

**THE EFFECT OF BLOGGERS RECCOMMENDATION ON
THAI'S CONSUMER COSMETIC PURCHASE INTENTION**



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ABSTRACT

Blog has become part of a consumer's decision making process. However, the understanding of blog recommendation's effect on consumer purchase intention is still vague. The purpose of this study is to examine whether the blog reader's trusting belief in the blogger is significant in relation to the perceived usefulness of the blogger's recommendations; and how the blog reader's perceptions influence customer attitude and purchasing behaviour.

Blog reader perceptions are derived and tested on a sample. This study aimed to collect and analyze data by the face-to-face interview. A interview is involving 20 blog readers as participants was analyzed by content analysis to investigate coding and identifying themes or patterns the usefulness of bloggers' recommendations on cosmetic's customer purchase intention in Thailand. The results indicated that perceived usefulness of bloggers' recommendations and credibility of bloggers had significant influential effect on consumers' attitudes, behaviours and intention to buy. From this study can be helpful to cosmetic company to develop their effective marketing program and strategies to influence consumer's intention.

KEY WORDS: Bloggers/ Blog readers/ Purchase intention/ Trust/ Recommendations

25 pages

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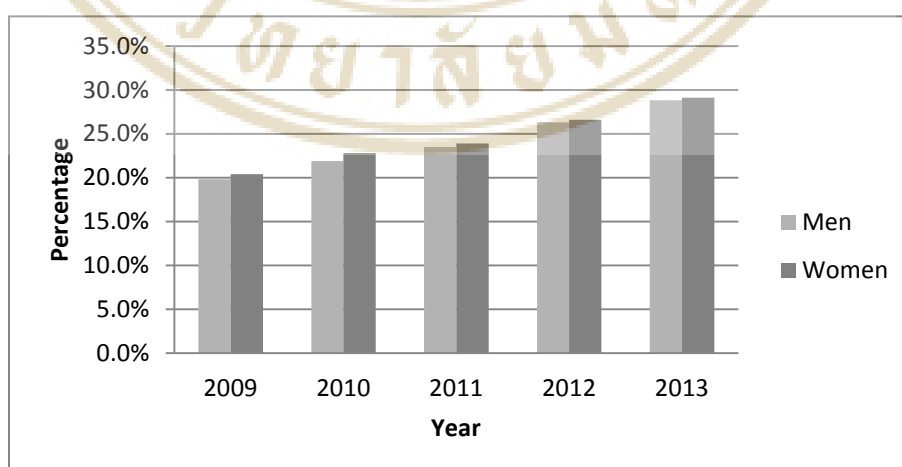


CHAPTER 1

INTRODUCTION

Nowadays, the technology grows by leaps and bounds especially digital media which has the function for communication from companies to consumers through message. In the process of finding information, consumers most frequently rely on product information through search engines and shopping sites. According to National Electronic and Computer Technology Center (NECTEC) research provide the information of the growth rate of Internet users in Thailand are significantly increasing. In 2009, the total amount of Internet users is around 18 million users till 2013. Then the total users climb up to 26 million users (NECTEC, 2014). During 2009 – 2013 the statistics of users who using mobile phones continuously soared higher than any other modern media such as personal computer or notebook. The comparison Internet user between male and female during the years 2009 - 2013, the proportion of male Internet users increased from 19.8 percent to 28.8 percent per share, women increased from 20.4 percent to 29.1 percent (Eduzones News Network, 2014).

Table 1.1 The comparison Internet users between male and female



The spread of social media has further changed buying and selling techniques. With platforms like Facebook, Twitter and YouTube, consumers are able to comment on their experiences with products and companies and to share them with their friends. This has led to the growing need for companies to generate positive customer experiences in order to minimize negative word-of-mouth messages, which would easily be spread within the social media platforms to other, potential customers. The communication will transfer information quickly as well. It is the media strategy tailored to the product or service that can meet needs of the market as well (Laura Lake, 2014). The video's review has become the fastest and most convenient channel for following world trends, in addition, to a wide range of media forms. Online media effect to customer behavior, customer tend to trust in advertisement less but they will use the details on advertise and review of product to make their decision.

