



**Factors influencing consumer purchasing decision towards
Thai cosmetics retailers**

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Abstract

Cosmetics has been used by both men and women for more than thousands of years. The market of cosmetics is very interesting as like other industry, it change the structure from the change in consumer purchasing decision. One of the result of this change are the emerged of cosmetics retailers. The researcher is interested determine the factors could influencing the consumer purchasing decisions towards Thai cosmetics retailers because these cosmetics retailers have gaining position in the industry in just less than a decade. The factors that this research focused are empathy, price and promotion, variety of products, social media, and comfortable. This study also includes the demographic profiles as a factor that might influence the purchasing decision towards Thai cosmetics retailer.

The research use descriptive analysis to analyse the data which has been collected from the questionnaire with the responses of 205 data.

This research has found that empathy, price and promotion, variety of products, and social media have affected on the consumer purchasing decision towards Thai cosmetics retailer. The demographic profiles, gender, income, and education also has significant relationship with the purchasing decision of consumers towards Thai cosmetics retailer. It also clarify that the results of the descriptive analysis has correspond with the current situation in the market.

The research might benefit the Thai cosmetics retailer or people who want to operate in the cosmetics retailer industry or any people who are interested in cosmetics retailer. The result can be used as a guideline on what factor should be emphasize to gain more sales or might be use to develop a strategies on the cosmetics retailer business. The company will gain information of factor influencing the consumer purchasing decision towards Thai cosmetics retailers.

Statement of the problem and its significance

Cosmetics is not only the substance that enhance the appearance of human but it also creates value to the economy. The cosmetics has been used by human since the Egypt era or around 5000 years ago. The market of cosmetics emerged by the demand of the woman and becomes an industry. For Thailand, Cosmetics is one of the largest industry which has been growing tremendously. At first there are only few number of domestic producer and retailer due to the consumer behavior and demands. In the past 10 years people didn't have information of what to buy so there are less demand of the variety of products. Nowadays technology gives the opportunities to access to information and as a result creates a higher demand for Thai cosmetics industry. The market react to the increase in demand by also increase the numbers of retailer and local production in Thailand.

The consumer behavior play key roles in cosmetics industry because the consumer perceptions will determine the market structure of industry. Before there was only brand loyalty that play the biggest role in determine the market competition. As time change people demand more of differentiation of product, quality of product, and added benefits to the product. As the situation change, the retailer take into action of react to the change of market demand. The cosmetics retailers are emerging and increasing in numbers. There are many local retailer enter the market. The profit of these retailer is huge. The retailer gains more bargaining power with the brand and the manufacturer so much that the price is discriminated. The power of retailer push the supply side to create more supply and more variety of product because it creates the space for the new suppliers to sell their products.

According to the Thai Cosmetic Cluster, there are 762 cosmetics manufacturing plants in Thailand and most of them are SMEs. From the numbers we know that the competition of local production is enlarging. The cosmetics industry is not directly supervised by the ministry of industry but the food and drug administration of Thailand. The ministry of industry also support this industry by target the growth to be 10% per year as now the growth is 6.5% in 2015. From these rapid growth it can be easily seen that this sector of industry has potential in driving the economy.

It is important to know what factors affect the purchasing decision of the consumer because these cosmetics retailer would generate more profit and more income to the country. The question are what factors affect the purchasing decisions of consumer towards Thai cosmetics retailer and whether the characteristic of consumer behavior has effect on the structure of the emerging cosmetics retailers in Thailand and whether the factors strongly emphasize the this market or not. If there is a positive trend in this relationship, industry should be support by increasing the number of retailer to serve the consumers demand.

Objective of the study

The objective of this study is to examine the relationship between the consumer behavior and the retailer in Thai cosmetics industry. This research want to know that as consumer preference change what factor would affects consumers purchasing decision towards Thai cosmetics retailer.

Hypothesis for Testing

In order to achieve the objective, the following hypotheses are postulated for testing;

1. The factors are significantly affects the consumer's' purchasing decision towards the Thai cosmetics retailer
2. The consumer behavior may have effects on the power of the retailer in cosmetics industry

Scope of the study

This paper will use the survey to collect data from the population. The scope of study will be both men and women of any age that has experience on purchasing products from any Thai cosmetics retailer. But the sample will be focusing on the women around the age of 18-35. The data collected will use to analyse the significance of the factors. The Thai cosmetics retailer which we focus are Eve and boy and Sephora because Eve and boy is one of the biggest Thai Local cosmetics retailer that has influence on Thai society and Sephora Thailand is one of the biggest franchise retailer that has the most variety of products.

Another part of the information is the real situation in the market which the researcher will find if the real situation correspond to the finding results or not.

