

**FACTORS THAT INFLUENCE PURCHASE INTENTION OF
GENERATION Z CONSUMERS IN THAILAND TOWARD
SANITARY NAPKINS**



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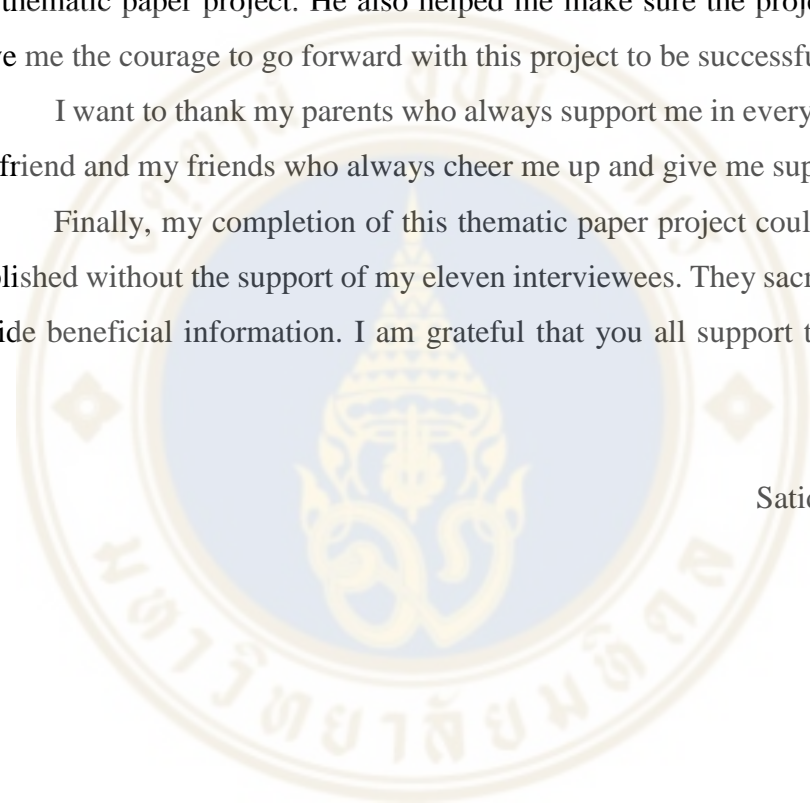
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ABSTRACT

Sanitary napkins are an essential item for every girl and generation Z customers aged 15 - 20 years old are the biggest group target customers as they are new with the product and still have a room for the brand to enlarge the customers. Every brand wants to get the generation Z customers to be their customers to increase brand reputation and revenue in the long-term.

To know more about the behavior of generation Z customers, a qualitative method with in-depth interviews will be able to find the result of 6 research objectives. The result showed that generation z customers value product quality, perceived price, brand presenter, promotion and emotional experience which cause intention to purchase toward sanitary napkins.

KEY WORDS: Purchase intention / Perceived price / Product quality / Brand presenter
/ Promotion / Emotional experience

27 pages

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CHAPTER I INTRODUCTION

1.1 Research Background

A sanitary napkin is one of women's essential products that every woman has to purchase and use every month. In Thailand, there are three big brands which are in the marketing share which are Sofy, Laurier and Modest. According to Springnews, the sanitary napkin market reached a value of 6 billion baht in 2021. Sofy got the highest proportion at 50% followed by Laurier and Modest at 37% and 10% respectively as you can see from the Figure 1.1



Figure 1.1 Market Share in Sanitary Market in 2021

Every year, all the brands seem to be trying to reach a higher proportion of the marketing share as they always improve the products with the new technology of products such as new scent, more powerful absorbent or stronger glue. Also the brands try to offer new marketing strategies to customers to use their products more for

example, in 2021, Laurier launch campaign Laurier X BrightWin by using Bright Vachiravit and Win Metawin, Thai actors who become popular from boy love series named เพราะเราคู่กัน (2gether) to attract the young generation fanclub.

For Laurier, in 2022, they launched a new product which is Laurier Zero Feeling Slim 0.1 cm which has Ally Achiraya Nitibhon, the young singer, to be the new presenter to grab attention from young generation customers and as the personality of Ally that she does both dance and sing. Laurier wants to use this active part of her to represent the product that if the women use this new product, they will be able to be energetic all day.