Cosmetics and skin care products are commodity that have been popular for living nowadays especially women, from teenagers to the elderly and also widespread condition among men. The beauty industry has become a key emerging industry in recent years. The value of cosmetics market in Thailand is growing continuously. During 2007 - 2011 average annual growth rates of 9% per year, the growth is higher than growth rate of the economy. The cosmetic market is highly competitive, and need to adapt to fast - changing consumer trend. This is consistent with the company's marketing strategy is an opportunity to increase revenue and market share growth of the company in Thailand (Digital Advertising Association (Thailand), 2014).

Today, many companies use well-known bloggers or expertise for attracting large number of loyal viewers. It affects the way of consumers respond to company. And for all these reasons, it is important for cosmetic company to understand the effect that blogs have on customer buying behavior, which is something all retailers should be aware of in order to be able to understand how behavior patterns of modern buyers can be effected by other people's opinion.

CHAPTER II

LITERATURE REVIEW

This literature review is presented into two sections. The first section will present the overview of theories about customer purchase behavior. The second section will present the factors influencing purchasing intention from previous studies.

2.1 Blogs Defined

Blogs are becoming influential tools for communicating and marketing (Huang, 2010). A blog is an electronic diary or journal posted as a web page on the Internet. Although organizations can purchase software to operate a blog on their own Web sites, most blogs appear on blog sites operated by third-party web site operators. Most blog sites are advertiser-supported and do not charge either the blogger or the blog user for access. Blogs let people write articles, upload photos and videos to express their thoughts and feelings or to share information. Blogs provide platforms for bloggers (who write the blog) and blog readers to have conversations as blog readers post comments on blog postings. A blog could be produced by an individual author or multiple authors (Kaye, 2005; Yang & Lim, 2009). Not only individuals use blogs to disseminate their thoughts, but a lot of corporations also use blogs to communicate with their potential and current customers. Nowadays the blogs are being considered influential and promotional because of their powerful and quick ability to disseminate information.

2.2 Bloggers Defined

Bloggers are “a cohort of internet users who produce as well as consume content on the internet”. Bloggers’ role can be versatile; more than seeking and

sharing information, they can be “communicator, producer, explorer, collector, and player in terms of their consumption of information.” (Huang et al., 2007, p.473). The well-known bloggers become valuable for their ability to spread the word-of-mouth and influence people’s attitude, even behavior. The potential of these influential bloggers on spreading electronic word-of-mouth in the blogosphere has recently been targeted by marketers and henceforward been recruited to facilitate buzz marketing.

2.3 Information sharing and relationship marketing

The open sharing of information increases the motivation to commit to a relationship (Li and Lin, 2006; Davis, 2008; Mehmood and Muhammad, 2011), particularly when that information is confidential. This information may concern exclusive representations or dedicated operational decisions. Although sharing confidential information may increase the customer’s intention to maintain a relationship with a firm, not all customers will perceive value in the information the firm provides. Therefore, the content selection and mechanism design for information sharing, based on customer segmentation, may play a decisive role in the process of conducting relationship marketing in creating greater benefit through focusing on the customer relationships most likely to benefit from different forms of information sharing (Tai and Ho, 2010).

2.4 Purchase intention

Purchase intent is a form of behavioral intent dealing with the probability that a person would purchase a product or service after being exposed to a persuasive message about it. According to Hallahan (1995), positive attitude toward the brand represents a predisposition to purchase; purchase intention is an even better predictor that can be measured as the self-reported probability that such a purchase activity will be undertaken. Therefore, the researcher assumed when positive attitude toward the product blogs increase, the likelihood of purchase intent will increase, too. Fishbein & Azjen (2010) asked people about their intention to take a particular action is a

reasonably reliable method to predict an individual's plans to act, presuming that they are not impaired from taking the focal action and their personal goals or needs do not change. They found that behavioral intention can "account for an appreciable proportion of variance in actual behavior".

