

**FACTOR THAT INFLUENCES PURCHASE INTENTION
TOWARDS BEAUTY PRODUCTS AT MULTI-BRAND BEAUTY
STORE IN BANGKOK**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
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Thematic paper
entitled
**FACTOR THAT INFLUENCES PURCHASE INTENTION
TOWARDS BEAUTY PRODUCTS AT MULTI-BRAND BEAUTY
STORE IN BANGKOK**

was submitted to the College of Management, Mahidol University
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FACTOR THAT INFLUENCES PURCHASE INTENTION TOWARDS BEAUTY PRODUCTS AT MULTI-BRAND BEAUTY STORE IN BANGKOK

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ABSTRACT

The cosmetic market is growing during this year. Nowadays, there are new customers group who have different needs from the past. The cosmetic retail business has the opportunity to expand its growth into a new business model, multi-brand beauty stores. That has played a big role in the present because it can respond to the needs of customers fully within a single place. It also creates the ability to compete with competitors. Therefore, this study aims to identify factors that influence purchase intention towards beauty products at multi-brand beauty stores in Bangkok.

In this study, 103 who lived in Bangkok had experience in buying products from multi-brand stores. The research found that from all responses. The question with the highest average was comprehensive coverage of beauty products in all categories influences the purchase intention of beauty products in multi-brand beauty stores. This question is related to the product variety factor. This mean customers give importance to the selection of a variety of products all in one place and convenience in purchasing for this store type. In addition, when using regression analysis. It also found that the word-of-mouth factor also the most influenced purchase intention. Therefore, the use of word-of-mouth can not be avoided or product review in marketing strategies.

KEY WORDS: Product variety/ Word of mouth/ Purchase intention

38 pages

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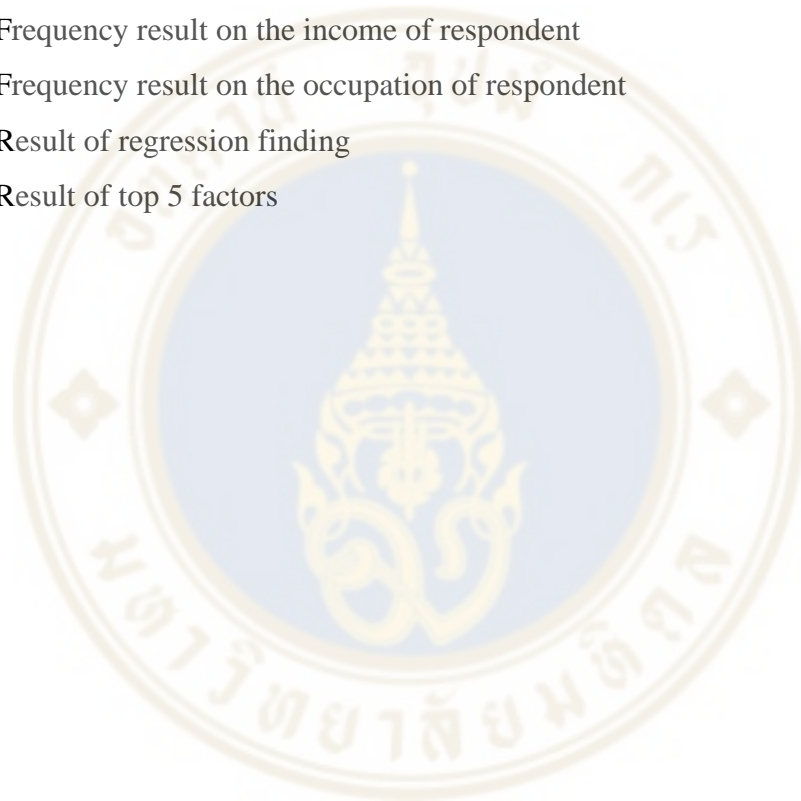
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CHAPTER I

INTRODUCTION

The retail channels for beauty products are more diversified, including department stores, modern trades, supermarkets, etc., and one of them is a multi-brand beauty store channel, which is highly competitive. Over time, the beauty sector has expanded. After the covid situation affected many industries including the beauty industry mentioned ranging from skin care products, color makeup, hair care products, and body care products to personal care products which are not specific to only women but refers to all ages and gender. Because it is undeniable that nowadays most people use at least one or two beauty products every day. Although the beauty industry has been affected by the recent coronavirus situation, it has been found that there is still a lot of flexibility in the industry regarding the impact. Consumers will have a reduction in the cost of colorful cosmetics and turn to consumers more about products to care for their bodies and health. Consumer behavior still loves beauty but moreover, it comes with more intense hygiene care. Even at home, you have to take care of their skin, take a shower, and clean their hair. As a result, skin care products or skin care products continued to expand, as well as the hair care product category, with growth in both categories being large markets

The beauty industry continues to grow in value. The world beauty industry in 2021 will still be worth up to 18.5 trillion baht, an increase of 3%, especially in the Asia-Pacific region. With a market share of up to 36%, there are 2 main products that expand the world's highest growth, namely skin care products, and cosmetics. Thailand is an important market for the cosmetics and beauty industry, in 2021 this industry is worth 221 billion baht, of which 88,766 million baht is skin care products, and Thailand is considered the center of the beauty industry. Made-in-Thailand products are considered to be The most popular among ASEAN countries in the first 7 months of this year. Thailand exported 64,850 million baht in beauty and skin care products, an increase of 22% as well as Thailand is one of the main cosmetic markets in Asia (bangkokbiznews, 2022). The industry overview is also projected to grow 5.5%

annually through 2025. The faster-growing product segments include Skin Care (42%), Hair Care (15%), Soaps, and Hygiene (14%). Oral and dental care (12%) and makeup (12%) (Sala, 2022). According to analysis noticed that various brands, Therefore, the business strategy has been adjusted to survive in this market, for example, focusing on marketing about skin care products. which can be used for all ages or changing the business model from opening a standalone store to a multi-brand store to reduce costs, etc. Consistent with Allied Market Research, supermarkets, hypermarkets, and specialty retailers will continue to be the largest sales channel in the next few years.

The cosmetics industry is now expanding rapidly. As a result, the competition in the cosmetic retail market is becoming more intense every moment. Especially with the new generation of consumers. Thus a multi-brand beauty store has emerged today and is very popular for its strengths that are different from traditional stores. Although it looks like a normal cosmetic store but the multi-brand beauty store has a unique identity that attracts a new generation of consumers with the same ideals and concepts as those stores. These stores are able to provide a pleasant experience for customers different from traditional stores as well. Customers can shop without having to worry about walking into the territory of a particular brand. In addition, the space is also designed to attract consumers to the experience inside the store such as product testing or posting content on social media. Moreover, the multi-brand beauty store also allows customers to easily access new or small brands both domestically and internationally.