Literature Review

Porter, M. (1974). Consumer Behavior, Retailer Power and Market Performance in Consumer Goods Industries. *The Review of Economics and Statistics*, 56(4), 419-436.
doi:10.2307/1924458

The researcher getting the idea of the topic of research from this research paper. But this paper is focus on the consumer goods which it divides the consumer goods into convenience and non-convenience stores. This paper is more of the economic and statistic paper. The researcher will be focus on the non-convenience stores results because cosmetics product is retailed by the non-convenience stores. The research states about the entrant into the market and advertising. The indicators of the advertisement is the Advertising to sales (A/S) and Advertising per firm(A/F) which will be used together. The researcher use unadjusted demand model which hardly mentioned the meaning in the content. The dependent variable in this case is the net profit after taxes as percent of stockholders equity and the independent variables are concentration, minimum efficient scale of plan as % of industry output, growth of demand, absolute capital requirement of productions, advertising, and regional dummy variables. These variables are tested using the multiple regression. The result of the non-convenience stores perform badly due to advertising variable so the author improves it by properly specifying advertising variable. In non-conveniens industries, economies of large scale advertising were not so crucial and technical entry barriers substantially explain concentration.

Charastrakool, N. (n.d.). Factors influencing purchasing behavior of imported makeup cosmetics customers in Bangkok and metropolitan area (Master's thesis, Durakijj Pundit University (DPUIC)). 1-11. Retrieved September 9, 2017, from http://www.dpu.ac.th/graduate/upload/content/files/%E0%B8%9B%E0%B8%B5%E0%B8%97%E0%B8%B5%E0%B9%88%203%20%E0%B8%89%E0%B8%9A%E0%B8%B1%E0%B8%9A%E0%B8%97%E0%B8%B5%E0%B9%88%203%20%E0%B9%80%E0%B8%A1%E0%B8%A9%E0%B8%B2%E0%B8%A2%E0%B8%99%20-%20%E0%B8%81%E0%B8%A3%E0%B8%81%E0%B8%8E%E0%B8%B2%E0%B8%84%E0%B8%A1%202558/140-Jour_V3_No_3_FACTORS%20INFLUENCING%20PURCHASING%20BEHAVIOR%20OF%20IMPORTED.pdf

The research aim to identify the factors influencing purchasing behavior of imported makeup cosmetics customers in bangkok and metropolitan area. This research is benefit to the business that is in the cosmetics industry because it's results help guidelines the business owner of the factors influencing the customers. The factors that this research is focusing is demographic profile, integrated marketing communication(IMC) mix, digital marketing (independent variables)and the purchasing behavior of imported makeup cosmetics customers(dependent variable). The

factors that this research use are determined by the study of researcher literature review. The conceptual framework is there are three hypotheses and these hypotheses are based on the factor that might influence the customer's purchasing behavior of imported cosmetics. The researcher uses descriptive research and Pearson's chi-square as research methodology to test the hypotheses with the scope of population of aged 16 years old and above and who lives in Bangkok and metropolitan area. The questionnaires are conducted with 100 people as a sample. The test will qualify the relationship between the consumer's purchasing behavior and the factors mentioned. The result from the study is different demographic profiles show different purchasing behavior. Second, the different tools of seller's promotion mix strategy have influences on customer's purchasing behavior while there is no significant relationship between digital marketing and the purchasing behavior of imported makeup cosmetics customers. The researcher of this paper will be using the demographics as one of the factors in the research.

Assumption University. Graduate School of Business. (2012). Factors influencing the repurchase intention of Thai female customers toward Korean cosmetics in Bangkok. 1-9. Retrieved September 9, 2017, from <http://repository.au.edu/handle/6623004553/13379>

This research aims to examine the factors that influence the repurchase intention of Thai female customer towards Korean cosmetics in Bangkok. It focus on Etude House, the biggest Korean cosmetics brand. The research defined the word such as repurchase intention as repeat buying of the specific products. The research adopt the theory of reasoned action which has three components, Behavioral intention, attitude, and subjective norms as a part of analyse. The conceptual framework is that there are factors listed that will be test the significant relationship between the factors. The factors are subjective norms, beliefs, attitudes, advertising and information sources, physical attributes, psychological attributes, and perception which are independent variables. There are 402 questionnaires conducted as the sample. The researcher use the Pearson's correlation as a tools with 9 different hypotheses and 0.05 confidence interval. The researcher found that these factors mentioned play a crucial role in the repurchase intention of Thai female customers.

Anantaya Ponbamrungwong& Sirada Chandsawang . (2009, June 2). The impact of brand on Thai female consumer in purchase decision of foreign makeup product (Master's thesis, School of Sustainable Development of Society and Technology, 2009). 1-64. Retrieved September 9 , 2017, from <http://mdh.diva-portal.org/smash/get/diva2:236236/FULLTEXT01>

This research aims to study about the impact of brand in Thai female consumer in purchase decision of foreign makeup product. The researcher use the word brand equity to define the impact of brand on consumers. The research found that Thai women become more concerns on their appearance and they tend to aware of the quality of product they use. Therefore, Thai

women are more preferred to foreign cosmetics than domestic cosmetics because of the quality. The research also mentioned about the economic downturn and demographic also affect the consumer on cosmetics market. The research methodology are qualitative and quantitative method. The questionnaires are conducted to collect the primary data and the data is tested by the Cronbach's alpha to test the reliability of the questionnaire. The secondary data is collected from the online journals and textbooks and the data is tested by the correlation(Pearson's correlation), multiple regression, and ANOVA. The dependent variable in this research is purchasing decision and the independent variables are the factors of brand equity. The word 'Brand Equity' is divided into factors that are brand loyalty, Brand awareness, Brand Association, Perceived Quality. From the analysis, the result shows that there are weak relationship between brand equity and purchase decision of foreign makeup products. In conclusion, the brand equity does not affect Thai female consumer in their purchasing decision. From this research the researcher will use the factor brand awareness as one of the characteristic of consumer perception towards the cosmetics retailer.