Buying behavior that occurs in blogs can differ significantly from the buying behavior that occurs in other forms of social media. As stated before, blogs can portray several different forms of marketing that appeal to the consumers. Written from an unbiased point of view, consumers tend to put more weight into the opinion of other consumers than they would in other forms of advertisement such as banner ads or PR statements. The marketing efforts that can be found in blogs can have a huge impact on a consumer and therefore on the buying process in itself (Solomon, 2011, Jiradilok et al., 2014).

2.5 Summary of the finding of previous study

This review will present the factors that affected to customer purchase intention such as trust, social exchange satisfaction and referent power found in the previous studies.

2.5.1 Trust

Trust is a key for attracting and retaining customers and obtaining competitive advantage on the internet (McKnight and Chervany, 2002). Trust is often assessed on the basis of cognitive constructs such as perceived trustee "trustworthiness" (Chen and Dibb, 2010; Pan and Chiou, 2011). However, trust and trustworthiness are not the same. Trust is an act of the trustee, whereas trustworthiness a perceived characteristic of the trustee (Corritore et al., 2003). Previous studies have confirmed that trust encourage customer transaction, sellers need to provide trust-related mechanisms (Dayal et al., 1999; McKnight et al., 2002). From customer's perspective, product information from various reference groups and personal media such as blog are needed to reduce transaction uncertainty. Blogs, one of the popular electronic words of mouth platforms, were considered by online users as a highly

credible source among all sources in different media (Johnson and Kaye, 2009; Lee and Youn, 2009). In recent years, many studies have explored the relationship between trust and shopping behavior. For example, the empirically verified that trust significantly affected the attitude (Suh and Han, 2002; Wu and Chen, 2005). Moreover, studies such as Lim et al. (2006) and Hsiao et al. (2010) also noted that trust positively influences attitude and shopping intention.

2.5.2 Social exchange satisfaction

The social benefits derived from maintaining interpersonal interconnectivity and gaining the approval of others are important values that motivate a consumer to take part in a virtual community and also drive the popularity of blogging communities as well (Dholakia et al., 2004). Nambisan and Nambisan (2008) called social experience as satisfaction with social exchange, which is defined as the degree of social and relational benefits blog readers realize through interactions with the blogger and other readers. Although the recognition of blog readers' posted opinions on given subjects is likely to produce a degree of satisfaction, the greatest satisfaction normally comes from a widespread discussion of readers' opinions among participants. The blog readers' information satisfaction reflects the usefulness of the informational content available on a blog. Koh and Kim (2003) argued that the information quality and content of a blog are both conducive to community stimulation and member participation. This discussion leads to readers' feelings of affinity with others who are actively involved in the same blog. Li (2011) argued that online users are likely to use social network web sites if they find them enjoyable. Thus, when a blog fulfils readers' recreational needs, blog readers' attitudinal and behavioral loyalty should increase. When blog readers intensify their participation in a blog, thereby deriving greater emotional satisfaction from social exchanges through blogging, they are more likely to possess a loyal attitude and become loyal blog visitors.

2.5.3 Referent power

In exploring the effects of referent powers on customers, Busch and Wilson (1976) examined referent power in the form of customers' perceived attraction

to sales people. Referent power plays a major role in influencing blog readers' values, attitudes, and behaviors. Chen and Kenrick (2002) argued that people are generally attracted to those who enjoy similar things and share similar interests. A blog typically begins as a virtual diary of the blogger, with postings being little more than a recap of the blogger's activities and thoughts on a given day. As a blog matures, however, it transforms into a symbiotic vehicle through which both the blogger and the blog's readers participate in a give-and-take exchange of information and ideas (Dwivedi et al., 2007). Customers who perceive attitudinal similarity between themselves and those who sell the products and services they purchase endow those sellers with referent power (Tan et al., 2009). Foux's (2006) study found that blog readers who possess valuable information or opinions tend to assess a blogger's credibility according to the extent of their expertise. Customers may perceive blogs as more trustworthy sources of product and service-related information than corporate-sponsored communications. Blog readers who trust the information a blogger provides are generally willing to accept that blogger's opinions.