On the other hand, Sofy, the first rank in market share, also launched a new product which is Charcoal Fresh and has a new presenter which is Bow Maylada, the young actress to grab customers attention. Sofy uses the scent as their strong feature to grab attention that their product can decrease the unpleasantness of blood and the texture of sanitary napkins is also gentle for every woman.

The objective of this thematic paper is to deeply understand what is the criteria for generation z customers when buying sanitary napkins. The reader will be able to understand the young generation's opinion when they choose to buy sanitary napkins which are essential products for every woman. The study will be focusing on the key main driver that the generation z customers consider when they purchase sanitary napkins. The writer will further investigate the details of each of the factors. After knowing the key factors then we should be able to understand what are the factors that are important for young generation customers. The research topic in this paper is: “Factors that influence purchase intention of generation Z consumers in Thailand toward sanitary napkins”



Figure 1.2 Laurier X BrightWin



Figure 1.3 Laurier Zero's Ally Achiraya Nitibhon



Figure 1.4 Sofy's Charcoal Fresh

1.2 Problem Statements

Currently, the sanitary napkin market is very competitive. Many brands try to enhance their brand to dominate the market share. To encourage the customers to purchase their products, many brands are using a differentiation strategy such as launching the new product and using a new presenter to refresh branding.

In the end of this thematic paper, the writer wants to deeply understand what generation z customers need when they make a decision to purchase sanitary napkins

and the writer hope this analysis will be useful to those marketers in sanitary napkins market or other products which have the main target group as the generation Z customers who age between 15 - 20 years old.

1.3 Research objective

The research objectives and hypothesis are as given below:

1. To identify the significant factors that influence females in generation Z in purchasing sanitary napkins in Thailand.
2. To investigate the word of mouth effects on purchase decisions.
3. To investigate the perceived price effects on purchase decisions.
4. To investigate the product quality effects on purchase decisions.
5. To investigate the brand presenter effects on purchase decisions.
6. To investigate whether emotional experience affects purchase decisions.

1.4 Scope of Study

A qualitative method is applied in this paper by using in-depth interviews. There are 11 interviewees for in-depth interviews. All of the interviewees are consumers between 15 - 20 years who have experience purchasing sanitary napkins by themselves.

CHAPTER II

LITERATURE REVIEW

2.1 Purchase intention

Intention means the act that is your goal or your aim. It's an action that you mean to do, whether you pull it off or not. In this study, the intention means the intention to do something which is the purchase intention.

Purchase intentions refer to an intention of people to buy a product or service because of perceived value (Chang and Wildt 1994) It is a key factor that all the brands try to increase the purchase intention to their brand in order to increase their revenue. According to Kotler, Armstrong (2010) purchase intention is an individual purpose in a product purchase depending on personal needs and expectation. On the other hand, purchase intention has another aspect that the customers will purchase a product or service after they consider the products or services (Younus, Rasheed, & Zia, 2015) Purchase intention is a very important part for all marketers because it is one of the marketers' most critical metrics (Zigu, 2019).

This study defines purchase intention as a decision to purchase sanitary napkins of generation Z in Thailand. In this thematic paper, purchase intention means the intention of the buyers which the writer chooses to study on generation z customers in order to buy sanitary napkins.

2.1.1 Emotional experience

Emotional means concern and feeling in which one experiences the emotion is a fundamental part of human consciousness (Tye, 2008) The feeling can be joy, embarrassment, anxiety or anger.

Customers do not only receive product quality but also the emotional experience which can be happiness, carefree during the day while using the product. Consumers who are satisfied and pleased with the purchase of the product may repurchase the same brand. Emotional value towards a brand relates to positive feelings

upon using the brand, which increases consumer loyalty towards the brand (Asshidi, Nor, Abidin 2016)

According to Pinochet, Luis (2018) Consumers always establish relationships with a product that involve functional and emotional experiences. The satisfaction can be determined by the customer's experience when using the product or service. LeDoux (1996) described emotional experience as how a company is able to create emotions and how it can be explained based on response, central, cognitive, and arousal theories. Emotional experience can build individual confidence.

In this thematic paper, emotional experience means the feeling that generation z customers received when they use the sanitary napkins that they purchased for example; confident, active, energetic and fresh.