Business strategy is also very important. Many stores, therefore, have a business strategy in order to penetrate the needs of consumers clearly. Some stores set low prices and focus on selling large quantities to compensate for missing margins and can also easily reach the middle-level target group including target groups with high purchasing power to buy more cosmetics as needed. In addition, the demand for cosmetics in this era is more complicated and requires more items, whether it's cream, or make-up, that need to be blended in several steps. Including the fact that the store must have a variety of products to choose from head to toe. but various strategies. These are not always the formula for success in this type of business. This is because consumer behavior and needs change very quickly. Sometimes the needs of customers. Instead, focus on finding what works best for you and you are willing to pay the price regardless

of how high it is. In addition, there is still a strong digital trend, which affects the behavior of consumers more and more. These stores, therefore, need to adjust their distribution channels to meet the needs of customers in a timely manner.

The consumption of beauty products by young users shows the trend of various categories and functional needs and they are more willing to choose beauty products that suit their needs. Multi-brand stores can choose more variety of products and meet customers' preferences than multi-brand beauty stores, so they are often designed to meet the needs and shopping preferences of the new generation of consumers. The product selection to in-store shopping experience. They focus on young consumers who value the shopping experience and value. A large number of brands is also a key reason why consumers love multi-brand beauty stores.

The multi-brand beauty store sales channel in Thailand is still able to fight the past crisis with the strength of having a variety of brands and categories to choose from within the store both domestic and international brands which partly arises from the fact that various brands' business model has been adjusted. And there are always new brands. Therefore, it is an option for consumers who have different needs in each person, allowing multi-brand beauty stores to choose to focus on products that are in line with the situation and also respond to the needs of consumers in a comprehensive way. There are also regular marketing promotion activities to stimulate the purchase decision of consumers. There is also a distribution channel that reaches consumers, both offline in order to expand branches to cover online distribution via the website, application, and online market place making multi-brand beauty store stores able to respond to consumers anywhere, anytime, and can be repurchased often.

Problem Statement

In order to adapt and prepare for intense business competition and gain more market share. Businesses have to adjust their product business to meet the needs of their target customers as much as possible. From the study, It was also found that the multi-brand beauty store business is still highly competitive with styles that are the same in terms of diversity marketing promotion and accessibility. But there is still a gap in the study of factors affecting the purchasing decision of beauty products at multi-beauty

brand stores in Bangkok that allows marketers to truly meet the needs of consumers and meets the expectations of consumers.

Research Questions

1. What are the most influential factors that influence purchase intention towards beauty products at multi-brand beauty stores in Bangkok.
2. What are customers' needs when visited at multi-brand beauty stores in Bangkok?
3. How is customers' satisfaction when visited at multi-brand beauty stores in Bangkok?

Research Objectives

The objective of this study is to determine what influences customers' decisions to purchase cosmetics from a multi-brand beauty store in Bangkok and to evaluate the market's situation.

The following objectives:

1. To identify factors that influence purchase intention towards beauty products at multi-brand beauty stores in Bangkok.
2. To help the business owner or marketers develop a marketing strategy to meet customer needs and expectations.
3. To understand the customer perception towards beauty products at multi-brand beauty stores in Bangkok.

CHAPTER II

LITERATURE REVIEW

2.1 Brand Awareness

Brand Awareness is the opportunity by which a person can identify the brand and desired product category or category from memory in brand-related situations. It also relates to brand names and other brand identifiers, and quite durable over time, for example, brand names for word-of-mouth recommendations or social media likes and shares. It also means considering the competitive nature of memory retrieval by incorporating fetch possibilities. This is because it is a result of long-term in-memory storage and the strength of the association with the corresponding memory and as a result of advertising or other marketing communications that make a personal experience with the product and other points of contact with the brand (Bergkvist & Taylor, 2022). Consistent with Shahid (2017), who say that Brand Awareness is a measure of competence to reach the brand in the customer's memory We can measure it by recalling a brand. Brand awareness is an introductory level of brand awareness. It must at least include a brand name or a structure that has been developed based on detailed information. Brand awareness is the most fundamental and most important limitation of brand-related searches. It's the ability of consumers to remember and remember brands in different situations. Brands with a certain level of brand awareness are more likely to be considered and chosen than those that are unaware (Macdonald & Sharp, 2002), corresponding to research by Phong et al. (2021) found that brand awareness has the most direct impact on consumer intent. With Chen (2021), who studies the influence of brand awareness on purchase intent. As a result, brand awareness was positively correlated. In research from Azzari and Pelissari (2020) also found that brand awareness serves as the first step in creating brand value for consumers. Brand awareness can only directly affect purchase intent if it is mediated by consumer-based brand value. Therefore, this study will define Brand Awareness as the result of the customer being relevant to the brand in various situations and making the brand stay

in the customer's mind when consumers can remember and think of a brand it can benefit the brand.

2.2 Word of mouth

Word of mouth is also distributed communication. It can have a significant positive impact on sender acceptance and can make marketing communications more effective and influential when taken online (Huang et al., 2011). Kundu et al. (2016) states that the word of mouth interaction between a consumer and a group of consumers and have increased influence until received from marketers as reliable marketing which resulted in referrals and recommendations from friends or a list of consumers. This kind of communication has a significant influence on consumers' purchasing decisions. Sometimes they are more effective than traditional marketing tools for personal selling and various types of advertising especially customers pay more attention to word of mouth than other marketing formats. Because it is seen as reliable and customizable and created by people who are seen as having no stake in driving the product. The implications of word of mouth make it difficult for today's market researchers to understand high consumer engagement over the Internet. Aligns with Huete-Alcocer (2017) Word-of-mouth is one of the most influential informal mediums among customer consumption. Business and the overall population and it is the one that is most likely to influence consumer behavior. Due to the high reliability and credibility sent by family and friends. Word-of-mouth can refer to informal communication between a non-partisan and a recipient of information about a brand, product, organization, or service touched on by Miswanto & Angelia (2018) which introduces others to the positive qualities of the store, product, or service they have experienced. This study found that customer satisfaction can affect consumer confidence through word of mouth and purchase intention. Understanding the influence of customer satisfaction has a positive effect on business owners. This is because consumers can express satisfaction with others and encourage others to purchase goods or services. In addition, a study has shown that word of mouth has a positive effect on Online purchase intent related to trust (Zeba & Ganguli, 2016). In terms of this study, We define word of mouth as two-way communication, telling a story about a product or service that consumers have

experienced before. Those experiences are related to satisfaction in using the product or service. If it is positive, it will benefit the brand. can create business opportunities. If it's negative, it can also have a negative impact on the brand. Plus, those stories and communications can influence other consumers' purchasing intent.

