THE INFLUENCE OF BRAND AWARENESS, BRAND IMAGE, PERCEIVED QUALITY, AND INNOVATIVENESS ON CUSTOMER LOYALTY IN BANGKOK TOWARDS FACIAL SKINCARE PRODUCT
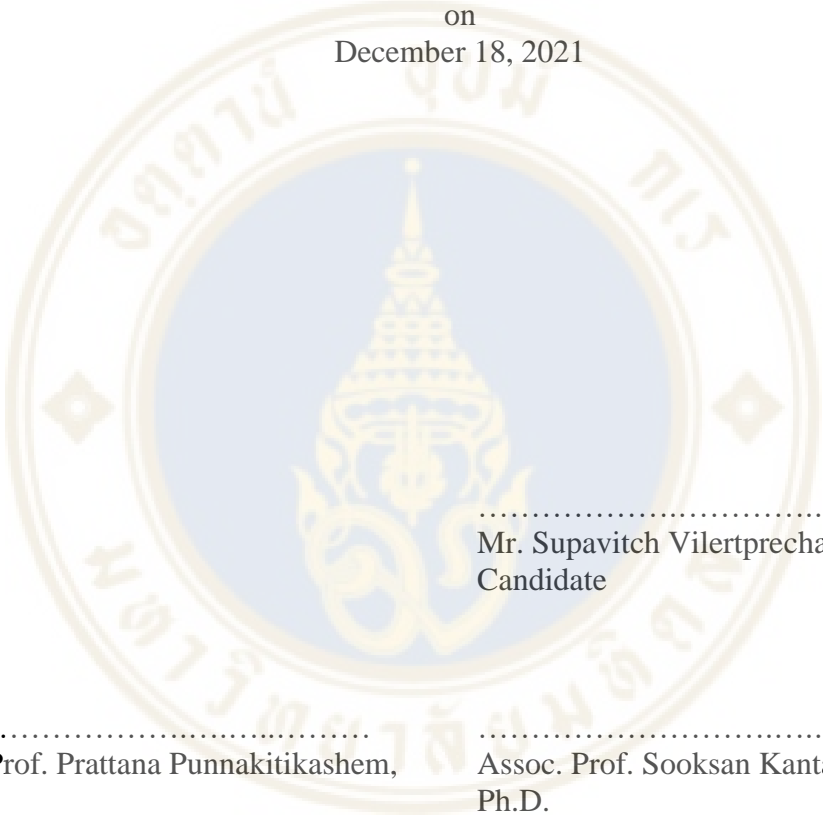
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THE INFLUENCE OF BRAND AWARENESS, BRAND IMAGE, PERCEIVED QUALITY, AND INNOVATIVENESS ON CUSTOMER LOYALTY IN BANGKOK TOWARDS FACIAL SKINCARE PRODUCT

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ABSTRACT

This research aims to study and understand about factors that influence consumers to be loyal with facial skincare product in Thai market. To provide insight on customer loyalty towards facial skincare product, this study tries to identify the relationship between each factor including customer loyalty, brand awareness, brand image, perceived quality, and innovativeness. This research used the quantitative method to analyze the data of 158 potential respondents from the online survey questionnaire. The analysis from the study pointed out that brand image, perceived quality, and innovativeness has positive effect towards customer loyalty. Meanwhile, brand awareness does not have any effect towards customer loyalty. In addition, brand image is the most significant factors that drives customer loyalty towards facial skincare product. These results can be indicated and recommend that the better brand image, perceived quality, and innovativeness, the more possibility of customer loyalty towards facial skincare product.

KEY WORDS: Customer loyalty / Brand awareness / Brand image / Perceived quality / Innovativeness

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CHAPTER I

INTRODUCTION

1.1 Background

Skincare products can refer to the products which support skin integrity, enhance its appearance and relieve skin conditions. There are several types of skincare products in the market such as cream, lotion, mask, and serum. Skincare product can be categorized into skincare for facial skin and body skin. Generally, skincare products are manufactured by using several ingredients, including chemical compounds, medicinal herbs, or natural ingredients (Vig & Deshmukh, 2020).
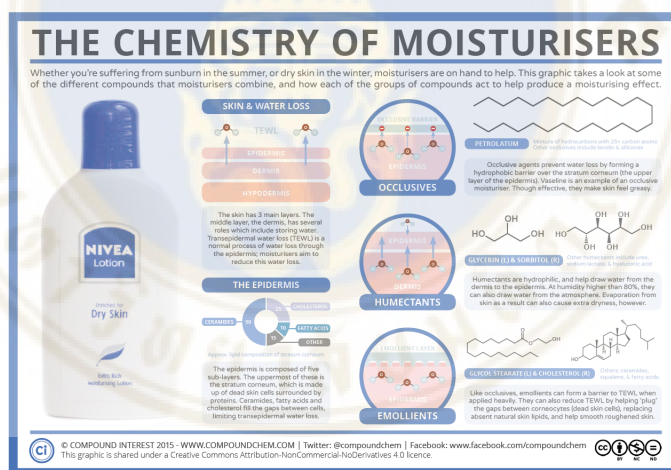
Figure 1.1.1: Chemical compound type of skincare product

Figure 1.1.2: Medical herb type of skincare product

Figure 1.1.3: Natural ingredients type of skincare product

As shown in the figure 1.1.1, 1.1.2 and 1.1.3, these are the different types of skincare products. Chemical compound products contain some chemical ingredients as a key component for the product. These chemical compounds help to cure any skin problems. Meanwhile, medical herbs products contain herbs as a main ingredient for example turmeric, aloe vera, calendula, etc. Lastly, natural ingredient products contain natural things as the main component such as cucumber, castor oil, cabbage, almond oil, egg white, etc (Vig & Deshmukh, 2020).