The results of previous studies revealed factors that influenced customers purchase intention including trust (McKnight and Chervany, 2002, Dayal et al., 1999; McKnight et al., 2002, Johnson and Kaye, 2009; Lee and Youn, 2009, Suh and Han, 2002; Wu and Chen, 2005, Lim et al., 2006, and Hsiao et al., 2010, Chen and Dibb, 2010; Pan and Chiou, 2011, Corritore et al., 2003), social exchange satisfaction (Dholakia et al., 2004, Nambisan and Nambisan, 2008, Koh and Kim, 2003, Li, 2011) and referent power (Busch and Wilson, 1976, Chen and Kenrick, , Dwivedi et al., 2007, Tan et al., 2009, Koh and Kim, 2003, Li, 2011, Foux, 2006). Previous studies examining the factors influencing customers purchase intention have been conducted in various countries such as Taiwan (Chin-Lung Hsu et al., 2013, Wang and Chien, 2012), Pakistan (Mehmood and Muhammad, 2011), Tunisian Republic (Olfa et al., 2010), Hong Kong (Wai Ying Chan, 2012), Canada (Doyle et al., 2012) and Thailand (Leeraphong and Mardjo, 2013, Jiradilok et al., 2014). However, no studies have examined the effect of blogger recommendation on cosmetic's customer purchase intention in Thailand. The purpose of this research was to understand and explore the effect of blogger recommendation on cosmetic's customer purchase intention in Thailand.

CHAPTER III

METHODOLOGY

The purpose of this research was to examine the effect of blogger recommendation on cosmetic's customer purchase intention in Thailand regarding trust, social exchange satisfaction and referent power. The four purposes of this chapter are (1) describe the research design reference, (2) explain sample selection, (3) describe the instrument and (4) provide an explanation of data analysis.

3.1 Research design

This research used qualitative approach for exploring behavior, perspectives, experiences and attitude of cosmetic customers. Burns and Grove (2003, p.19) mentioned that qualitative approach is "a systematic subjective approach used to describe life experiences and situations to give them meaning".

The purpose of this study was to identify the main factors that customers concern when buying cosmetics. A qualitative approach was appropriate to capture the effect of blogger recommendation on cosmetic's customer purchase intention.

3.2 Population

Polit and Hungler (1999) refer to the population as an aggregate or totality of all the objects, subjects or members that conform to a set of specifications. The study population consisted of all people who use cosmetic products.

3.3 Samples

According to Mack et al. (2005), the purposive sampling should be conducted through preselected criteria relevant to a research question. To qualify as a sample, the researcher selected 20 participants from the study population. In this research the participants probably were/weren't experience of reading blogs.

3.4 Data Collection

The method of data collection is an in-depth unstructured interviewing approach. This study aimed to collect and analyze data by the face-to-face interview. According to Hair et al., (2007), the in-depth interview is appropriate for this study because this method support researcher to gain the real attitude or an insight into the individual opinion and buying behavior.

3.5 Instrument

The interview was chosen as data collection instrument through discussion on a topic by combining individual interviews. Kvale and Flick (2007) described the interview as a conversation that has a structure and purpose determined by the interviewer and in which the researcher asks about, and listens to, what people related to in their own words about their personal behavior.

According to Berry (1999), open-ended question approach was selected to conduct qualitative interviewing because it allows the respondents to elaborate their answers more openly and honestly. The open-ended question encourages others to provide information including their ideas, concerns and feelings. This study focused on the following questions:

- What is the most important factor when you decided to buy cosmetics?
- How do you receive information of cosmetics products?
- Have you ever watched product review from blogger? Why? / Why not?

- If you ever watch product review from blogger, what do you think about cosmetics products which review from them (bloggers)?
- How blog recommendation/ blogger effect to your purchase cosmetic product?
- Do you recommend to your friends for watching product review or use the product from blogger recommendation?
- If you never watch product review from blogger before, what is the reason that you don't need to watch them?
- What do you think about the advertisement cosmetic product through blogger?

3.6 Data Analysis

The data analysis consists of the several tasks beginning with the description of each case base on the data collected. The collected data were analyzed by content analysis. According to Hsieh & Shannon (2005), there is definition of content analysis that the research methodology for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns. This applied to help explain the factors that occurred from the interview.