2.3 Sale Promotion

Sale Promotion is one of the tools for promotion. It is different from a promotion that is a sale with other interesting tools such as coupons, sweepstakes, or prizes, these tools are used with techniques to make campaigns enjoyable and attract customers and can generate higher sales for the product. Sale Promotion is a short-term incentive to stimulate, motivate or sell products. By giving some reasons why you need to buy that product immediately. It appears to be another fun tool for consumers. Blattberg & Neslin (1990) define promotion as action-oriented marketing work aimed at having a direct impact on the behavior of the company's customers. Also they found that the target audience will focus on retailers offering to increase sales for merchandise. A key component of a retailer's promotion is price-related and communication about the promotion and the purpose of the promotion. They can take different forms, from direct sales to buy one get one to frequent repeat purchases. Retail promotion is a very powerful sales tool and many retail promotions are driven by trade promotions offered to retailers by manufacturers. Promotion includes a variety of incentives. which is mostly short-term that is used to motivate consumers or dealers to speed up the purchasing process or to increase sales volume (Kolter & Armstrong, 2010). This is consistent with what Pathak, et al. (2010) said that online promotion is an activity that uses things. All kinds of incentives stimulate target consumers and accelerate their purchase intention a specific product. Sale Promotion is considered the most important marketing variable and affects the company. Promotion includes the most widespread and comprehensive activity among marketing communication practices. Once decisions and messages are created and applied to other marketing mixes and sales promotions, they can change quickly. To create a competitive advantage over competitors in a short time (Kara & Yaprakli, 2017).

In terms of the impact on consumers' purchase intention. Ye & Zhang (2014), studied consumer purchase intention. They also found that promotion had a significant impact on their purchasing intention, according to Alireza Aghighi (2015), finding the efficacy available to the purchasing behavior of customers related to promotion, increase consumer purchase and indirectly to make a profit for the company. The purpose of promotion is to reach target consumers and make them buy by stimulating them to directly affect the buying behavior of consumers and the company can increase sales by offering appropriate promotions to attract customers. In this study, the definition of sale promotion is defined as a marketing tool that affects the purchasing behavior of customers and can encourage purchasing.

2.4 Product Variety

Nowadays, the demand for personalized products is increasing. The multi-brand cosmetic store, therefore, responds to customers with diverse needs. A business should have multiple choices within a single product category to satisfy customers who may have different expectations about quality or purchasing power. Landahl, et al. (2018) states that product variety here means products that meet the diverse needs of customers, however, there is a wide variety of products as well as the product manufacturing processes and production resources may combine diversity to support the fulfillment of the production of a wide range of products. Companies strive to meet the needs of a wide range of customers. Therefore, it is necessary to offer a wide range of products. Whether it is called expanding the product line increasing the number of products or increasing the variety of products This spatial concept seeks to fulfill or making the market space more dense, where product variety has the greatest effect on customer satisfaction (Wilson & Christella, 2019). In addition, the research results of Yutidhammadamrong (2019) also found that the diversity of brands is also one of the key factors influencing customers to buy cosmetics in department stores, in line with (Chen-Yu & Seock, 2002) that product variety is the most important selection criterion for shoppers motivated. The variety of beauty products increases individual purchase intention as there are more choices and it is easier to compare products (Clemes et al., 2014). A wide variety of products can also increase the frequency of purchases among

women as well with the stories from the emotionally significant relevance of positive and unplanned purchases (Coley & Burgess, 2003). However, consumers tend to find it easier to find what they want when they go to a wide variety of stores. Perceived diversity is driven by ever-growing choices. This creates an incentive to look for diversity that makes retailers should take this into account. Consumers still want new experiences, but at the same time, sellers offer less variety. Because even if the variety is good for the store. But it can also have a negative effect because diversity can lead to customer confusion or when customers know what product they truly want. This may make it less purposeful in purchasing products and may increase the cost of the seller (Hoch et al., 1999). In this study, product variety will refer to what consumers are looking for with a variety in the store Including the division of products within the store into categories to meet their needs. To meet expectations and to motivate customers to purchase.

2.5 Purchase Intention

Purchase intention measures the tendency of each buyer to purchase a product or service. The sum of a person's cognitive, affective, and behavioral tendencies toward using a product, service, idea, or engaging in a particular action can be stated (Dadwal et al., 2020). Purchase intention is implemented to test the new distribution channels to help managers determine whether this idea deserves further development and decide which geographic markets and which consumer segments to target through this channel (Morwitz et al., 2007). Purchase intention is often related to a company's ability to reach customers through its brand image, marketing activities, and how the company provides services to increase customer satisfaction and increase the possibility of purchase intent Intent is continuously relevant in all activities the organization has delivered to customers or is it building relationships with customers (Elfindah et al., 2020). It has shown that there are a variety of factors that affect customer purchase intention from research by Wang et al. (2022) found that trust has a positive effect on consumers' purchasing intention. The more trust there is, the more it will affect the purchase intention. Therefore, trust influences purchase intention. This is consistent with research by Issarapol (2020) that found that trustworthiness also influences Thai

people's purchasing intention for cosmetics. Moreover, Nazir and Tian (2022) also found that entertainment-related factors privacy, and the credibility of the ads has a very positive effect on their purchase intention. They will have higher purchase intentions. If the product has higher brand awareness, a well-known brand that has gained higher awareness will allow consumers to buy products. It is the positive feelings of consumers about the brand that drives the consumer's purchase intention. The research of Mohammadzadeh (2015) also found that factors affecting purchase intent were also related to brand image. This is influenced by price, brand name, design, and product quality. A brand image is positive customer perception of a product or an overall impression of the product in the customer's mind. Therefore, this study will show the meaning of purchase intention, which is the behavior of consumers planning their purchases through marketing activities and positive feelings in terms of trust brand awareness, and brand image to consumers. This includes the needs and attitudes of the brand. The more positive feelings the result in more purchase intentions.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Framework Development

This research framework is developed based on knowledge from various studies in the context of purchase intention. There is a lot of research showing that there are many variables that affect purchase intent. On the basis of the ideas considered above and the objectives of this study. A conceptual framework has been established that links the relationship between the four independent variables used in this research. as shown in the figure below variables include: Brand Awareness, Word of mouth, Sales Promotion, and Product Variety.