The Nation Thailand (2018) reported that Thailand's beauty market is one of the largest among ASEAN countries. As shown in the figure 1.1.4, Thailand has the highest spending per capita on skincare products compared to Asia-pacific and global levels. The per capita expenditure on skin care in Thailand is 36.5 USD in 2019. Meanwhile, the global per capita expenditure is 19.6 USD followed by Asia-pacific expenditure which is 17.6 USD (GlobalData, 2020).
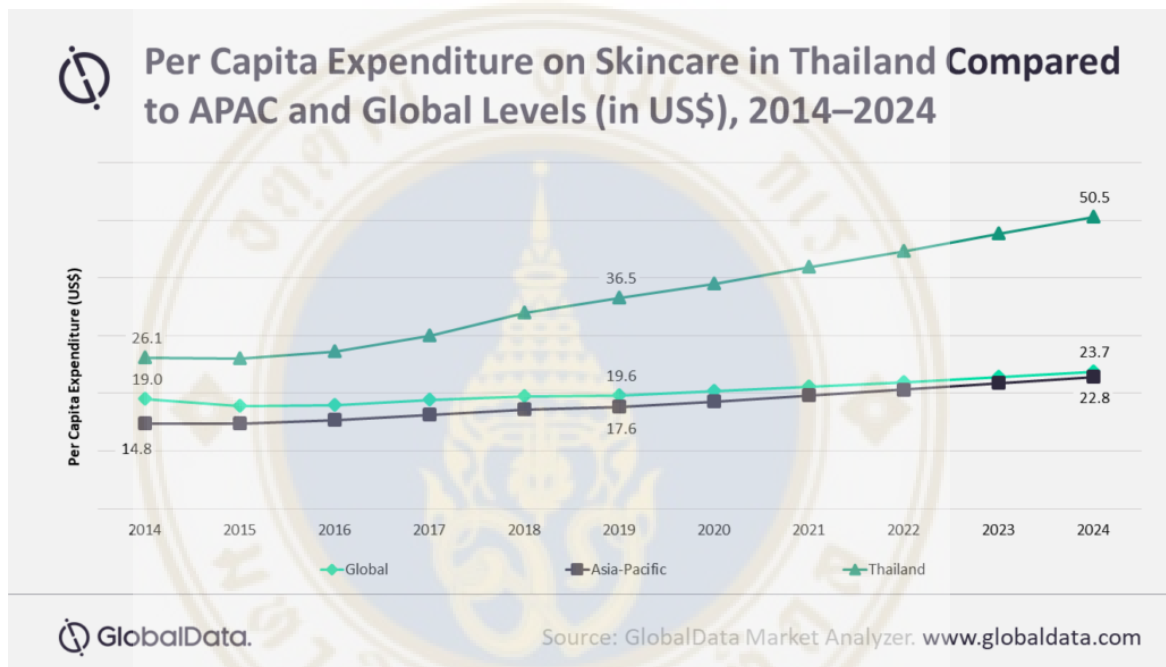
Figure 1.1.4: Per Capita Expenditure on Skincare in Thailand Compared to APAC and Global Levels (in US$), 2014-2024 by GlobalData Market Analyzer

In addition, Thailand skin care products market size was valued at $2,568.2 million in 2019, and it is expected to reach $4,391.4 million by 2027. Skincare market in Thailand tends to continuously grow even though there is a pandemic all over the country. In addition, skincare products for facial skin accounted for 81 percent of the skincare market value in Thailand (Statista, 2019). Currently, with the pandemic situation, beauty habits of many people tend to change from what they used to be. When people have to stay at home for a long period of time, 90% of women pointed out that they are wearing little or no

makeup while working from home. (Bjerke, Rosenfeld and Watts, 2020). People nowadays are normally taking a more relaxed approach with their beauty routine as they choose to focus more on skincare rather than makeup.

L'Oréal Group is the key player of the skincare market in Thailand. The company categorized its products into 4 main types which consist of consumer products, L'Oréal luxe, professional products, and active cosmetics. Each category has various well-known brands that are familiar for Thai people. For consumer products, there are popular brands like L'Oréal Paris, Garnier, Maybelline New York, etc. For L'Oréal luxe, there are Lancôme, Biotherm, Shu Uemura, etc. For professional products, there are Kérastase and L'Oréal Professionnel Paris. Lastly, for active cosmetics, there are La Roche-Posay, Vichy, Cerave, etc. Even though there is a crisis of Covid-19, L'Oréal Group still can grow their sales around 20.7% from the skincare market in the first half of 2021 (Mgronline, 2021).

This research focuses on only skincare products for facial skin. The key player of facial skincare in Thailand is also L'Oréal Paris. The total sales of skincare products of L'Oréal Paris increased 7.4% in 2020 which has the total revenues around 9.19 billion baht. The total sales of skincare products can be categorized into two main categories which are 82% of facial skincare products and 18% of body care products (Mgronline, 2021).

With the healthy trend and aging society in Thailand, facial skincare products are a good choice for consumers to consume in order to pamper and rejuvenate themselves. The change in consumers' lifestyle and beauty routine is greatly affecting the facial skincare market as consumers become more conscious about their healthy skin. Therefore, facial skincare products become more popular than in the past as it is currently a part of consumers' daily life.

1.2 Problem Statement

With the high popularity of facial skincare consumption, the number of facial skincare brands are continuously increasing from time to time. Nowadays, there are many good facial skincare brands in the beauty industry which can indicate a tough competition

among brands as well. Nevertheless, most people tend to have a loyalty towards the facial skincare brand that they prefer to use. This customer loyalty towards a brand has a significant impact on the new facial skincare brand that just entered the market. As a newcomer, it would be great if the brand knows what is actually driving people to be loyal toward one brand. This study could be the suggestion to the new facial skincare brand on how to make customer loyalty with Thai people.

1.3 Research Questions

1. What are the significant factors that influence people to be loyal towards facial skincare brand?

2. What is the most important factor that drives customer loyalty towards facial skincare brand?

1.4 Research Objectives

1. To identify the significant factors for customer loyalty towards facial skincare brand

2. To identify the most important factor that drive customer loyalty towards facial skincare brand

3. To determine on how new facial skincare brand should execute in order to make a customer loyalty

1.5 Scope of the Study

The research focuses on examining the significant factors that make people loyal towards facial skincare brands. This research focuses on the customer loyalty of Thai people who lived in Bangkok. This research also focuses on only skincare product for facial

skin. The information will be gathered by collecting a survey questionnaire of 100 people who lived in Bangkok and have an experience using facial skincare in their daily life.

1.6 Expected Benefits

This study aims to explore customer loyalty and what factors influence people to be loyal towards one brand therefore, it would be a beneficial guidance for facial skincare brands that want to build customer loyalty with their brand. The results of this study could be used to improve or enhance brand strategy of new facial skincare brand in Thailand to be more attractive and can build a loyalty in peoples' mind as well.
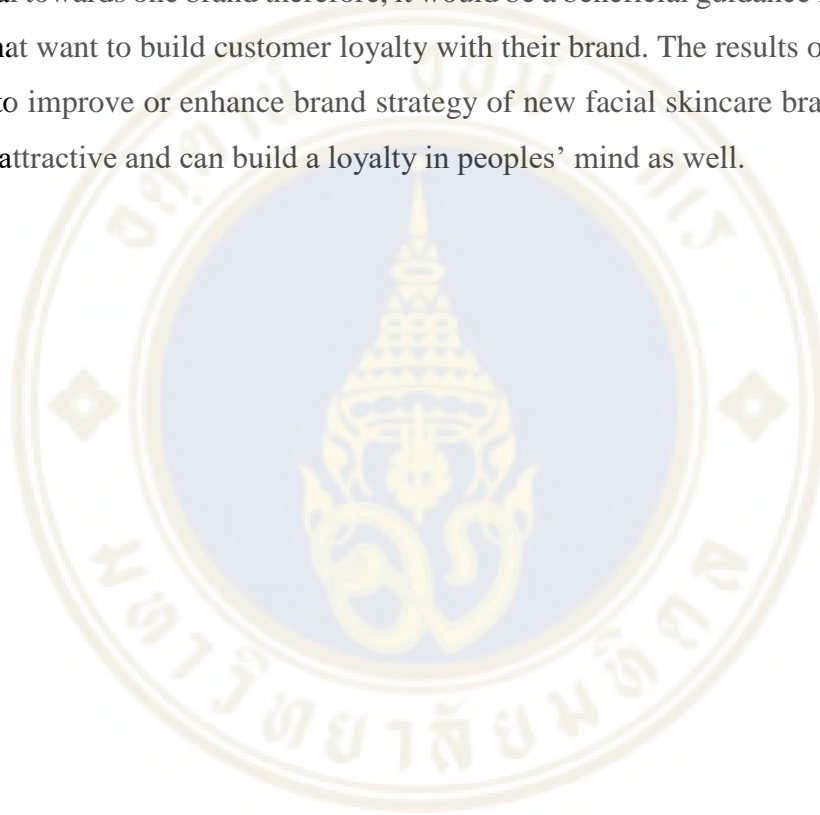
CHAPTER II
LITERATURE REVIEW

2.1 Customer Loyalty

Customer loyalty was perceived as the combination of repeat purchases from one service provider with the customers' psychological preference toward the provider (Day, 1969). Therefore, customer loyalty is about customers being loyal towards one brand that they are being attached to. Moreover, Oliver (1999) described loyalty as an intention to re-purchase a preferred product or service in the future, consequently it causes a repetitive purchasing from the same brand. This can be indicated that if customers have preferences or biases towards one brand, they will repurchase and re-buy the brand again and again in the future.