2.1.2 Perceived price

Price is the quantity of payment given by one to another for goods or services. Taleizadeh, Allah, Rabiei, Naghmeh, Mahsa (2018) According to Völckner (2007), price plays a dual role in product evaluation. When some products or services have a high price, customers who purchase that product or service may have high expectations for the product. According to Veale & Quester (2009) higher perceived prices can make customers expect higher quality and also can increase willingness to buy at the perceived price. In other words, price is discussed as an influential extrinsic cue in relation to consumer evaluation of product alternatives and their purchase decisions. Perceived price is also used for comparative reference price, which depends on social class and background of the customer (Grewal, Dhruv; Monroe, Kent B.; Krishnan, R. (1998)) When there are new customers, they may make a decision to buy from the perceived price as it is what a consumer gives up or sacrifices in order to obtain a product (Zeithaml, 1988)

In this thematic paper, perceived price is defined as a price which brands sell products to customers and perceived price could be one of the factors that influence purchase intention of generation z customers toward sanitary napkins in Thailand.

2.1.3 Word of mouth

According to Godes and Mayzlin (2004), people can be influenced by others' opinions. Besides, Wu & Wu (2016) studied that the customers' preference of unpredictability can change both within and across individuals. Yogesh & Yesha (2014) assumed a detailed intelligence of how social media affects the purchase decision method of social media users in Mumbai. The research result explained that customers trust the online reviews' friends and reviews' strangers at the same level. Moreover, word of mouth can lead consumers to consider the product in a way that is an advertisement cannon as word of mouth is he right messages resonate and expand within interested networks, affecting brand perceptions, purchase rates, and market share (Bughin, Doogan, and Vetvik 2010) When customers want to buy something, they will search for the review of that product to reassure their decision. Nowadays, there are many websites on social media to review the opinion after using the product.

For this study, word of mouth means the experience from the users who already use the product which can be either bad or good recommendations both online and offline which can encourage generation z customers to buy or not buy the products.

2.1.4 Perceived quality

In terms of the perceived quality, quality is one of the key factors that are effective on the customers in order to increase the intention to purchase the products. Product quality depends on each user's satisfaction which may include different features and it enhances the performance of the product (Saleem, Ghafar, Ibrahim, Yousuf, Ahmed (2015) because each customer encounters different situations. Perceived quality can be considered as a summary of the information and it generates both extrinsic and intrinsic of the product attribute information, price of the product, and the perception of the customers (Chang & Wildt, 1994). Moreover, Jiang and Wang (2006) describe product quality as the consumer's evaluation of the service performance received and how it compared with their expectation. However, it is not easy to meet the customer's expectations in terms of quality because the needs of each customer are not the same.

In this study, perceived quality means the quality from using sanitary napkins which could be one of the factors that influence purchase intention of generation z customers toward sanitary napkins in Thailand.

2.1.5 Brand Presenter

According to Anson (2014), the brand presenter is the use of celebrities to represent the products' character to create the attractiveness and to grab attention from target groups. Most brands use a presenter to represent the brand's characteristics to stand out from other brands.

Besides, the use of brand presenters can help brands to gain more impact in terms of creating uniqueness and positive effects on the attitude and purchase intention of consumers towards the product and brand (Ranjbarian, Shekarchizade, and Momeni 2010)

Brand presenters will affect the positive attitude toward the product and help brands to promote the product and they could increase brand awareness and drive sales.

In this study, the brand presenter is a celebrity which brands use to promote products and to brand awareness and drive sales which could be one of the factors that influence purchase intention of generation z customers toward sanitary napkins in Thailand.



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research design

The objective of this research is to find out what is the factor that influences purchase intention of generation Z customers in Thailand toward sanitary napkins to deeply understand generation Z customers who are aged 15-20 years old. Since the market of sanitary napkins is still expanding and there are few competitors in the market. In this study, the qualitative method is suitable because the answers for each question are wide and the customers can express their opinion toward the factors that they use to make purchases on sanitary napkins. Moreover, they will be able to explain their reason deeply. After collecting data, the answer will be analyzed and the writer hopes that it could be helpful to not only sanitary napkins's brand but also other brands which have generation Z customers as their target customers.