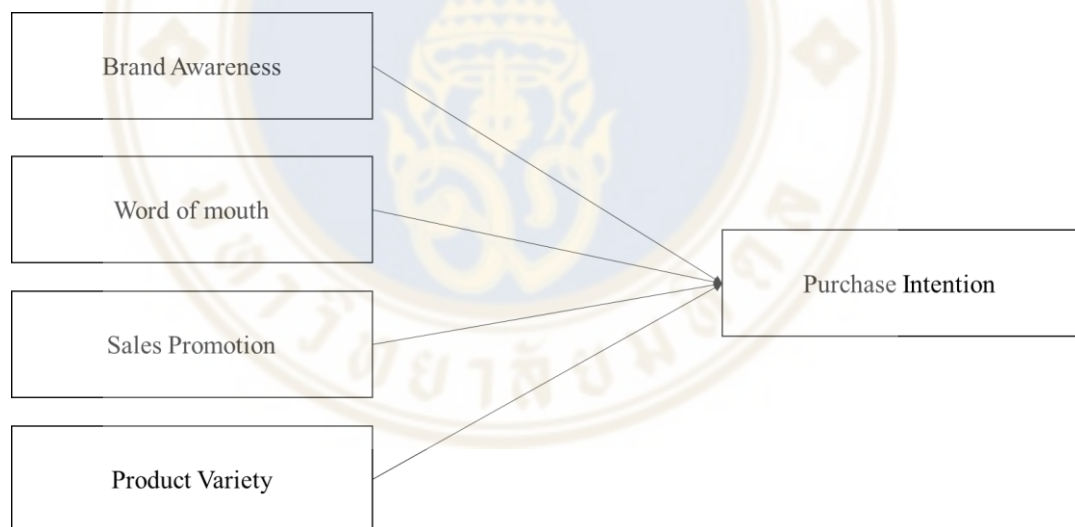


Figure 3.1: Theoretical framework of factor that influences purchase intention towards beauty products at multi-brand beauty store in Bangkok

The hypothesis of this research

H1: Brand Awareness has a positive and significant impact on purchase intention.

H2: Word of mouth has a positive and significant impact on purchase intention.

H3: Sales Promotion has a positive and significant impact on purchase intention.

H4: Product Variety has a positive and significant impact on purchase intention.

3.2 Research Methodology

The overall scope of the research methodology used in this paper emphasizes quantitative research to systematically examine using a survey research model using questionnaires as a study tool and collect data by distributing questionnaires to samples for collect quantitative data with non-specific sampling techniques The population in this study was 100 people living in Bangkok, regardless of age and gender.

Using quantitative research is a systematic review by collecting quantitative data and performing statistical, mathematical, or computational techniques in which quantitative research collects data from a target sample using sampling and submitting an online survey. Therefore, the result can be expressed as a number and having thoroughly understood those numbers and analyzed the data enables strategic planning in marketing and able to see the overall picture of the needs of consumers as well. Moreover, the quantitative query will help the researcher to know the amount of traffic to the store and can predict the popularity preferences of the target response as well.

The reason for selecting the sample response at Bangkok because is the capital of Thailand causing there are many multi-brand beauty stores with a variety of coverage. In addition, there are also these types of stores from international that have branches covering Bangkok as well. This makes the population more accessible than in other cities. Therefore, the researcher selected the target response who lived in Bangkok.

The data collection technique used a questionnaire measured using the Likert scale type. The questionnaire consisted of 25 items, and the items identified in the order were measured using a Likert scale (1 = strongly disagree, 2 = disagree, 3 = agree, 4 = strongly agree). especially using google forms as a tool to create a questionnaire and distributed it to the target sample via online channels. There were questionnaires that were distributed and received responses from respondents. Of the 105 questionnaires, two were unable to complete because they did not meet the population requirements.



CHAPTER IV

RESEARCH RESULT AND ANALYSIS

4.1 Demographics and Sample Characteristics

The research method was based on a survey sent to people living in Bangkok. The survey was distributed and collected through an online questionnaire (Google Form). According to the questionnaire, 105 respondents were answered, but 103 met the inclusion criteria. They were 11 Male and 92 Female respondents. The majority of respondents were aged 31-40 years old (43 respondents), followed by 25-30 years old (40 respondents), followed by 18-24 years old (12 respondents) and 8 respondents aged 41 years and over, respectively. In terms of income, most of the respondents had incomes of 10,001 - 30,000 baht and 30,001 - 50,000 baht (36 each respondents), mainly followed by with income of 50,001 baht or more (23 respondents) and less than 10,000 baht (8 respondents), respectively. In addition, the occupation of respondents majority at office workers (67 respondents), followed by self-employed (14 respondents), followed by students and others (11 respondents each).

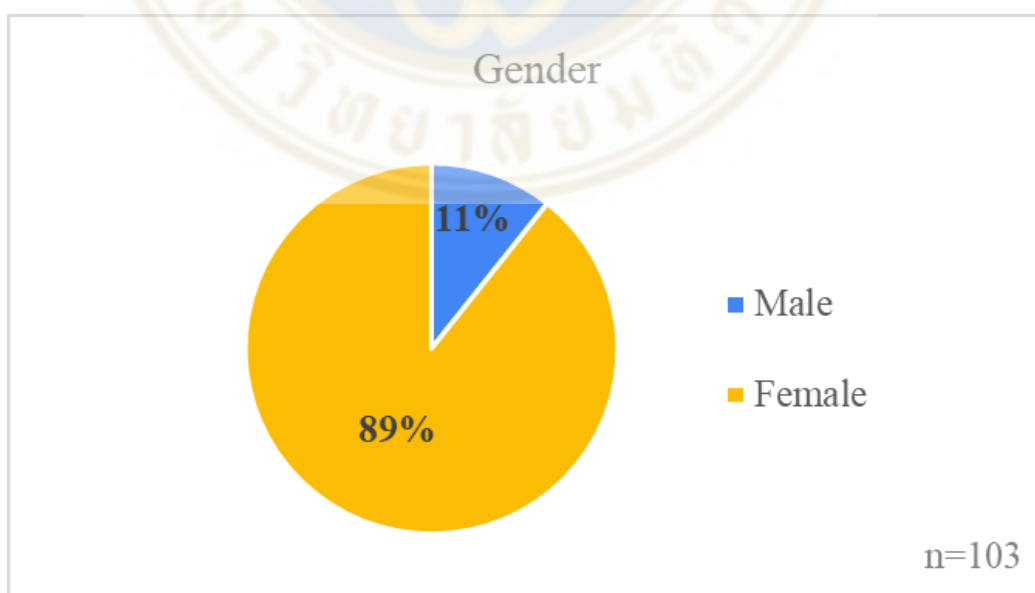


Figure 4.1: Frequency result on gender of respondent.