From this aspect, customer loyalty means that people will repurchase the products from one brand. People have the intention to rebuy the product and they do not focus on price sensitivity. It means that if they are loyal with the brand, they will not care and focus on the price. They will continue to buy the same product from the same brand whether the price is going to be low or high.

Dwyer, Schurr, and Oh (1987); Fornell (1992) pointed out that the willingness to spread positive word of mouth about a product or service and intention to repurchase a product or service from the same brand are the significant descriptor of customer loyalty. This concept supports the idea that customer loyalty tends to repeat their purchase and have positive word of mouth about their preferences brand. This means that if people have brand preferences in their mind. They will widely spread positive word of mouth about the brand to other people and also recommend the others to purchase this brand. Hence, these kinds of behaviors can be indicated as customer loyalty.

To some extent, Dick and Basu identify customer loyalty into four dimensions which are latent loyalty, spurious loyalty, no loyalty and true loyalty. For the first aspect of

loyalty, it is latent loyalty. People with this kind of loyalty tend to have a lot of positive attitudes toward the brand but they tend to have low repurchase intentions. For example, someone may have a highly positive attitude towards a particular restaurant but they may support another restaurant or choose to purchase in another restaurant because they may have varied preferences of meal. As well as skincare products, someone may have a highly positive attitude towards a particular skincare product but they may decide to rebuy another brand since they may have varied preferences of skin care products. As a result, this kind of behavior can be defined as latent loyalty.

For the second aspect of loyalty, it is spurious loyalty. People with this loyalty tend to have a so-so attitude towards a brand but they have high intention to repurchase the products from the brand. The situation can be familiarity that may be caused by shelf positioning or deals and promotions of the brand. This can also be indicated that people with spurious loyalty do not perceive that many differences among some products from different brands then it led them to choose the products by their habit of familiarity in their life. Also, they may decide to choose the products by deals and promotions offered from other brands that sell similar kinds of products that they do not perceive the difference among those product categories. For instance, some people may think that a skin care product like moisturizer is just a moisturizer so they may not care whether to buy moisturizer from which brand. Furthermore, social influence may also lead to spurious loyalty. People may not have a high positive attitude towards a brand but they are being influenced by society then it makes them want to rebuy or repurchase the products from the influenced brand.

For the third aspect of loyalty, it is no loyalty. This no loyalty does not mean that people do not have loyalty towards the brand but it means that they are likely to have low repeat purchase toward a particular brand. This means that some marketplace will have a lot of similar brands that sometimes consumers are not seeing the different between each brand. If customers do not perceive the differences between brands, they may not have a positive attitude towards the brands. Also, a low relative attitude may occur when the company cannot convey or communicate recent introductions or the products. Moreover, it can occur when the company is unable to communicate distinct advantages of the products

so customers will not perceive the differentiation among brands. Then it led to low relative attitude towards the brand which also led to low repeat purchase behavior towards the brand.

For the last aspect of loyalty, it is true loyalty. This true loyalty is the most preferred loyalty out of the four aspects (Dick & Basu, 1994). This loyalty means that people will have a high repeat patronage in a particular brand. It can be indicated that true loyalty is the loyalty in which people tend to have a highly positive attitude towards the brand and also have a high tendency to repurchase the products from the brands.

In this study, customer loyalty can be defined as the relationship between a customer's relative attitude and intention to repurchase a product or service from a particular brand.

2.2 Brand Awareness

Brand awareness is related to brand acquaintance, or a potential of being remembered, information and the ideas about the product (Bilgili & Ozkul 2015). Brand awareness is something related with the information in the memory about a particular brand. That means brand awareness is the ability of customers to realize and aware of a particular brand. Consumers who have brand awareness in their mind will be able to recognize and recall the information or the idea of the product of that particular brand.

Rajagopal (2007) pointed out that what consumers perceive about a brand is very significant, therefore brands should focus more on effective communications in order to make their consumers aware about unfamiliar brands. Consumers are likely to consider buying or make a decision to buy products from brands that they are familiar with rather than unfamiliar brands. Some researchers found that normally consumers make a choice based on awareness rather than reputation. When consumers have to make a decision in buying some products and there are a lot of brands, they tend to decide to buy products from a brand that they are aware of. Consequently, brand awareness is positively related with brand loyalty (Nguyen, Barret & Miller, 2011). If consumers tend to have more awareness

of a particular brand, they are likely to be loyal with that particular brand when considering buying a product among different brands.

In this study, brand awareness can be defined as a potential to remember the attributes, information and characteristics about a particular brand. Moreover, brand awareness is positively related with brand loyalty (Nguyen, Barret & Miller, 2011).

2.3 Brand Image

A lot of researchers identified brand image in the previous studies. Aaker (1991) identified brand image as a set of brand associations that can be anything related to memory about a particular brand. Kotler and Armstrong (1996) also defined brand image as a set of beliefs held about a particular brand. This set of beliefs is a vital role in the consumer's decision when consumers consider buying among competitive brands. To some extent, brand image was found to have a positive effect on brand loyalty (Sung et al., 2010: Ming et al., 2011).

Brand image is one of vital concept in marketing (Keller, 1998). According to Mao (2010), Brand image plays an important role in building a brand. Furthermore, brand image can help consumers recognize the satisfaction with a brand. Also, brand image can help customers recall information and distinguish brand among competitive brands. It also helps to create positive feelings, and create a reason to buy in consumers' mind. This can be indicated that a brand image is a consumer's perception of a brand. Doing marketing activities can help to generate a positive brand image in people's minds. The brand has to create a strong brand image in the minds of consumers in order to make them recognize and aware of the brand in a positive way since brand image can have a positive effect on brand loyalty as well.

In this study, brand image can be defined as a set of brand associations that can be anything related to memory about a particular brand. Moreover, a strong brand image can lead to have a positive impact on customer loyalty (Sung et al., 2010: Ming et al., 2011).

2.4 Perceived Quality

There are many studies about perceived quality. One of the famous explanations was defined by Aaker (1991). High quality of a product or service gives consumers a good reason to buy the product or service from a brand and help to make the brand to differentiate itself among other competitive brands. This means that high quality of product can make consumers have a high level of perceived quality. Also, the brand can differentiate itself from competitors if the brand can present a high-quality product or service that meets the quality standard in consumers' mind, as well as satisfy consumers' needs and wants. Furthermore, the brand can charge a higher price than other competitive brands and consumers still consider buying a product or service from a brand. In addition, perceived quality also defined as the consumer's perception of the overall quality of a product or service. If the product or service is good then consumers will perceive the quality of that product or service.