3.2 Methodology

In this qualitative method, the researcher had interviewed 11 consumers who are women in the age of 15 - 20 years old who have experience with purchasing sanitary napkins. In terms of questions, it will be an in-depth interview to deeply explore what are the factors that customers use to make a decision to purchase sanitary napkins. The key variables which this research would like to deeply analyze are word of mouth, emotional experience, perceived price, perceived quality and brand presenter. The writer will allow the customers to explain their experience and their opinion toward purchase intention so the qualitative method with in-depth interview questions is the most suitable method for this topic.

3.3 Data Collection Process

The writer interviewed all 11 interviewees through Line application since it is the most familiar application for generation Z interviewees. During the interview, the writer asked the screening question to make sure that they are in the ages of 15 - 20 and used to purchase sanitary napkins by themselves. Then the writer asked the interviewees to talk about their experience and explain the reasons for the questions. The interview time ranged between 15 - 20 minutes due to some of the interviewees taking some time on explaining their opinion.

After collecting data, the writer will analyze from all the answers that got from the interviewees about the factor that they use when purchase sanitary napkins

3.4 Interview question

Table 3.1 Interview question

Topic	Questions
Screening question	<ol style="list-style-type: none"> 1) Are you between the ages of 15 - 20 years old? 2) Have you ever purchased a sanitary napkin by yourself? 3) Have you ever purchased a sanitary napkin within 3 months?
Word of mouth	<ol style="list-style-type: none"> 1) Before buying the sanitary napkins, did you read reviews from others to make the decision to buy? 2) If the sanitary napkin you are using got a bad review from others, will you change the brand? 3) Do you buy every product due to the trend of review in society? 4) Do you think a recommendation from a friend is part of your purchasing decision?

Table 3.1 Interview question (cont.)

Topic	Questions
Perceived price	<ol style="list-style-type: none"> 1) Did you make the decision to buy the product from the perceived price? 2) If the brand which you are using sanitary napkins increases the product's price, will it affect your purchase decision?
Perceived quality	<ol style="list-style-type: none"> 1) Does the product quality affect your purchase decision to buy sanitary napkins?
Brand presenter	<ol style="list-style-type: none"> 1) If the sanitary napkins that you are using use the brand presenter that you don't like, will you change the brand? 2) If the brand which you don't like uses the brand presenter that you like, will you change the brand? 3) If the brand presenter personality affects your purchase decision to buy sanitary napkins?
Emotional experience	<ol style="list-style-type: none"> 1) Do you think that sanitary napkins have an impact on your emotions and how?
Demographic	<ol style="list-style-type: none"> 1) Could you tell me which province in Thailand you are from? 2) Could you tell me your age?

3.5 Selected interviewees

Interviewee 1 : Chonchanok (Meen)

Interview date : 15 June 2022

Location : Line application

Duration : 15 minutes

Personal information : Chonchanok is a 17 years old girl who lives in Bangkok and is now studying in grade 12. She still lives with parents and always goes to the supermarket to buy sanitary napkins with her mother.

Interviewee 2 : Sanunsayanuj (Pin)

Interview date : 15 June 2022

Location : Line application

Duration : 10 minutes

Personal information : Sanunsayanuj is a 19 years old girl who lives in Bangkok and is now studying in university. She is now living at the dormitory. Her parents give her a monthly allowance for her to manage by herself.

Interviewee 3 : Pinmanus (Pin)

Interview date : 16 June 2022

Location : Line application

Duration : 15 minutes

Personal information : Pinmanus is a 19 years old girl who lives in Chiangmai and is now studying in university. She still lives with parents.

Interviewee 4 : Jidapa (Japan)

Interview date : 20 June 2022

Location : Line application

Duration : 15 minutes

Personal information : Jidapa is a 15 years old girl who lives in Chonburi and is now studying in grade nine. She still lives with parents and always goes to the supermarket with her mother.

Interview 5 : Buatip (Muay)

Interview date : 20 June 2022

Location : Line application

Duration : 20 minutes

Personal information : Buatip is a 18 years old girl who lives in Chiangmai and is now studying in grade twelve. She still lives with parents and always goes to the supermarket near her school by herself.

Interview 6 : Sukritta (Pang)

Interview date : 20 June 2022

Location : Line application

Duration : 20 minutes

Personal information : Sukritta is a 20 years old girl who lives in Songkhla and is now studying in university. She still lives with her parents and gets a monthly allowance from her parents. She has to manage money by herself.