From the chart, the majority of respondents were female at the number of 92 respondents which account for 89%. The group of male respondents at the number of 11 respondents which account for 10% from a total of 103 respondents.

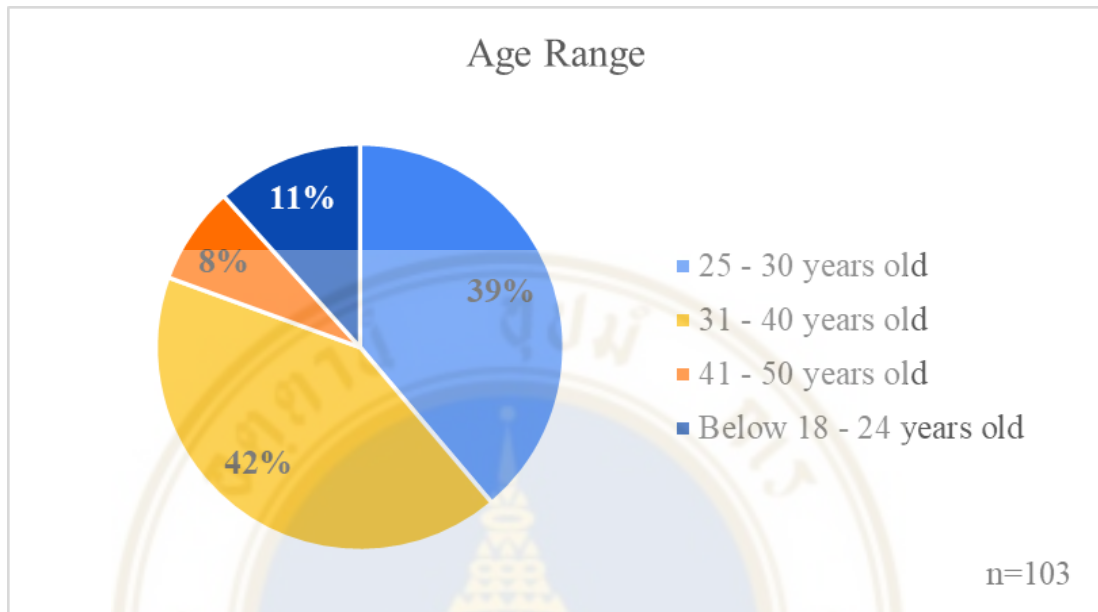


Figure 4.2: Frequency result on age of respondent.

The majority considered by the result was the respondents under the age range between 31-40 at number of 43 respondents which accounted for 42% of the total 103 respondents. The rest of the respondents were age range of 25-30 which account for 39%, followed by 18-24 years old which account for 11% and 41 years and over which account for 8%, respectively.

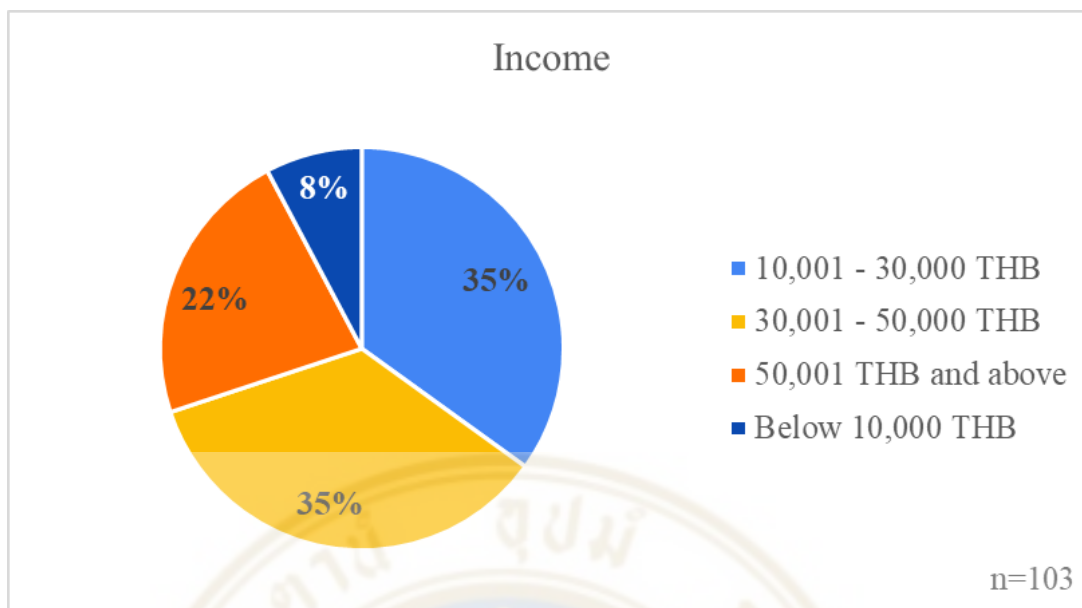


Figure 4.3: Frequency result on income of respondent.

This chart's main applying for purchasing power of the sample. The result showed that the majority of total 103 respondents have monthly income around of 10,001 - 30,000 baht and 30,001 - 50,000 baht which account for 35% or 36 respondents each. The rest mainly followed by with income of 50,001 baht or more which account for 22% and the respondents who had income less than 10,000 baht contained only 8% of the total 103 respondents.

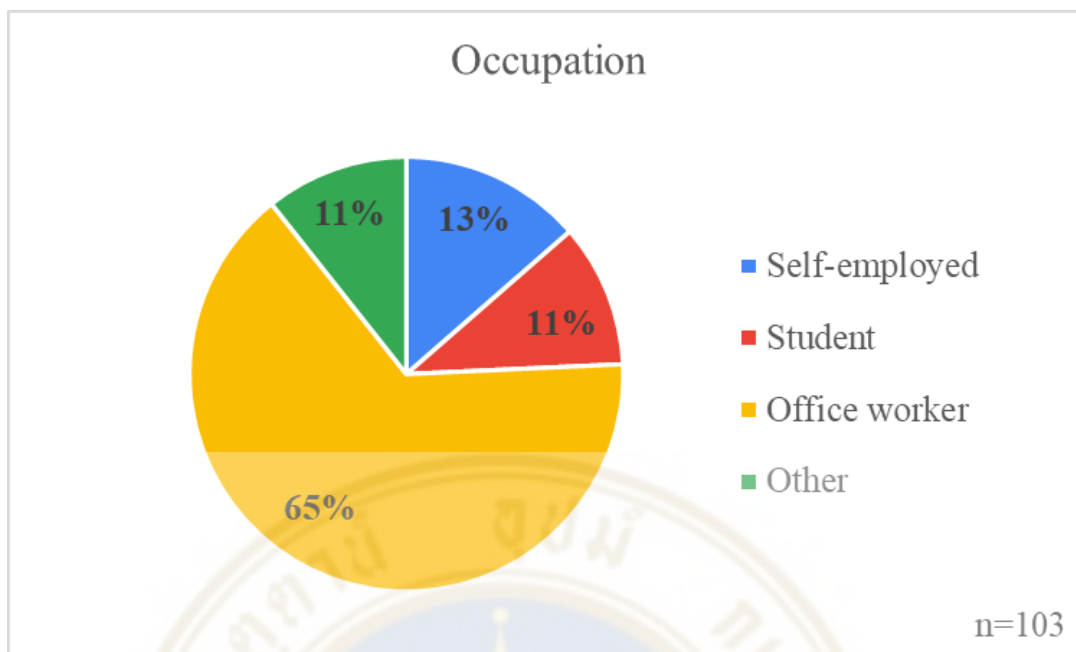


Figure 4.4: Frequency result on occupation of respondent.