Each person can have different perceptions or assessments even towards the same product. In the other words, perceived quality is based on the judgment and preference of consumers about the attributes or characteristic of a brand that are significant to them. Therefore, when consumers perceive that the brand has high quality compared to the other competitive brands of a particular product, they are likely to set a high value on the brand and it could influence their purchase intention and repurchase decisions towards the brand as well.

Several studies indicate a positive impact of perceived quality on purchase intention (Tsiotsou, 2006). Many researchers found that perceived quality could be the main reason that make consumers have a loyalty in their mind. Also, perceived quality was found to have an effect on brand image as well. These several studies can indicate that perceived quality can affect customer loyalty, brand image, and purchase intention if the consumers have a positive perception towards a product or service of a particular brand.

In this study, perceived quality can be defined as the customer's perception of the overall quality of a product or service. In addition, perceived quality can affect brand

loyalty if the consumers have a positive perception towards a product or service of a particular brand (Tsiotsou, 2006).

2.5 Innovativeness

Nowadays, consumers do not expect only the product to go beyond its main function, but they also expect something that is more useful and make their life more convenience. This expectation has led to an increase in versatility of multifunctional attributes in cosmetic and skincare products (Doyle, 2004; Kumar, 2005; Euromonitor International, 2011).

This can be indicated that the innovativeness is the way of consumers' acceptance towards the new or innovative product in the market. In fact, the innovativeness can be defined as adoption behavior of new products or technologies. Moreover, innovativeness can be considered as an attention in view of consumer's personal characteristics. Thereby, consumer innovativeness is an approach that consumers prefer to react or adopt a new product or service (Roehrich, 2004).

Somehow, innovativeness can be defined as the tendency to buy new products more often and more quickly than other people. Normally, people always have their preference in their mind which is likely to be different from the others. Therefore, people tend to have different levels of innovativeness depending on how fast they can recognize and accept the new thing in their life. In this context, innovativeness can categorize into 4 groups which are stimulation need, novelty seeking, independence toward others' communicated experience and need for uniqueness.

For the first aspect, innovativeness as an expression of stimulation needs. People who are stimulated by their needs are likely to accept and adopt new things faster than the others.

For the second aspect, innovativeness as an expression of novelty seeking. People who express themselves as a novelty seeking tend to seek for new experience or

new information all the time so they have high tendency to adopt an innovation thing compared with other people.

For the third aspect, innovativeness as an independence toward others' communicated experience. People who are innovators are likely to accept and use new products faster than normal people. Innovator does not have to wait to communicate with others in order to gain experience before they make a decision to adopt new things. However, innovators will make an innovation decision by themselves, they do not need to communicate or gather information and experience from the others.

For the fourth aspect, innovativeness as a need for uniqueness. People who have the need for uniqueness try to differentiate themselves by exploring new and innovative things all the time. These groups of people have a high tendency to quickly adopt new things compared to the others and this makes them have high level of innovativeness in their mind.

Some industries can use innovativeness as their competitive advantage for their products and services since some people have higher levels of innovativeness, higher degrees of early acceptance of innovations, and higher degrees of risk-taking in buying new products (Assael, 1995; Bass, 1969; Rogers, 2003). Some companies in the cosmetic and skincare industry that wish to stay competitive will need to launch new products which are innovative. The companies can focus on a group of customers who have high levels of innovativeness since they have high tendency to accept innovative products and they also have higher degree of risk-taking in buying new products from a particular brand.

In this study, innovativeness can be defined as the tendency to buy new products more often and more quickly than other people. In addition, innovativeness can have a positive effect on customer loyalty (Assael, 1995; Bass, 1969; Rogers, 2003).

2.6 Conceptual Framework
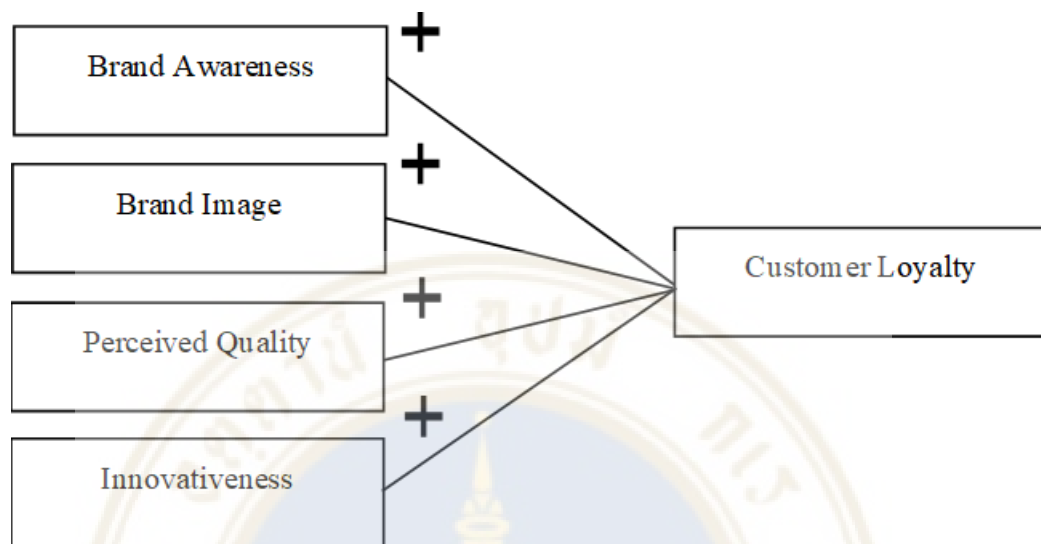
Figure 2.6.1: Model of the Conceptual Framework

The previous studies have illustrated that brand awareness, brand image, perceived quality and innovativeness have a positive affect to customer loyalty.

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Methodology

This research used the quantitative method to analyze the data from the online survey questionnaire since it was easier and more convenient for the respondents to do the questionnaire. Moreover, it is convenient for the researcher to distribute the online survey questionnaire to respondents and to collect the data used in this study during the pandemic crisis. The data was processed and analyzed by the Statistical Package for the Social Sciences (SPSS) program. For achieving the objective of the study, different statistical tests, such as Descriptive analysis, Frequencies analysis, Correlation analysis (Pearson) and Multiple linear regressions, were used.

3.2 Sampling Plan

The target population of this study are the consumers who lived in Bangkok and have experienced using facial skincare in their daily life. The non-probability convenience sampling technique was used in this study. The technique is to choose the respondents randomly and mainly depending on the convenience of the researcher due to the pandemic crisis of Covid-19.

3.3 Instrument

The questionnaires compose of eight parts as follow;

Part 1: Screening question.

Part 2: Your behavioral intention toward the facial skincare product.

Part 3: Your opinion about brand awareness towards facial skincare product. The questions were developed from Alhaddad (2015).

Part 4: Your opinion about brand image towards facial skincare product. The questions were developed from Alhaddad (2015).

Part 5: Your opinion about perceived quality towards facial skincare product. The questions were developed from Biedenbach and Marell (2009).

Part 6: Your opinion about innovativeness towards facial skincare product. The questions were developed from Midgley (1977).