Interview 7 : Ananthaya (Jennie)

Interview date : 20 June 2022

Location : Line application

Duration : 20 minutes

Personal information : Ananthaya is a 16 years old girl who lives in Bangkok and is now studying in grade ten. She still lives with parents and always goes to the supermarket with her mother.

Interview 8 : Oranun (Photo)

Interview date : 20 June 2022

Location : Line application

Duration : 20 minutes

Personal information : Oranun is a 16 years old girl who lives in Bangkok and is now studying in grade eleven. She still lives with parents and always goes to the supermarket near her school by herself.

Interview 9 : Thorfun (Pat)

Interview date : 20 June 2022

Location : Line application

Duration : 25 minutes

Personal information : Thorfun is a 17 years old girl who lives in Bangkok and is now studying in grand twelve. She still lives with her parents and gets a monthly allowance from her parents. She has to manage money by herself.

Interview 10 : Pareeya (Namtarn)

Interview date : 20 June 2022

Location : Line application

Duration : 25 minutes

Personal information : Pareeya is a 18 years old girl who lives in Nakornpathom and is now studying in university. She still lives alone in the dormitory and has to works a part-time job to use in her daily life.

Interview 11 : Prakaitip (Por)

Interview date : 20 June 2022

Location : Line application

Duration : 25 minutes

Personal information : Prakaitip is a 15 years old girl who lives in Nakornpathom and is now studying in grand ten. She still lives with her parents and gets a monthly allowance from her parents. She has to manage money by herself.

3.6 Data analysis

In order to analyze all data from the interviewees, the writer has to listen to all the answers from the recorder and put the similar answer into each variable. Also, the writer needs to notice which keyword that was repeatedly answered and can be linked to the research question and objective to deeply understand about the factors that influence purchase intention of generation Z customers in Thailand toward sanitary napkins.

CHAPTER IV

RESEARCH FINDING

After interview sessions, there are many interesting points that have to be categorized and discussed in order to find out the factors that influence purchase intention of generation Z consumers in Thailand. Below is the analysis that gathered from the finding diving by external and internal factors that could affect purchase intention toward sanitary napkins.

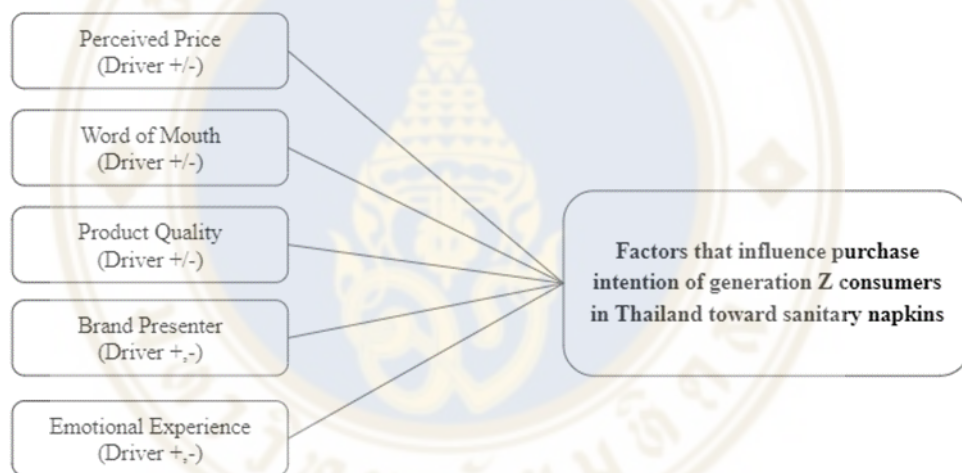


Figure 4.1 Conceptual framework

4.1 Purchase intention of generation Z consumers in Thailand toward sanitary napkins

After asking all the questions to all interviewees, most of them use these reasons in order to make a purchase on sanitary napkins by these following factors.

4.1.1 Word of mouth

Some interviewees express the same opinion that they usually look for reviews on social media about sanitary napkins before purchasing.

“I read the review from Twitter that the product is good and good in absorb so I feel like I want to try the product and I purchased it” (Interviewee 3)

“I was scrolling on Twitter and read a review about sanitary napkins and the product look interesting” (Interviewee 9)

Moreover, not only reviews on social media affect the purchase intention but also the word of mouth of friends or family that can influence the purchase intention.