From this chart, the results of the study of occupational data. The researchers classified occupations into 4 groups are students, office workers, self-employed, and others. The research found that most of the samples majority at the number of 67 is office workers, representing 65%, followed by self-employed of 14 people representing 13%. The last are students and others, each of 11 people representing 11%, respectively.

4.2 Descriptive Statistics Result

Table 4.1: Table of mean score of all question

	Mini- mum	Maxi- mum	Mean	Std. Deviation
Comprehensive coverage of beauty products in all categories influences the purchase intention of beauty products in multi-brand beauty stores.	1	4	3.4660	0.5910
The variety of products gives you the convenience of shopping for beauty products in multi-brand beauty stores.	1	4	3.4271	0.6199
You intend to purchase from a multi-brand beauty store that has a positive reputation.	1	4	3.4174	0.6343
Positive and realistic referrals will lead you to shop at multi-brand beauty store.	1	4	3.4077	0.6330
The promotion affects the purchase intention toward beauty products in multi-brand beauty store.	1	4	3.3883	0.6602
The arrangement of products as clearly visible categories and easy to find influences the purchase intention of beauty products in multi-brand beauty stores.	1	4	3.3592	0.6694

Table 4.1: Table of mean score of all question (cont.)

You are satisfied with shopping at multi-brand beauty stores.	1	4	3.3495	0.5723
Continuous marketing promotion affects the purchase intention toward beauty products in multi-brand beauty store.	1	4	3.3398	0.6649
You intend to purchase from a multi-brand beauty store that you know or are familiar with	1	4	3.3300	0.7055
I am happy when I bought beauty products from a multi-brand beauty store.	1	4	3.3203	0.6449
I am always looking for information from others before making a purchase.	1	4	3.3203	0.6890
The store that having many popular brands and there are foreign brands that influence the purchase intention of beauty products in multi-brand beauty stores.	1	4	3.3106	0.6719
The store has a wide selection of beauty products that influence the purchase intention of beauty products in multi-brand beauty stores.	1	4	3.3009	0.6236
Displaying clear percentage discounts influences the intention of purchasing beauty products in multi-brand beauty store.	1	4	3.2912	0.7089

Table 4.1: Table of mean score of all question (cont.)

Interesting marketing promotions such as accumulating points or discounts affects the purchase intention toward beauty products in multi-brand beauty store.	1	4	3.2621	0.6709
You have purchase intention toward beauty products in a multi-brand beauty store.	1	4	3.2330	0.6889
You can recognize some of the peculiarities of multi-brand beauty store.	1	4	3.2135	0.5882
You intend to purchase from a multi-brand beauty store that comes to mind first.	1	4	3.1553	0.6967
Recommendations are important to me when deciding to shop at multi-brand beauty store.	1	4	3.1165	0.7708
The number of reviews or word of mouth influences your intent to buy from that multi-brand beauty store.	1	4	3.1067	0.6248
I picked a store from a product recommender who has experience using products and reviews.	1	4	3.0388	0.7265
Special events to have experiences with the store always affect the intention to purchase beauty products in multi-brand beauty store.	1	4	3.0291	0.7853
I believe that multi-brand beauty stores have the best products to purchase.	1	4	3.0097	0.8104

Table 4.1: Table of mean score of all question. (cont.)

The multi-brand beauty store that is being talked about at the time influences your purchase intention.	1	4	2.9320	0.7444
Purchasing beauty products from multi-brand beauty stores gives you a positive image.	1	4	2.8932	0.7910

The table is the questionnaire of this research and it showed the mean score of each question. The highest mean score of the total was comprehensive coverage of beauty products in all categories influences the purchase intention of beauty products in multi-brand beauty stores which has the highest mean score at 3.46. The lowest mean score of the total was purchasing beauty products from multi-brand beauty stores gives you a positive image which is the lowest mean score at 2.89. It can be assumed that respondents have considered about a wide range of products that are selling in a multi-brand beauty store because it is related to a type of beauty store and they might have expected that they will find any product that they want in this store type.

4.3 Regression

To identify factor that influences purchase intention towards beauty products at multi-brand beauty store in bangkok which is objective of this research. Refer to literature review and research hypothesis, factor are brand awareness, word of mouth, sale promotion and product variety have a relationship with purchase intention. To help researcher confirm the hypothesis, researcher used regression analysis with the group of independent variables which are brand awareness, word of mouth, sale promotion and product variety. Dependent variable is purchase intention.

The result shows that among 4 independent variables, word of mouth is the most influential factor towards purchase intention (beta .319) which is a variable that is significantly related to the dependent variable which is purchase intention. To see the

impact and the result shows that word of mouth also has a positive impact on purchase intention at adjusted R square at 40.7%

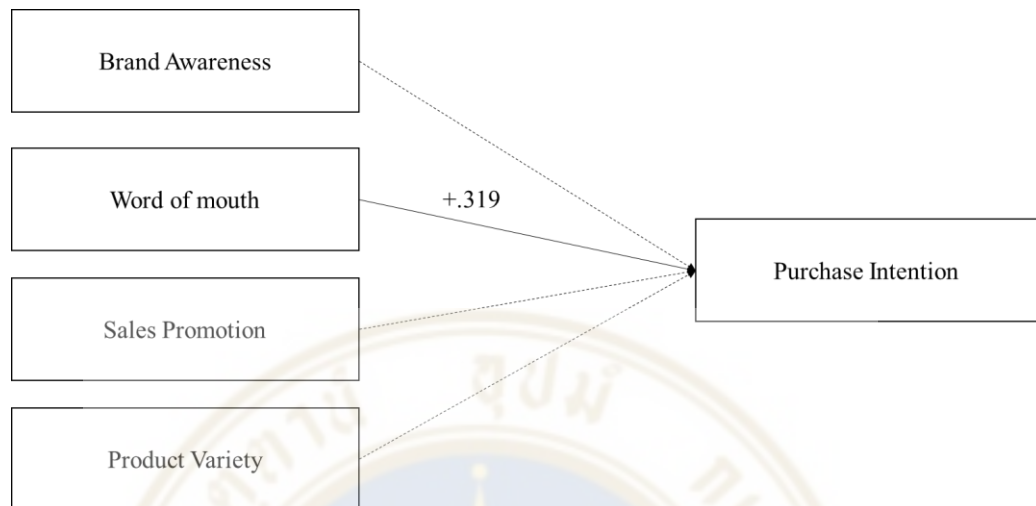


Figure 4.5: Result of factor that influences purchase intention towards beauty products at multi-brand beauty store in Bangkok