CHAPTER IV

FINDINGS AND DISCUSSION

The purpose of study research is to find the main effect of blogger recommendation which influences intention to buy of consumers' cosmetic. This section provides the result of the data collection in terms of Thai consumers' cosmetic purchase intention.

4.1 Demographic Data

The total of 20 respondents was divided into 18 respondents who had an experience of reading blogs and 2 respondents who hadn't an experience of reading blogs. The respondents consisted of 19 females and 1 male. There were 10 respondents who were between 21-25 years old, 7 respondents who were between 26-30 years old and 3 respondents who were more than 30 years old. The majority for spending in each transaction ranged from 1,001 to 5,000 THB for 13 respondents.

Table 4.1 Demographic data of Respondents

Demographic data		Qty. (n)	Frequency Percent
Gender	Male	1	5%
	Female	19	95%
Total		20	100%
Age	21 - 25	10	50%
	26 - 30	7	35%
	More than 31	3	15%
Total		20	100%
Spending range (THB/Transaction)	Less than 1,000	4	20%
	1,001 - 5,000	13	65%
	More than 5,001	3	15%
Total		20	100%

4.2 Research Findings

The collected data analysis of this context considered through the systematic classification coding procedure then identifying themes or patterns. The data showed that the flow started from the information sharing to customer purchase intention. The results showed that there were three major factors that influenced customer purchase intention namely, trust, social exchange satisfaction, and referent power.

1) Trust

Trust encouraged customer transaction; trust positively influenced attitude and shopping intention. Trust occurred when the blogger shared information to the blog's reader and that information caused the positive result to blog's reader. That made the blog's reader trusted in blogger recommendation and repeated buying behavior as the blogger gave information.

2) Social exchange satisfaction

The satisfaction information reflected the usefulness of the informational content thereby deriving greater emotional satisfaction from social exchanges were more likely to possess a loyal attitude and became loyal blog visitors. The social exchange satisfaction occurred when the blog's reader received the information that led to the positive result to blog's reader.

3) Reference power

Reference power occurred when people were generally attracted to those who enjoyed similar things and interests. Reference power occurred while both blogger and blog's reader deliberated their information and ideas. The relationship based on the perception of attitudinal similarity and liking between reader and the blogger.

Table 4.2 The result of interviews

Respondents	Blog experience	Trust	Social exchange satisfaction	Reference power
1	Yes	x	x	x
2	Yes		x	
3	Yes		x	x
4	Yes	x	x	x
5	Yes	x	x	x
6	Yes	x	x	x
7	Yes	x	x	x
8	No			
9	Yes		x	x
10	No		x	
11	Yes		x	x
12	Yes		x	x
13	Yes	x	x	x
14	Yes		x	
15	Yes	x	x	x
16	Yes	x	x	x
17	Yes	x	x	x
18	Yes		x	
19	Yes	x	x	x
20	Yes	x	x	x
Total		11	19	15

The results from table 4.2 showed that the data of 18 respondents who had an experience of reading blogs. All respondents mostly made decision based on the social exchange satisfaction of information. All of respondents were also satisfied with useful information and tended to view it as a trustworthy source of information. The reference power of blogger who had similar things and shared similar interests with the respondents could meet their intention to buy. The results of interviews showed that the respondents were interested in the information from blogger who had the similar interests. When the respondents received the trustworthy information, this

made them become the blog loyalty and trusted on the information that blogger provide.

Based on the responses from two respondents who hadn't an experience of reading blogs, the data showed that trust and reference power did not affect their purchase intention. They did not believe the provided information from blogger because they thought that such information had hidden issue like promotion advertising for increasing frequently sale. The social exchange satisfaction had little effect with these respondents because they believed in other provided information like word of mouth from their friends which they thought that it's more trustworthy. They also needed to select the products which matched their skins and lifestyle.

4.3 Factors that influence customer purchase intention

By doing in-depth interview based on 20 respondents experiences toward the influence of bloggers on cosmetic purchase intention, the three factors were focused which were trust, social exchange satisfaction and reference power.