“My sister recommended this to me. She said that the glue is very good so I use according to her” (Interviewee 11)

On the other hand, if interviewees already like the product, they will not change after reading some bad review about it.

4.1.2 Brand presenter

Some interviewees mention that brand presenters could make them want to try the product in the first place.

“If the brand presenter is the actor that I like, I maybe want to try the product to support him” (Interviewee 2)

“The current brand that I use also because of the brand presenter made me want to try the product” (Interviewee 6)

On the other hand, brand presenters can also make bad feelings toward products if customers do not like their personality.

“If the brand presenter is the actor that I don’t like, I may not buy the products” (Interviewee 4)

4.1.3 Perceived quality

There are many product features for sanitary napkins, for example, slim, cool, extra long and gentle texture. The idea of each product feature comes from pain points from customers who want to have cool features because the weather in Thailand is hot. Moreover, there are several scents for sanitary napkins to decrease the odor of blood such as cucumber, sakura, lavender, charcoal.

Most interviewees share the same opinions that their first criteria for purchasing sanitary napkins is quality.

“I always choose sanitary napkins from it gentle texture because I used to allergy to one of sanitary napkins’s brand and it make me rash and itchy” (Interviewee 3)

“I care about product quality the most especially the glue because I don’t want it to be moved during the day” (Interviewee 5)

4.1.4 Perceived price

Price has an impact on the generation z customers especially for the customers who got money monthly from their parents or have to work part-time jobs because they have the savings for daily use also.

“When I was young, I went to the supermarket with my mother. At that time I could choose whatever product that I wanted but now that I live in a dormitory alone and I have to manage money by myself. I tend to looking for the cheaper one” (Interviewee 5)

“I use price as the criteria to purchase sanitary napkins because I have to plan money for my every life also” (Interviewee 10)

However, some do not use price as one of the criteria because they think that there is no big difference because mostly the prices are almost the same.

“The price for each brand are almost the same, so I prefer the higher quality” (Interviewee 1)

4.1.5 Emotional experience

Emotional experience has an impact on generation Z customers as they are students who have to go out to study and do activities. Most of them think that sanitary napkins could make their day good without worries. Each interviewees share the same attitude that the usage of sanitary napkins influences their emotion.

“I like cool sanitary napkins the most because it make me feel fresh because the weather is very hot” (Interviewee 1)

“I do a lot of activity in university so I need high quality of sanitary napkins to increase my confident” (Interviewee 6)

“If there is unpleasant smell, it will make me insecure so I like to buy sanitary napkins with fragrant” (Interviewee 7)

“Even during the day time, I always use the night type of sanitary napkins because the size is long and it make me feel confident when I go out” (Interviewee 8)

4.2 Perceived price effect to customer’s purchase intention

I collected and researched the price of each brand in the same product type from the supermarket to analyze the savings if customers choose the cheaper product.

The slim size sanitary napkins which can be used during the daytime. For Elis, the product name is Fairy wing 22.5 cm and the price for 8 pieces is 24 THB or 3 THB per each. For Laurier, the product name is Ultra slim 22.5 cm and the price for a pack is 39 THB for 10 pieces or 3.9 THB per each. For Sofy, the product name is Super Ultra slim 23 cm. and the price for 10 pieces is 39 THB or 3.9 THB per each.



Figure 4.2 shows the price of sanitary napkins for daytime of Elis, Laurier, Sofy

Most girls change a lot of sanitary napkins during the daytime to reduce the risk of soaking up their pants.

“I change sanitary napkins every 2 hours in the first two days of my period” (Interviewee 7)

“During the first day of period, I change sanitary napkins almost every hour to prevent the blood from messing up my skirt” (Interviewee 11)

So they must use 1 pack for 2 days. If they choose Elis, they can save around 3 THB per each because the size for each brand does not have a big gap so it is almost

the same size. One pack contains around 3-4 pieces, so customers will be able to save about 9-12 THB per pack.

The long-lenge size sanitary napkins which can be used during the night time. Most girls use only one per night. For Elis, the product is Fairy wing 35 cm. The price is 24 THB for 5 pieces or 4.8 THB per each. Sofy also provides 35 cm sanitary napkins which the price is 26 THB for 5 pieces or 5.2 THB per each. Laurier for night also provides 35 cm which the price is 26 THB for 4 pieces or 6.5 THB per each. For the long-lenge size, Elis is the cheapest among brands.