CHAPTER V

CONCLUSION AND DISCUSSION

5.1 Discussion

This research the researcher aims to study Factor that influences purchase intention towards beauty products at multi-brand beauty store in Bangkok. Used to design, plan marketing strategies, and develop and improve operations in order to meet the customer's needs. This research is use quantitative research. A questionnaire was used as a tool to collect information from people who had used multi-brand beauty stores and there are total respondents at 103 respondents. The statistics used to analyze the data were percentage, mean, and regression analysis at a statistical significance level of 0.05. The researcher presented a summary of the study results from 103 respondents and found that males and females have different proportions, divided into 89% female and 11% male. If divided by age, it will be found that respondents who are aged 31-40 years have the largest proportion. Followed by those aged 25-30, when combined with the proportion of respondents in this group, it was found that it was a high proportion of 81%, which was considered the main population of the respondents. Most of them have income in the range of 10,001-50,000 baht, which has a combined proportion of 70% of all respondents. In addition, the majority of respondents of occupation was office worker, accounting for 65% of all respondents. According to all demographic data, it can be concluded that the majority group of respondents is women who are in the Gen Y age range with moderate incomes. Most of them are company employees which come to represent the target group in this research.

In terms of the mean score of factors that influences purchase intention towards beauty products at multi-brand beauty store in Bangkok. In terms of the mean score of factor that influences purchase intention towards beauty products at multi-brand beauty store in Bangkok. The researcher summarized it into 5 highest mean scores of total response to see which factors need to imply for marketing strategies. The highest mean score of the total was comprehensive coverage of beauty products in all

categories influences the purchase intention of beauty products in multi-brand beauty stores which has the highest mean score at 3.46. Follow by the variety of products gives you the convenience of shopping for beauty products in multi-brand beauty stores with mean score at 3.42. The third is you intend to purchase from a multi-brand beauty store that has a positive reputation with mean score at 3.41. Next is positive and realistic referrals will lead you to shop at multi-brand beauty store with mean score at 3.40 and the last is the promotion affects the purchase intention toward beauty products in multi-brand beauty store with mean score at 3.38. However, to see which factors should not focus on, the result show the lowest mean score of the total was purchasing beauty products from multi-brand beauty stores gives you a positive image which is the lowest mean score at 2.89.

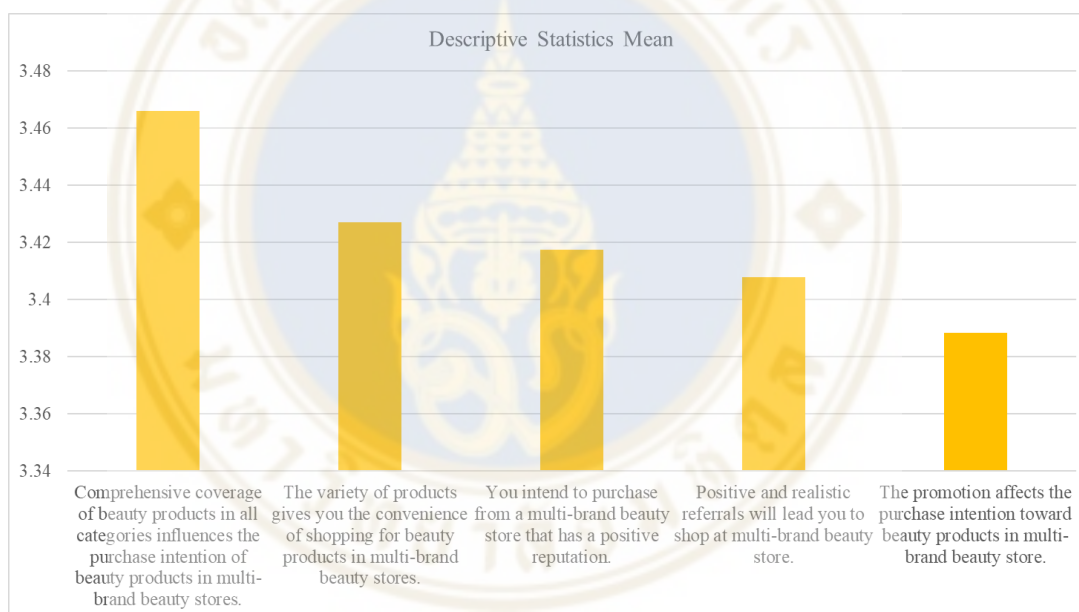


Figure 5.1: Result of top 5 factor that influences purchase intention towards beauty products at multi-brand beauty store in Bangkok

In addition, to help confirm the hypothesis, researcher used regression analysis with the group of independent variables which are brand awareness, word of mouth, sale promotion and product variety. Dependent variable is purchase intention.

By using regression analysis and the result show that word of mouth is the most positive impact and significant impact on purchase intention as well.

5.2 Recommendation

The recommendations in order to help marketers or business owner to develop ways for improving the multi-brand beauty store. In addition, the recommendations can also develop more to gain a competitive advantage in the market as well.

The study found that the respondent focused on the coverage of all types of beauty products because the stores are in the form of multi-brands. Therefore, marketers should focus on having a wide variety of products for consumers to cover to allow consumers to purchase what they want in one place which can help increase convenience for customers as well. Moreover, If the store has a wide variety of products to purchase, it will result in customers not having to buy products from other stores that are competitors. This helps to increase market share and create more competitive advantages as well.