From the interviews, respondents had different buying criteria for making decision to buy cosmetic products. The findings were covered as below;

4.3.1 Trust

The respondents who received the valuable information and effectively with their needs were become the blog loyalty and trusted on the information that blogger provided as respondent's mention as following.

“I trust the information that blogger provide because I followed their information before and the result was very effective, I was very happy” (Female, 24)

“Bloggers who are sincere and give advice with honesty. They tell both advantages and disadvantages of the product and not try to advertise too much. I think this information is worth for me.”(Female, 25)

“The reason that I trust bloggers because they review the product that they really use and selected to present only the quality product. They help me to suggest better choice and budget.” (Female, 32)

From the interview result, some respondents did not trust on blogger because the purpose of review was supported by the cosmetic company and due to the fact that bloggers were too many advertisements.

“I did not trust on bloggers because I think they like a one of e-communication from the cosmetic company. Sometime they did advertisement too much and not concern to present the truth to customers” (Female, 25)

Past studies exploring the relationship between trusts and shopping behavior (e.g., Lim et al., 2006; Hsiao et al., 2010) found that trust positively influenced attitude and shopping intention.

4.3.2 Social exchange satisfaction

The study found that the respondents were mostly satisfied with useful information and tended to view it as trustworthy information. The extents to which blog reading had contributed positively to each of information and community engagement for the blog reader were assessed as outcomes of relationships. In order to make consumers trust in the blog, the blogger should provide trusted information as respondent's mention as below;

“I'm very satisfied about the information from blogger. They presented about how to use product effectively and compare with each brand at same time.”(Female, 24)

“Blogger presented about the details and advantages of the product. It made me want to try the product.” (Female, 26)

“I satisfy with useful information because it helps me to make better decision when I buy cosmetic products.”(Female, 30)”

But there were some respondents chosen products that suitable with their skin and usable with their life. They ignored the social experience information. As example of respondents' experience as below;

“I choose to buy cosmetics based on my usage needs.”(Female, 30)

“I deny receiving information from bloggers because my skin is very sensitive. So I only buy cosmetics that suit with my skin type.”(Female, 25)

From the past studies Li (2011) argued that when blog readers intensified their participation in a blog, thereby deriving greater emotional satisfaction from social

exchanges through blogging, they were more likely to possess a loyal attitude and became loyal blog visitors.

4.3.3 Reference power

According to the in-depth interview, the research found that reference power of blogger who had similar things and shared similar interests with the respondents could attract and increased their intention to buy the cosmetic products. It also made blog reader become the blog loyalty from the information that satisfied their needs. As respondent's mention below.

"I like the bloggers make up style and they were professional. The reason that I watch her blog because I want to be professional makeup artist like her." (Female, 23)

"I decided to watch blogger because they have talent and creative to make-up and look good." (Female, 25)

"The bloggers have the same taste with me. So it's very helpful to following their advice" (Female, 29)

From the interviews, some respondents commented that the reference power of bloggers did not bring the useful information. As respondent's mention below.

"I think some bloggers are reliable. But they should see truth of product as important more than do advertise otherwise it will lose credibility for their blog." (Female, 26)

The past studies, Tan et al., (2009) defined that customers who perceived attitudinal similarity between themselves and those who sold the products and services they purchased endow those sellers with referent power.

In these interviews, there also had the other factors that the respondents specified and the previous studies did not mention which were expertise power, brand loyalty, and product quality.

4.3.4 Expertise power

Expertise was one of the components of the source credibility model. It implied that the information source possessing relevant product knowledge or

experience had significant effect on changing a consumer's attitude and opinion. The expertise power in this study referred to the extent to which blog readers perceived a blogger as possessing skills or specialized knowledge or having access to information relevant to their interests. As respondent's mentioned that;

"The reputation of bloggers make me followed their blogs. Because she is the famous makeup artist and has credibility." (Female, 32)

"The blogger have diverse makeup techniques and teach makeup in every situation." (Female, 24)

"I follow the bloggers who are the makeup artist because they have many techniques and tricks for beginner like me." (Female, 23)

Additionally, expertise power was an important intangible criterion for judging the trustworthiness of the information source (Dholakia and Sternthal, 1977). Gilly et al (1998) discovered that the blogger's expertise affected positively the receiver's purchase intention.