Part 7: Your opinion about customer loyalty towards facial skincare product. The questions were developed from Kim, Park and Jeong (2004); Carroll and Ahuvia (2006).

Part 8: Personal Information.

3.4 Data Collection

The survey takes time for a few weeks during October, 2021. This study only uses online survey questionnaires. The group of respondents can be anyone that is willing to give information for researchers. The total of more than 158 questionnaires were distributed on many online platforms, 158 questionnaires were responded. The 158 questionnaires are all completed. All questionnaires were gathered from an online survey questionnaire. The 158 online survey questionnaires were used for data analysis.

3.5 Data Analysis

For achieving the objective of the study, different statistical tests, such as Descriptive analysis, Frequencies analysis, Correlation analysis (Pearson) and Multiple linear regressions, were used.

Firstly, descriptive and frequencies statistics were used. Descriptive statistic was first computed to examine demographic and behavioral characteristics of the respondents.

Secondly, correlation analysis (Pearson) was used to measures the statistical relationship, or association, between two continuous variables.

Finally, multiple regression analysis was used to predict and examine the strength of associations between dependent and independent variables. In this study, multiple regression analysis was employed to measure the relative impacts of brand awareness, brand image, perceived quality, and innovativeness towards customer loyalty of facial skincare brands.
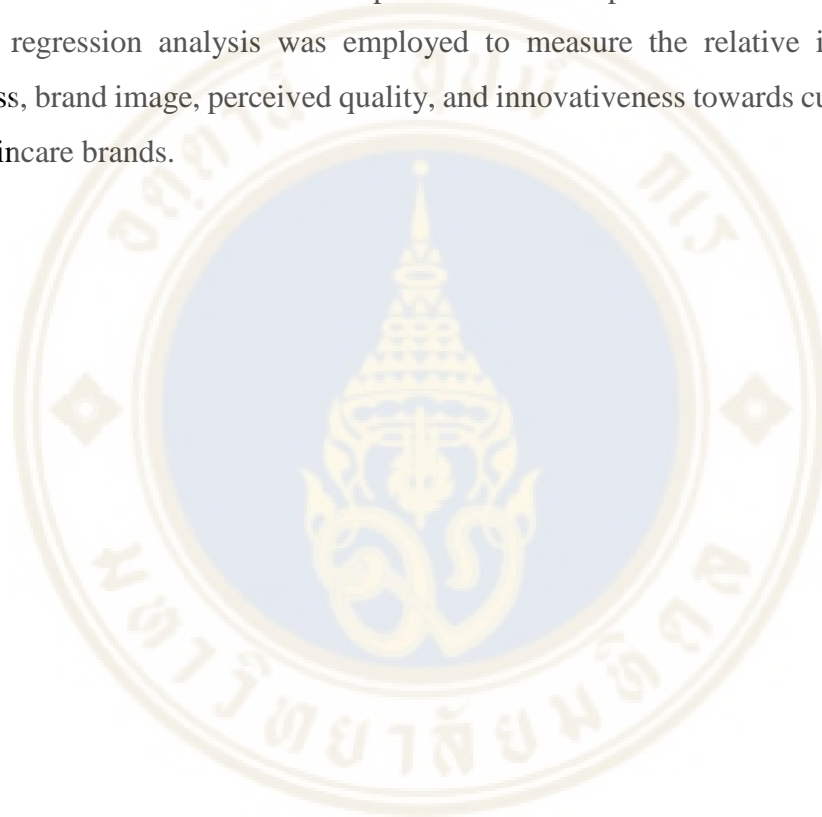
CHAPTER IV
FINDINGS AND RESULTS

4.1 Respondent Overview

As shown in Table 4.1.1 - Table 4.1.4, the sample consists of 158 respondents which can be classified as gender, age, education level, and income per month.

Gender: 46 Male (29.1%), and 112 Female (70.9%)

Age: 42 respondents of less than 30 years (26.6%), 35 respondents of 31 – 40 years (22.2%), and 81 respondents of over 40 years (51.3%)

Education level: 21 respondents of Undergraduate (13.3%), 88 respondents of Bachelor's Degree (55.7%), and 49 respondents of Master's Degree and higher (31%)

Income per month: 28 respondents of below 20,000 Baht (17.7%), 47 respondents of 20,000 – 35,000 Baht (29.7%), 33 respondents of 35,001 – 50,000 Baht (20.9%), 21 respondents of 50,001 – 65,000 Baht (13.3%), 13 respondents of 65,001 – 80,000 Baht (8.2%), 16 respondents of above 80,000 Baht (10.1%)

Table 4.1.1 Gender of the respondents

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	46	29.1	29.1	29.1
	Female	112	70.9	70.9	100.0
	Total	158	100.0	100.0	

Table 4.1.2 Age group of the respondents

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 20 years	2	1.3	1.3	1.3
	20 – 30 years	40	25.3	25.3	26.6
	31 - 40 years	35	22.2	22.2	48.7
	Over 40 years	81	51.3	51.3	100.0
	Total	158	100.0	100.0	

Table 4.1.3 Education level of the respondents

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undergraduate	21	13.3	13.3	13.3
	Bachelor's Degree	88	55.7	55.7	69.0
	Master's Degree or higher	49	31.0	31.0	100.0
	Total	158	100.0	100.0	

Table 4.1.4 Income level of the respondents

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20,000 Baht	28	17.7	17.7	17.7
	20,000 – 35,000 Baht	47	29.7	29.7	47.5
	35,001 – 50,000 Baht	33	20.9	20.9	68.4
	50,001 – 65,000 Baht	21	13.3	13.3	81.6
	65,001 – 80,000 Baht	13	8.2	8.2	89.9
	Above 80,000 Baht	16	10.1	10.1	100.0
	Total	158	100.0	100.0	

4.2 Respondent Behavioral Intention

As shown in Table 4.2.1, 30 respondents use only 1 product of facial skincare in their daily routine (19%), 108 respondents use 2 - 4 products of facial skincare in their daily routine (68.4%), 17 respondents use 5 - 7 products of facial skincare in their daily routine (10.8%), and 3 respondents use more than 7 products of facial skincare in their daily routine (1.9%).

Table 4.2.1 Number of facial skincare products that people use in their daily life

How many facial skincare products do you use in your daily routine?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 product	30	19.0	19.0	19.0
	2 - 4 products	108	68.4	68.4	87.3
	5 - 7 products	17	10.8	10.8	98.1
	More than 7 products	3	1.9	1.9	100.0
	Total	158	100.0	100.0	

As shown in Table 4.2.2, 34 respondents use sunscreen product the most (21.5%), 46 respondents use serum product the most (29.1%), 39 respondents use moisturizer product the most (24.7%), 5 respondents use toner product the most (3.2%), 5 respondents use mask product the most (3.2%), and 29 respondents use cream product the most (18.4%).

Table 4.2.2 Type of facial skincare products that people use the most

What type of facial skincare products that you use the most?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sunscreen	34	21.5	21.5	21.5
	Serum	46	29.1	29.1	50.6
	Moisturizer	39	24.7	24.7	75.3
	Toner	5	3.2	3.2	78.5
	Mask	5	3.2	3.2	81.6
	Cream	29	18.4	18.4	100.0
	Total	158	100.0	100.0	

As shown in Table 4.2.3, 93 respondents buy facial skincare products only 1 time in the last one month (58.9%), 50 respondents buy facial skincare products 2 - 3 times in the last one month (31.6%), 7 respondents buy facial skincare products 4 - 5 times in the last one month (4.4%), 8 respondents buy facial skincare products more than 5 times in the last one month (5.1%).