However, marketers should not neglect other aspects which receive the second average in terms of brand awareness, word of mouth, and sale promotion because they can help promote stores to meet consumers' needs comprehensively. Because if looking at brand awareness, you will find that if the store is not well known enough or has a bad reputation may not be able to generate enough sales to compete while creating awareness through word of mouth can also help the store gain popularity and positive recognition and reputation. Because word of mouth whether from a friend or looking at reviews online it helps to create brand awareness among consumers and can also create a positive image for the store since the results of the analysis, also found that consumers value the store's reputation positively as well. In addition, the store always has promotions because when customers are interested in the store and find attractive promotions, it will be able to help encourage more purchase decisions as well. Therefore, marketers should not neglect other factors in order to develop a marketing strategy to meet customer needs and expectations.

5.3 Limitation

The main limitation of this study, since the data collection from 103 of total responses as females, which account for 89% of the total responses, so the data may be highly biased to the female point of view. The research should create a gender balance in the study. In addition, most of the respondents, which account for 50% of all respondents are still classified as office workers. This may give preference or the demand for similar goods which affects the result of the given. Because in each group of people or professional groups There may be factors in choosing different products. Moreover, this research was limited to the Bangkok area. This questionnaire will be sent to residents of Bangkok only. Therefore, it may not be adapted to other areas. If the store wants to expand its branches to other areas besides Bangkok or the perimeter they may need to be studied again. Because people in each area may have different factors that affect the purchase of products as it may be affected by income, education, occupation, or ability to recognize, awareness, and access to the store that are different.

5.4 Further Research

The direction of this study in the future is that researchers should distribute questionnaires to several groups of response in order to obtain results from different perspectives in terms of gender and occupation. The researcher can study the information more thoroughly since each group of people may have different preferences and buying habits. Moreover, the researcher should also expand the scope of the study to other areas that cover more people to capture business growth opportunities and focus on more channels to understand more customers. If the researcher studies in other areas that want to expand the field there should be more inquiries with people in that area to gain insight into the real factors of those groups. However, the selected factors or construct may not be fully covered in all situations, therefore, the researcher should modify or add other factors to suit the target group and is appropriate according to that situation.

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APPENDIX

Questionnaire Survey

Dear participants, we are the Master's degree students from CMMU who is currently taking the new product positioning course. We would like to request 10 minutes of your time answering the questionnaire that we have prepared. This survey is only for academic purpose and will not be relate to sales. The information that you have provided will be entirely anonymous and confidential. All of your input is extremely valuable to us.

We appreciate and are thankful for your time spending on this questionnaire.

Questionnaire Agenda

Part 1: Screening question

Part 2: General question

Part 3: Finding

Part 4: Demographic Question

Part 1 - Screening Questions:

1.1 Do you buy for beauty products yourself?

Yes No (End of Questionnaire)

1.2 Have you ever bought beauty products from a multi-brand beauty store?

Yes No (End of Questionnaire)

Part 2: General question

2.1 How often do you buy beauty products from multi-brand beauty store per month?

- 1 time / month
- 2-3 times/ month
- 4-5 times/ month
- More than 6 time/ month

2.2 How much your budget for purchasing cosmetics product each time?

- Less than 1,000THB
- 1,001-3,000THB
- 3,001-5,000THB
- More than 5,000THB

2.3 What occasions do you have the opportunity to purchase cosmetics at multi-brand beauty store?

- When new product are released
- When it's out of your stock
- When you find a product that you like
- When the product have a promotion

2.4 Which multi-brand beauty store do you go to buy imported cosmetics most often?

- Sephora
- EveandBoy
- Beautrium
- Watson
- Boots
- Multy Beauty

Part 3: By each construct

1. Brand Awareness

Questionnaires		Strongly disagree	Dis-agree	Agree	Strongly agree
		1	2	3	4
1	You can recognize some of the peculiarities of multi-brand beauty store.				
2	You intend to purchase from a multi-brand beauty store that has a positive reputation.				
3	You intend to purchase from a multi-brand beauty store that comes to mind first.				
4	You intend to purchase from a multi-brand beauty store that you know or are familiar with.				
5	The multi-brand beauty store that is being talked about at the time influences your purchase intention.				

2. Word of mouth

Questionnaires		Strongly disagree	Dis-agree	Agree	Strongly agree
		1	2	3	4
1	I am always looking for information from others before making a purchase.				
2	Positive and realistic referrals will lead you to shop at multi-brand beauty store.				
3	Recommendations are important to me when deciding to shop at multi-brand beauty store.				
4	The number of reviews or word of mouth influences your intent to buy from that multi-brand beauty store.				
5	I picked a store from a product recommender who has experience using products and reviews.				

3. Sale Promotion

Questionnaires		Strongly disagree	Dis-agree	Agree	Strongly agree
		1	2	3	4
1	The promotion affects the purchase intention toward beauty products in multi-brand beauty store.				
2	Continuous marketing promotion affects the purchase intention toward beauty products in multi-brand beauty store.				
3	Interesting marketing promotions such as accumulating points or discounts affects the purchase intention toward beauty products in multi-brand beauty store.				
4	Displaying clear percentage discounts influences the intention of purchasing beauty products in multi-brand beauty store.				
5	Special events to have experiences with the store always affect the intention to purchase beauty products in multi-brand beauty store.				

4. Product Variety

Questionnaires		Strongly disagree	Dis-agree	Agree	Strongly agree
		1	2	3	4
1	The store has a wide selection of beauty products that influence the purchase intention of beauty products in multi-brand beauty stores.				
2	The variety of products gives you the convenience of shopping for beauty products in multi-brand beauty stores.				
3	The arrangement of products as clearly visible categories and easy to find influences the purchase intention of beauty products in multi-brand beauty stores.				
4	Comprehensive coverage of beauty products in all categories influences the purchase intention of beauty products in multi-brand beauty stores.				
5	The store that having many popular brands and there are foreign brands that influence the purchase intention of beauty products in multi-brand beauty stores.				

5. Purchase Intention

Questionnaires		Strongly disagree	Dis-agree	Agree	Strongly agree
		1	2	3	4
1	You are satisfied with shopping at multi-brand beauty stores.				
2	I am happy when I bought beauty products from a multi-brand beauty store.				
3	Purchasing beauty products from multi-brand beauty stores gives you a positive image.				
4	I believe that multi-brand beauty stores have the best products to purchase.				
5	You have purchase intention toward beauty products in a multi-brand beauty store.				

Part 4: Demographic Question

1. Could you please tell me what your gender is?

- Male
- Female

2. Could you please tell me what your age is?

- >18-24 years
- 25 - 30 years
- 31 - 40 years
- 41 - 50 years
- Above 50 years

3. Please indicate your monthly personal income?

- Below 10,000THB

- 10,001 - 30,000THB
- 30,001 - 50,000THB
- Above 50,000THB

4. What is your occupation

- Student
- Office worker
- Freelance
- Self-employed
- Unemployed

- End of questionnaire -

Thank you