To sum up, Elis is the cheapest among brand in the market nowadays and their target seems to be young generation as the brand use Sanrio character which is Rilakkuma on the packaging to grab young generation attention.



Figure 4.3 shows the price of sanitary napkins for night time of Elis, Sofy, Laurier



Figure 4.4 shows the package of Elis with Rilakkuma edition

4.3 Key message of the advertisements which support emotional experiences



Figure 4.5 shows the message of Laurier's advertisement

For Laurier's advertisement, it tried to show that if customers use the product it will make them feel carefree and feel like they are not wearing sanitary napkins at the time. The word 'Zero Feeling' is the bold key message to highlight the emotional experience from using the products.



Figure 4.6 shows the message of Sofy's advertisement

For Sofy's advertisement, it tried to show that the product will make customers feel confident because the charcoal will reduce the smell and make them feel clean and fresh.



Figure 4.7 shows the message of Elis's advertisement

For Elis's advertisement, it tried to show that during the menstrual period, every girl's mood must be rapidly and intensely fluctuating. However, the product will be able to respond to every feeling and do not make the customers feel upset when wearing it.

From all three figures, every brand uses emotional experiences as a key message for their advertisements to grab customers attention so the product will be the most essential part that the brands need to develop to be able to fulfill customer's need and satisfaction.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

In this research, the qualitative method from the researcher is the main method to analyze the research question and research objective. There are 5 research objectives which are to identify the significant factors that influence females in generation Z in purchasing sanitary napkins in Thailand, investigate the word of mouth effects on purchase decisions, investigate the perceived price effects on purchase decisions, investigate the product quality effects on purchase decisions, investigate the brand presenter effects on purchase decisions, investigate whether emotional experience affects purchase decisions. The selected interviewees are the women in the age of 15 - 20 years old who have experience with purchasing sanitary napkins.

The writer has analyzed data from the interview and has come up with 5 key factors that the interviewees use to make a purchase decision toward sanitary napkins. The five factors are 1) Perceived price 2) Word of mouth 3) Product quality 4) Brand presenter and 5) Emotional experience.

The first factor is perceived price which is related in terms of how generation z customers use perceived price as one of the factors to purchase sanitary napkins. Some interviewees have to manage their own money by themselves or have to work a part-time job to use for their daily life so they will focus on the price to choose the cheaper one. In addition, this research found that customers who are still living with their parents tend to not care much about the price.

The second factor is word of mouth. The results of the research show that generation z customers start to pay attention to the product after they read the review on social media and want to try the products. On the other hand, word of mouth is not effective if that product is the product that they currently use and already have a positive opinion about it.

The third factor is brand presenter. The result of the research shows that if the brand presenter is the actor that generation Z customers like, they would try the product. Moreover, if there is an activity that allows them to meet the actor that they like, they would want to buy more products to join the activity.

The fourth factor is perceived quality. From the research, perceived quality is the main factor that makes customers rebuy the product and be the fan of the brand. The quality which customers need is length, absorbency level and texture. A sanitary napkin is one of the most essential products for every woman so the quality matters a lot. They need the assurance that sanitary napkins provide reliable absorbency with no leakages.

The fifth factor is emotional experience. From the research, emotional experience has an impact on generation Z customers as they think that sanitary napkins could make their day good without worries. Every interviewees mentions that they would continue using the sanitary pad with good quality which can make them carefree in life. They share the same attitude that the usage of sanitary napkins influences their emotions.

5.2 Recommendation

As the result of research, the most important factor which generation Z customers use as the criteria for choosing sanitary napkins in the long-term is product quality. Meanwhile, perceived price, brand presenter, word of mouth and emotional experiences is the motivation to try the product at the first time. So the brand that wants to increase brand loyalty should improve product quality. However, at first, the brand should create a campaign by using the brand presenter who has the fanclub in the age of generation Z which is below 20 years old and give them a trial product to let them try out the product then provide promotion to keep them as customers. Products which are of good quality such as good quality of glue, good quality of absorbent or good scent can make a good emotional experience for users. These will create a confident and carefree use and make them continue to purchase the product and recommend it to their friend. Creating trust in the product by improving product quality is the essential part of sanitary napkin brand in order to increase the number of customers and revenue.

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