Table 4.2.3 Frequency of buying facial skincare products that in the last one month

How often do you buy facial skincare products in the last one month?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 time	93	58.9	58.9	58.9
	2 - 3 times	50	31.6	31.6	90.5
	4 - 5 times	7	4.4	4.4	94.9
	More than 5 times	8	5.1	5.1	100.0
	Total	158	100.0	100.0	

As shown in Table 4.2.4, 55 respondents purchase facial skincare products less than 1,000 baht per time (34.8%), 51 respondents purchase facial skincare products about 1,000 - 2,000 baht per time (32.3%), 26 respondents purchase facial skincare products about 2,001 - 3,000 baht per time (16.5%), 14 respondents purchase facial skincare products about 3,001 - 4,000 baht per time (8.9%), 3 respondents purchase facial skincare products about 4,001 - 5,000 baht per time (1.9%), and 9 respondents purchase facial skincare products more than 5,000 baht per time (5.7%).

Table 4.2.4 Cost of buying facial skincare products per purchase

How much does it cost per purchase?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1,000 Baht	55	34.8	34.8	34.8
	1,000 - 2,000 Baht	51	32.3	32.3	67.1
	2,001 - 3,000 Baht	26	16.5	16.5	83.5
	3,001 - 4,000 Baht	14	8.9	8.9	92.4
	4,001 - 5,000 Baht	3	1.9	1.9	94.3
	Above 5,000 Baht	9	5.7	5.7	100.0
	Total	158	100.0	100.0	

4.3 Correlation Analysis (Pearson)

According to Table 4.3.1, it shows the correlations between the number of facial skincare products that people use in their daily routine and gender, age, income level. The result emphasizes that only the gender has a significant at the 0.01 level (2-tailed). The value of Pearson correlation is 0.273**.

Table 4.3.1 Correlation analysis (Pearson) between the number of facial skincare products that people use in their daily routine and gender, age, income level

Correlations

		How many facial skincare products do you use in your daily routine?	Gender	Age	Income
How many facial skincare products do you use in your daily routine?	Pearson Correlation	1	.273**	-.099	.132
	Sig. (2-tailed)		.001	.214	.097
	N	158	158	158	158
Gender	Pearson Correlation	.273**	1	.140	.142
	Sig. (2-tailed)	.001		.079	.076
	N	158	158	158	158
Age	Pearson Correlation	-.099	.140	1	.155
	Sig. (2-tailed)	.214	.079		.052
	N	158	158	158	158
Income	Pearson Correlation	.132	.142	.155	1
	Sig. (2-tailed)	.097	.076	.052	
	N	158	158	158	158

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

According to Table 4.3.2, it shows the correlations between the cost of buying facial skincare products per purchase and gender, age, income level. The result emphasizes that both gender and income level have a significant at the 0.01 level (2-tailed). The value of Pearson correlation is 0.212** and 0.394** respectively.

Table 4.3.2 Correlation analysis (Pearson) between the cost of buying facial skincare products per purchase and gender, age, income level

Correlations

		How much does it cost per purchase?	Gender	Age	Income
How much does it cost per purchase?	Pearson Correlation	1	.212**	-.060	.394**
	Sig. (2-tailed)		.008	.455	.000
	N	158	158	158	158
Gender	Pearson Correlation	.212**	1	.140	.142
	Sig. (2-tailed)	.008		.079	.076
	N	158	158	158	158
Age	Pearson Correlation	-.060	.140	1	.155
	Sig. (2-tailed)	.455	.079		.052
	N	158	158	158	158
Income	Pearson Correlation	.394**	.142	.155	1
	Sig. (2-tailed)	.000	.076	.052	
	N	158	158	158	158

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

4.4 Multiple Linear Regression Analysis

The table 4.4.1 showed which independent factor has the effect on customer loyalty by looking at the Sig. value. If Sig. < 0.05 means that particular factor affects customer loyalty. According to the result, it can be indicated that brand image, perceived quality, and innovativeness has a Sig. Therefore, these three factors have a positive effect on customer loyalty based on standardized coefficients beta. The higher of standardized coefficients beta for each variable that is sig. is the better. These results emphasize that for every one unit that somebody agrees that brand image, perceived quality or innovativeness is important, the value of beta represents how much customer loyalty will be increased. As a result, brand image has the highest beta which is 0.464 therefore this factor has the highest impact on customer loyalty compared to other factors.

Table 4.4.1 Multiple linear regression analysis between dependent variable (Customer loyalty) and independent variables (Brand awareness, Brand image, Perceived quality, and Innovativeness)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.260	.238		1.091	.277
	BrandAwareness	.073	.063	.077	1.156	.249
	BrandImage	.455	.077	.464	5.919	.000
	PerceivedQuality	.284	.080	.277	3.532	.001
	Innovativeness	.121	.034	.176	3.593	.000

a. Dependent Variable: CustomerLoyalty

Moreover, from table 4.4.2 of model summary, the data shows that the independent variables have a relationship with customer loyalty at 80.5%. The coefficient of determination R-square is 0.648. This value indicates that the dependent variable can be explained by 64.8 percent of the independent variables used in this study. This result also shows that there are other factors that explain the remaining 36.1 percent variations of customer loyalty. The adjusted R Square of 63.9 percent shows that if the researcher brings all independent variables to test with others sampling, the adjusted R Square will reduce from 64.8% to 63.9%. In addition, there is a Standard Error of the Estimate at 40.1% which means there are other independent variables that can be applied to test the customer loyalty towards skincare products.

Table 4.4.2 Model summary of multiple linear regression analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.805[a]	.648	.639	.40157	.648	70.527	4	153	.000

a. Predictors: (Constant), Innovativeness, BrandAwareness, BrandImage, PerceivedQuality

From the results of multiple linear regression analysis, brand image, perceived quality, and innovativeness has a significant with dependent variable. Meanwhile, brand awareness is the only one factor that does not Sig. The results of the multiple linear regression Analysis show that three independent variables are positively related to customer loyalty. Brand image is the most important factor that drives customer loyalty towards facial skincare products. It is significantly contributed to the model (Sig. = .000) with a positive beta (Beta = .464). Perceived quality shows the statistically significant (Sig. = .001) with a positive beta (Beta = .277). Innovativeness also contributed to the model (Sig = .000) with a positive beta (Beta = .176). Therefore, brand image, perceived quality, and innovativeness has a positive impact on customer loyalty.

4.5 Discussion

These quantitative results emphasize the hypothesis of previous studies that brand image, perceived quality, and innovativeness has a positive effect on customer loyalty (Assael, 1995; Bass, 1969; Rogers, 2003; Tsiotsou, 2006; Nguyen, Barret & Miller, 2011). This result can indicate that a strong brand image can lead to a positive impact toward customer loyalty because Thai people always consider the image of the brand they used. If the brand has a bad image, Thai people will reconsider that brand and may not be loyal to that brand anymore. Since Thai people are also concern about their own image when they are using a product, the product that has bad brand image or reputation is the one that people often avoid to use it. Therefore, brand image is a really significant factor that encourages people to have an intention to buy a product from a particular brand. Most people tend to agree that if they perceive a nice image from the brand, they will have an intention to be loyal towards a brand which corresponds with the previous studies (David, 1991; Bianchi & Pike, 2011). As a result, the results from a questionnaire about brand image supported the previous studies.