4.3.4 Brand loyalty

From the interviews, some respondent usually used their perception to making decision to buy cosmetic product. As respondent's mentioned that

"I always choose the brand that suits my skin well. When bloggers have a review of that brand, I have a special interest to watch review." (Female, 25)

"I concern on brand of product more than other information. Because I did not trust some brand that bloggers presented." (Female, 32)

There had some prior studies such as Brown, 1952 and Kuehn, 1962 examined brand loyalty from a customer behavior perspective. The result showed that consumer who loyal with brand had traditionally been defined as repeated purchases of a brand of interest.

4.3.5 Product quality

Product quality was the competitive advantage of the product on the opponent product. From the interviews found that respondent usually concerned about the quality of product before decided to buy as example of respondents' experience as below.

“The main factor for my making decision to buy cosmetics product is the quality of products valuable with the price I paid.”(Female, 24)

*“The information that I received from bloggers has description of products and compares the quality of each product. I used these advices for making decision. ”
(Female, 25)*

The past studies (e.g., Chi, Yeh, & Yang, 2008) concluded that if the product had better product quality then the customer showed more intent to purchase and confirmed that product quality had a positive effect on the consumer purchase intention. Jalilvand, Samiei, and Mahdavanja (2011) explored that product quality had a positive effect on purchase intention.



CHAPTER V

RECOMMENDATION AND LIMITATIONS OF THE STUDY

5.1 Practical Implications

This study suggests that cosmetic company can develop effective marketing program and strategies to influence consumer's intention. The bloggers' word-of-mouth is the powerful force. It causes a strong and immediate on sales and growing the customers' brand loyalty. From these advantages, the marketers should focus on the benefits of products and services to market and present realistic information. The most crucial key is to keep open and transparent about it as well as to keep integrity and be honest about what to say. As bloggers also have a steady reader base, so the company can be a valuable source of potential customers. It is also suggested to keep marketing through blogs as transparent as possible. The company can desire to achieve while spending fewer marketing costs.

Given the centrality of knowledge acquisition as a driver and benefit of blog reader, the trust that readers have in a blog and its creator is largely a function of the extent to which their prior experience with the blog is regarded as having increased their satisfy information. In general, the implication of blogger recommendation need to realize the worthy communication between blogger and blog reader occurred from the blog reader's trust toward bloggers. So if consumers obtain untrusted information, it will damage the reputation of bloggers and brand of product.

The suggestion for cosmetic bloggers is to secure their credibility, which is recognized as the most valuable asset of a blogger. The trusted information are the affection to consumer confidence in the product, bloggers also relied on increasing purchase transaction. The consumers have opportunity for choosing product by comparing detail of product. Bloggers shouldn't overstate for persuading customers. And most importantly thing is bloggers should be a trustworthy person and has the power to influence consumers' attitudes, behaviors and intention to buy.

5.2 Limitations of the research and suggestions for future study

Regarding to this study, there are some limitations. First, these results must be interpreted with caution. The sample in this study primarily comprised aged 21 to 25 years. However the consumers' behavior of this sample may imply on type of online subculture. People who grew up with the internet are usually more technologically skillful and willing to share information. Although the overall data indicate some possible conclusions, further research on this topic is necessary.

