __Other

15. How long you have been experience with acne?

__3- 6 months   __1 years

__2-3 years   __4-5 years

__Over 5 years   __More than 10 years

16. Do you think acne makes you lose confidence?

__Yes   __No

17. Do you think having acne makes you feel depressed?

__Yes   __No

18. Do you think acne has negatively affected your quality of life?

__Yes   __No

19. Why do you think you have acne? (can choose more than one)

__Hormones

__Environment (Pm2.5, Hot weather)

__Stress

__Genetic

__Not enough sleep

__Other

20. Does wearing a mask in term of protecting you from the spread of the covid-19 virus causes you to have acne?

__Yes   __No

21. Where do you usually seek help for acne cure?

__Google   __Websites

__Drug store   __Dermatologist clinic

__Social Media   __Friends

__Other

22. How often do you buy acne products?

__Once a month   __Quarterly

__Semi-annually   __Annually

23. How much do you spend on an acne product?

__Below 100 THB   __100-200 THB

__201-300 THB   __301- 400 THB

__401 - 500 THB   __Over 500 THB

__Over 1,000 THB

24. Why do you buy acne products?

__I want to get rid of my acne.

__I want to have clear skin.

__Because my friend's results after using the product.

__Because of a friend recommendation.

25. What kind of acne product did you use? (Can answer more than one)

__Before wash acne treatment   __Acne face cleanser

__Acne cleanser wipes   __Acne gel

__Acne drying lotion   __Acne serum

__Acne toner   __Acne spot treatment

__Acne mask   __Acne patch (hydrocolloid)

__Acne creme

26. What is the factor that influence you to buy acne product?

__Price   __Popularity

__Packaging   __Ingredients

__Certified by dermatologist   __Quality

__Reviews   __Friend recommendation

__Other

27. How often do you switch brands?

__Always   __Sometimes

__Not likely   __Never

28. When do you switch brands?

__When I finished my acne product.

__When I still have not finished the acne product.

__Other

29. What is the reason you switch brands?

__The product is not working for my skin.

__I just want to try a new product.

__Because my friend recommended it.

__Because of the brand presenter.

__Because of influencer review.

30. Where do you usually buy acne product? (can choose more than one)

__Shopee   __Lazada

__Instagram   __Facebook

__Own websites   __Drug store

__Central department/ The mall department __Watsons

__Boots   __Lotus/ Big c

__Tsuraha   __Cosmo beauty

__Multy beauty   __Sephora

__Dermatologist clinic

31. Where do you usually use an acne product?

__At home

__At work

__Other

32. How often you use an acne product?

__Twice a day   __Once a day

__2-3 days a week   __Once a week

__Once a month

33. Which brand do you prefer to buy? (Provided images)

__ (a)   __ (b)

__ (c)   __ (d)

__ (e)   __ (f)

__ (g)   __ (h)

__Other

34. Why did you choose that product above?

__Packaging   __Dermatologist Product

__Well-Known Brand   __Quality

__Other

Part: Marketing Mix 4Ps

Marketing Mix	Level of Agreement				
	Strongly disagree	**Disagree**	**Normal**	**Agree**	**Strongly Agree**
Product					
I choose to buy the acne product because of packaging and design.					
I choose to buy the acne product because of the good ingredients quality.					
I always buy the same acne product if the results are shown.					
Price					
I choose to buy the acne product at a reasonable price.					
I choose to buy the product that quality matches the price.					
I choose to buy cheap products.					
Place					
I buy acne products online rather than at the store.					

Marketing Mix	Level of Agreement				
	Strongly disagree	Disagree	Normal	Agree	Strongly Agree
I buy acne products online because it is more convenient.					
I buy acne products at a department store.					
I buy acne products at a convenient store.					
I buy acne products at the drugstore.					
I choose to buy acne products that are accessible.					
Promotion					
I chose the acne product that has many reviews on social media.					
I buy acne products because of promotions such as buy 1 get 1 free.					
I buy acne products because of social media.					
I buy the acne product because of a sales person.					
I buy acne products because of the claims of the product.					

Marketing Mix	Level of Agreement				
	Strongly disagree	**Disagree**	**Normal**	**Agree**	**Strongly Agree**
I chose the acne product that has a lot of advertising.					

Part: Brand Image

Brand Image	Level of Agreement				
	Strongly disagree	**Disagree**	**Normal**	**Agree**	**Strongly Agree**
I chose the acne brand that portrayed high quality.					
Brand image of acne products is important as it indicates the product quality that can lead me to purchase.					
I buy acne products that are medicine-like.					
I buy acne products that introduce innovation.					
I buy acne products because of its reputation.					
I buy acne products because of brand associations. (Brand association is the information the brand portrays to customers such as symbol, and feeling)					
I buy the brand that has a good brand image over other brands.					

Brand Image	Level of Agreement				
	Strongly disagree	Disagree	Normal	Agree	Strongly Agree
I repurchase acne products because of brand image.					
Advertising of brand image through social media impacts my purchase intention on acne products.					
Color of the brand influenced me to purchase acne products.					
I bought the acne product because of a brand ambassador.					

Part: Purchasing Intention

Purchasing Intention	Level of Agreement				
	Strongly disagree	Disagree	Normal	Agree	Strongly Agree
I consider purchasing acne products when I am shopping.					
I would like to buy acne products next time I am shopping.					
I would make a special effort to buy acne products.					
I will buy the acne products after reviewing the acne products.					