Also, perceived quality and innovativeness can affect customer loyalty as well if consumers have a positive perception towards a product of a particular brand (Assael,

1995; Bass, 1969; Rogers, 2003; Tsiotsou, 2006; Nguyen, Barret & Miller, 2011). According to the analysis, people tend to have a positive attitude about the product when they perceive the quality of the product from a particular brand which leads to have a customer loyalty in their mind. This can be indicated that if people perceive the quality of a product in a good way, they will have a loyalty to those particular brands as well. Similarly, people who are innovators or have an innovativeness in their mind tend to have a customer loyalty towards a particular brand. The reason that innovators always have a loyalty towards a particular brand is because they are ready to adopt new things all the time. Even if it is a new product from an existing line or new product line, this group of innovators are willing to buy it early before other people do. They always dare to take the risk from adopting new products from their loyal brand without any hesitation. According to Roger (2003), people who are innovators have a high degree of risk-taking in buying new products of a particular brand whether the brand will release any type of products. The results from the analysis also support the previous studies that innovativeness has a positive impact towards customer loyalty (Assael, 1995; Bass, 1969; Rogers, 2003).

On the other hand, brand awareness is the only factor that does not have a positive impact towards customer loyalty based on the data analysis. The result shows that brand awareness does not have any effect on customer loyalty which contradicts with the previous studies. According to the result from the questionnaire, people who have brand awareness in their mind do not seem to have a customer loyalty towards a particular brand. People who are aware of a particular brand do not need to be loyal towards that brand because sometimes people are just aware about a particular brand but they do not have any intention to buy that brand. They may love and be loyal to another brand that they used to or familiar with instead. Having awareness of some brands may come from the familiarity of the brand in peoples' minds. However, it does not mean that people will have an intention to buy a product from that brand. From the previous studies, brand awareness has a positive effect on customer loyalty (Nguyen, Barret & Miller, 2011). As a result, brand awareness does not have any impact towards customer loyalty.

CHAPTER V
CONCLUSION

5.1 Conclusion

The objectives of this research are (1) to identify the significant factors for customer loyalty towards facial skincare brand, (2) to identify the most important factor that drive customer loyalty towards facial skincare brand, and (3) to determine on how new facial skincare brand should execute in order to make a customer loyalty. Consequently, the research questions were asked to find the answer. There are two research questions which are (1) what are the significant factors that influence people to be loyal towards facial skincare brand? And (2) what is the most important factor that drives customer loyalty towards facial skincare brand? To find the answer of these objectives, the quantitative method was used and the survey questionnaire was conducted around one week in order to collect the useful data from potential respondents. After collecting the questionnaire, the data from 158 respondents were used to analyze multiple linear regression in SPSS program and the results were shown in the table 5.1.1.

Table 5.1.1 Research questions and findings

Research questions	Findings
(1) what are the significant factors that influence people to be loyal towards facial skincare brand?	Brand image, perceived quality, and innovativeness
(2) what is the most important factor that drive customer loyalty towards facial skincare brand?	Brand image

As the results from table 5.1.1, the significant factors that influence people to be loyal towards facial skin care brands are brand image, perceived quality, and innovativeness. Meanwhile, the most important factor that drives customer loyalty towards skincare product is brand image.

5.2 Recommendations

Based on the results and findings, the new brand who aims to sell facial skincare products needs to focus on brand image, quality of the product, and innovativeness.

Firstly, brand image is the most significant factor that new facial skincare brands should focus on. Essentially, brand image reflects a perception that customers perceive about a brand. It means that if customers perceive that a brand has a bad image, they will have a negative attitude towards a brand and do not want to buy a product from that brand. If they are not willing or have an intention to buy a product from a brand, they cannot be loyal to a brand as well. On the contrary, if customers perceive a good image from a brand, they will have a positive attitude towards a brand and have an intention to buy a product from a brand. When customers have an intention to continuously buy a product from a brand, it means that they have a loyalty in their mind.

In this case, a brand has to build a strong image in customers' perception that the brand is nice and attractive. Therefore, the new brands should identify who they are and know the unique selling points of themselves which can differentiate them from other competitive brands. A brand can create its own unique selling point by identifying customers' wants and needs, and finding out what is the strength of its own business that matches its target customers' wants and needs. Then they should target their customers in order to build their image to correspond with their customer base. Sometimes, a unique selling point does not mean to be actually unique but it is the core thing that other brands do not mention or talk about. For example, almost all skincare products offer similar benefits like nourishing, anti-aging or pampering your facial skin. However, a brand has to find out and investigate what element that makes its brand different from the competitors.

If they know their brand essence and can find out their unique point, they can convey and communicate it to their customers in every customer touchpoint. Customer touchpoints can be anything that customer contact with the brand before, during, or after finish purchasing products from the brand (Figure 5.2.1).

Figure 5.2.1: Examples of customer touchpoints

They can do a marketing campaign to promote their brand on any online platforms and they also can convey it offline in their physical store since brand image can express from any element of the brand whether the color of logo, the product packaging, the store design, the employee manner, the print ads and much more. The good unique selling points need to be memorable, desirable, unique, and specific in order to make it hard for competitors to copy this idea. For example, a brand can advertise its facial skincare brand as a secret of Aphrodite beauty. Aphrodite is a goddess of beauty and basically everyone knew her. Instead of advertising about the benefit of the product that all brands tend to say the same thing, a brand can promote by this unique selling point. This example is unique since other brands do not talk about it. It is specific and memorable since Aphrodite is a very well-known goddess in history, people will remember it for sure. This example is also desirable as well since Aphrodite was known for the symbol of timeless beauty so people want to be beautiful like Aphrodite. In addition, it is very important to make a brand image to be consistent and relevant across every channel. Then a new brand can make a strong positive image in people's perception and make them to be loyal towards a brand as well.

Secondly, the quality of the product is really significant whether the brand wants to sell any kind of products. However, some kinds of products need more attention and dedication to stay high quality and facial skincare products are one of those things. Facial skincare products need to have a high standard and quality in order to capture more customers and still keep existing customers to repurchase a brand continuously. Consequently, new brands should manage and plan to maintain their product quality to meet a good standard all the time. To maintain good quality of the product, a brand needs to have a plan or strategy to implement whether the products meet high standards or not. They may use an implementation of a quality management system to keep the product quality to be good as usual or even better in the future. The brand can focus more on the research and development process. In this case, they can do the product testing before launching any new products to the market as well. Moreover, building a good relationship with suppliers is also another aspect that a brand can do in order to sourcing good raw materials to produce a high quality of facial skincare products. If people perceive that the quality of the brand is good

and worth their money, it means that they perceive the quality of the product in a positive way and that leads to have an intention to repurchase the product respectively. Also, if people think that they have a right decision to buy facial skincare products from a brand, they will have an intention to repurchase and be loyal to a brand as well.