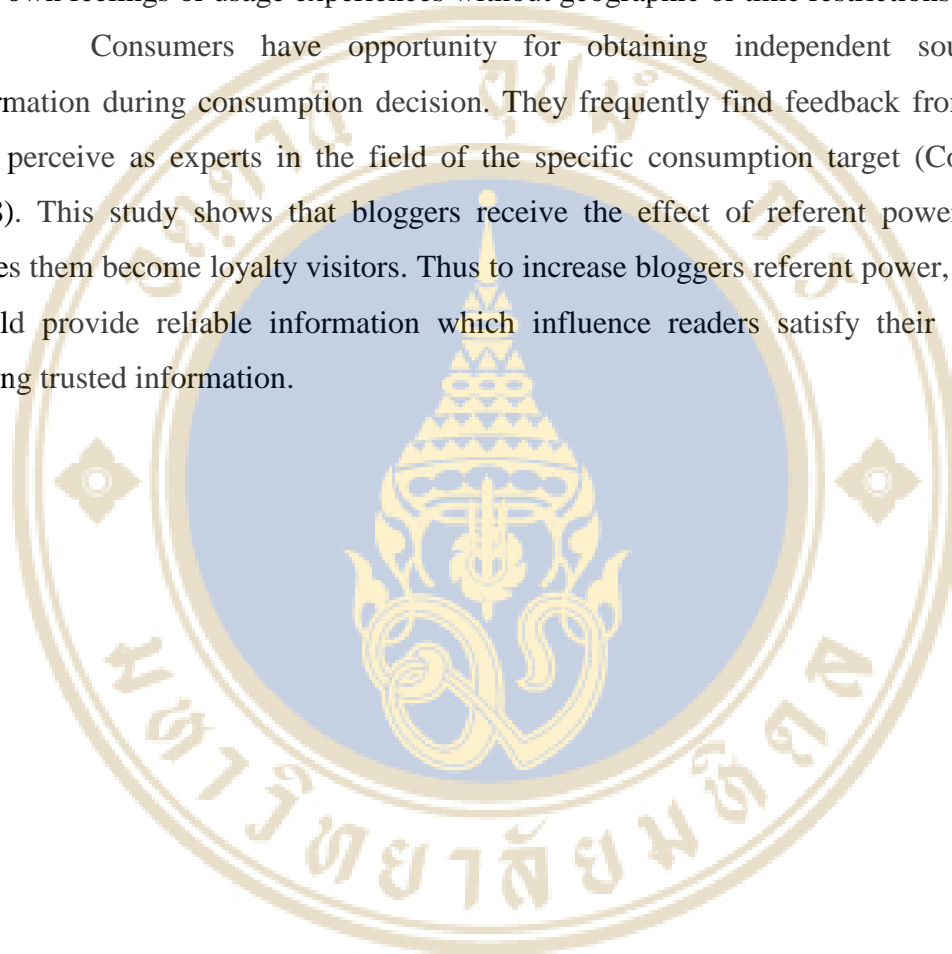
Second, blog readers' involvement, there are dissimilar personalities and characteristics which reflect the customer behavior. Even it isn't part of this study but it's very essential part for future study. Because it can help the researchers are more clearly understand of factors, and then they will analyze factors more effectively. In addition, this study focused on the influence of bloggers on customer purchase intention, the future research could be made on what are the main factors that influence blogger to review about products and brands over others. Finding an answer to this question could help companies find ways of using this information to create relationship with bloggers and in this way benefit from blogs in terms of cheap marketing assistance.

5.3 Conclusion

In conclusion, rapidity and wide-ranging dissemination has made blogs as powerful tool for spreading information and opinions through electronic word of mouth like promoting webpage on social network or share homepage activities into other homepage. This study focuses on Thai cosmetic's customer purchase intention from blogger recommendation. The sample of this study is 20 cosmetics customer for analyzing and contributing to the research in the following qualitative approach for exploring behavior, perspectives, experiences and attitude of cosmetic customers. The collected data by the face-to-face interview and analyzed the content of text data through the systematic classification process of coding and identifying themes or patterns.

The acquiring and sharing useful information through a blog then blog readers can achieve their goals and even gain knowledge. From this process it will subsequently increase the likelihood by revisiting same blog. This study shows that high levels of satisfaction with a blog's social exchange intensify participants' favorable attitude and, their loyalty behavior. Even there are lacks of face-to-face communication, blogs can also provide virtual interfaces that allow participants share their own feelings or usage experiences without geographic or time restrictions.

Consumers have opportunity for obtaining independent source of information during consumption decision. They frequently find feedback from those they perceive as experts in the field of the specific consumption target (Coxet al., 2008). This study shows that bloggers receive the effect of referent power which makes them become loyalty visitors. Thus to increase bloggers referent power, blogger should provide reliable information which influence readers satisfy their need in finding trusted information.



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