Thirdly, innovativeness is another aspect that a brand should focus on when selling facial skincare products. The brands also have to focus on the innovative product as well as the quality. They have to plan and execute to release new products such as new product lines or product extensions in order to gain more revenues and profits. Alternatively, a brand can focus on developing new products, improving the existing products to be better or adding new features to the existing products. These kinds of actions are the way to make an innovative product for a brand as well. New product development is the process that a brand takes a new concept to create a new product into the market. This new concept can be completely new or improve some existing products in the market to be the better one. To do product development, a company must have a new idea for a new product then do the idea screening before finalizing the best idea for the new product. After getting the best idea, a company should do the concept testing and implement the result before developing the product in the production process. After finished the production process, a company must test the product before launching into the real market. Then a brand should promote innovative products to early adopter of innovation as well since people who are innovators tend to buy this new and innovative product from a particular brand. This kind of behavior makes them be loyal towards a brand therefore if a brand releases a new and innovative product, these group of people are willing to buy the products from a brand as usual.

5.3 Limitation

This study contains some limitations conducting the online quantitative survey due to the time limitation. This research used data and information from only 158 respondents in Bangkok area which can lead to bias in some aspects. According to

demographic data, the dispersion of respondents' gender could not be exact. The number of female respondents is higher than male respondents more than 2 times. This research also used the collecting data from only quantitative methods since the time is limited. Furthermore, this research focuses on only brand awareness, brand image, perceived quality, and innovativeness that may overlook some potential factors which may be significant towards customer loyalty.

5.4 Future Research

For the future researchers, they can increase the scope of the study to be broader in region to acquire more distinct respondents' response in order to have a better representativeness in data analysis. Future researchers may cover more variety of respondents from other provinces or may be focused on all regions in Thailand not just only in Bangkok area. This research only conducted a quantitative survey that may not cover all of the aspects since the data is not insights. They can collect the data in both qualitative and quantitative methods in order to gain more insights and accurate data analysis.

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APPENDICES

APPENDIX A
QUESTIONNAIRE

The Influence of Brand Awareness, Brand Image, Perceived Quality, and Innovativeness on Customer Loyalty in Bangkok towards Facial Skincare Product

The purpose of this questionnaire is to study the customer loyalty of customers in Bangkok who have experienced in using skincare product. The collected data will be highly confidential and be analyzed for academic purpose only. The researcher would like to express you a special thanks and appreciation for the kind cooperation and attention in spending your valuable time for completing this questionnaire. Please accept my sincere thanks for taking the time to provide me with such valued information.

This questionnaire divided into 8 parts

Part 1: Screening question.

Part 2: Your behavioral intention toward the facial skincare product.

Part 3: Your opinion about brand awareness towards facial skincare product.

Part 4: Your opinion about brand image towards facial skincare product.

Part 5: Your opinion about perceived quality towards facial skincare product.

Part 6: Your opinion about innovativeness towards facial skincare product.

Part 7: Your opinion about customer loyalty towards facial skincare product.

Part 8: Personal Information.

Part 1: Screening Question.

Note: Please put ✓ into ❐ which corresponds to your answer.

1. Have you ever experienced using facial skincare products?

❐ Yes   ❐ No (Thank you for your time)

Part 2: Your behavioral intention toward the facial skincare product.

1. How many facial skincare products do you use in your daily routine?

❐ 1 product   ❐ 2 – 4 products   ❐ 5 – 7 products

❐ More than 7 products

2. What type of facial skincare products that you use the most?

❐ Sunscreen   ❐ Serum   ❐ Moisturizer

❐ Toner   ❐ Mask   ❐ Cream

3. How often do you buy facial skincare products in the last one month?

❐ 1 time   ❐ 2 – 3 times   ❐ 4 – 5 times

❐ More than 5 times

4. How much does it cost per purchase?

❐ Less than 1,000 Baht   ❐ 1,000 – 2,000 Baht

❐ 2,001 – 3,000 Baht   ❐ 3,001 – 4,000 Baht

❐ 4,001 – 5,000 Baht   ❐ Above 5,000 Baht

Part 3: Your opinion about brand awareness towards facial skincare product.

Note: Please put ✓ into ❑ which corresponds to your answer.

Factors of Brand Awareness	Strongly Disagree (1)	Disagree (2)	Average (3)	Agree (4)	Strongly Agree (5)
1. I am aware of the brand I used					
2. I can recognize the brand that I used among competing brands					
3. I know what the brand look like					
4. I can recall the brand that I used					
5. I can quickly recall the symbols or logos of the brand I used					

Part 4: Your opinion about brand image towards facial skincare product.

Note: Please put ✓ into ❑ which corresponds to your answer.

Factors of Brand Image	Strongly Disagree (1)	Disagree (2)	Average (3)	Agree (4)	Strongly Agree (5)
1. The brand I used is nice					
2. The products have characteristics that other brands do not					

	Strongly Disagree (1)	Disagree (2)	Average (3)	Agree (4)	Strongly Agree (5)
3. The brand has a personality that distinguish itself from competitor's brands					
4. The brand I used is a brand that does not disappoint its customers					
5. The brand I used is one of the best brands in the sector					

Part 5: Your opinion about perceived quality towards facial skincare product.

Note: Please put ✓ into ☐ which corresponds to your answer.

Factors of Perceived Quality	Strongly Disagree (1)	Disagree (2)	Average (3)	Agree (4)	Strongly Agree (5)
1. The quality of product that I used is good					
2. The product is worth the money					
3. It is a right decision to use this product compared to other products					
4. The overall performance of this product is high					
5. The feeling after using this product is worth my money					

Part 6: Your opinion about innovativeness towards facial skincare product.

Note: Please put ✓ into ❑ which corresponds to your answer.

Factors of Innovativeness	Strongly Disagree (1)	Disagree (2)	Average (3)	Agree (4)	Strongly Agree (5)
1. I usually try new products before others do					
2. I like the variety of trying new products					
3. I like being able to tell others about new products I have tried					
4. I feel more comfortable using new products					

Part 7: Your opinion about customer loyalty towards facial skincare product.

Note: Please put ✓ into ❑ which corresponds to your answer.

Factors of Customer Loyalty	Strongly Disagree (1)	Disagree (2)	Average (3)	Agree (4)	Strongly Agree (5)
1. The brand I used is very appealing to me					
2. I will continue to buy the products of the brand that I used					

3. The brand that I used is a good brand, and I would recommend it to other people					
4. The brand that I used is my first choice when buying related products					
5. My love for the brand I used is incomparable to the other brand					
6. It makes sense to buy the brand that I used instead of other brands					

Part 8: Personal Information.

Note: Please put ✓ into ❐ which corresponds to your answer.

1. Please indicate your gender.

❐ Male   ❐ Female

2. What is your age group?

❐ Less than 20 years   ❐ 20 – 30 years

❐ 31 - 40 years   ❐ Over 40 years

3. Please indicate your education level.

❐ Undergraduate   ❐ Bachelor's Degree

❐ Master's Degree or higher

4. How much is your average of net income per month?

❐ Below 20,000 Baht   ❐ 20,000 – 35,000 Baht

❐ 35,001 – 50,000 Baht   ❐ 50,001 – 65,000 Baht

❐ 65,001 – 80,000 Baht   ❐ Above 80,000 Baht

End of questionnaire

Thank you for taking the time and to help provide further insights for participating

in this research