Nopphanont Homsud , Kotchanipa Buamanee and Napatsawan Chujan. (2016, July). Service quality factor affecting brand trust through EVEANDBOY of female consumers at Siam Square (Master's thesis, Silpakorn University Phetchaburi IT Campus). 1-11. Retrieved September 9, 2017, from <http://conference.nu.ac.th/nrc12/downloadPro.php?pID=263&file=263.pdf>.

As the cosmetics retailer in Thailand information is hard to find, the researcher need to find the information from Thai research instead of international research. The research is 'Service quality factor affecting brand trust through EVE and BOY of female consumers at Siam square. The objective of research is to study the service quality factor affecting brand trust through EVE and BOY of female consumer. It collected data from 400 questionnaires and analysed by the descriptive statistics, Multiple regression, which the independent variables are Tangibles, Reliability, Responsiveness, Assurance, and Empathy and the dependent variables are Brand trust. The finding is the Tangibles is the most influencing factor then followed by Reliability, Responsiveness, Assurance, and Empathy respectively.

The researcher is interesting to review this literature because EVE and BOY is one of the biggest local cosmetics retailer in Thailand that the research will be focused on. The dependent variable or Brand trust will give the opportunities for the retailer to grow their business. The research found out that the factors mentioned, tangibles and empathy, can be used to analyse and to find relationship of the retailer power and consumer behavior.

Kedwadee Sombultawee, Kantida Turdtrakoonrat, and Nannapat Poolsawat. (2017, January). The influence of online marketing affecting Sephora brand awareness of Generation Y in Patumwan, Bangkok (Master's thesis, Silapakorn University Petchaburi IT Campus). 1-15. Retrieved September 10, 2017, from http://www.info.ms.su.ac.th/sums01/PDF01/1350_20170426_p_80.pdf

The researcher want to study more about the factors affect cosmetics retailer and how can these factors can be used to analyse the relationship between factors(independent variables) and cosmetics retailer (independent variable). The research ‘ The influence of online marketing affecting SEPHORA brand awareness of generation Y in Patumwan. This research find the factors or the independent variables from marketing perspective which are X1 brand awareness on website, X2 brand awareness on Facebook, X3 on blog, and X4 on instagram. It use the multiple regression to test the significant relationship on the dependent variable Y, which is brand awareness of Sephora. The data is collected by the 400 questionnaires on Generation Y in Patumwun. Note that The research uses Generation Y as a sample because this generation is the highest internet user. The result found the website, facebook, blog, and instagram has a significant relationship with brand awareness of Sephora,which these factors will inform the customer about the promotion and online marketing. The research only gives the result from multiple regression and mentioned that it is conformed with its literature review but there is no further interpretation of the result.

Euromonitor. (2017, May 12). Beauty and personal care in Thailand. Retrieved September 9, 2017, from <https://www.portal.euromonitor.com/portal/analysis/tab>

The Beauty and personal care in Thailand report from Euromonitor report performance, trends, and consumer perceptions of the industry. It states that cosmetics industry (defined as Beauty and personal care) is in the good performance over a forecast period. The good performance is supported by the government policy, economic recovery, and the most important one that we focus, the consumer behavior towards beauty and personal care. According to the report, consumers had a greater concerns on their appearance and they are willing to invest in such a product to improve their beauty and appearance.

The competition in the industry has been increased intensely. There are brands enter, exit, return, and keen to enter the market. As they are many suppliers in the market the supply tends to be higher than demand and as a results consumer benefit from having a differentiated products. The price competition is strong in the industry because the consumer can gain more information and become more price sensitive to market, they will wait for promotions or they will look for reviews from beauty bloggers before making purchasing decision. The factors that should be considered are the digitalisation and the use of beauty blogger because they help in marketing the product and influence the consumer to use a variety of products. The most important part is the report states that there was greater penetration of stand-alone multi-brand shops from beauty retailers. The ‘push strategy’ is used on marketing that means the retailer sector is playing more important role. But the report did not states anything about the relationship between the retailer and industry performance.

The data and information from this report will be transformed into factors that affects the industry performance and will be used to test later.

Euromonitor. (n.d.). Health and beauty specialist retailers in Thailand (pp. 1-10, Rep.).

Euromonitor. Retrieved September 10, 2017, from

<https://www.portal.euromonitor.com/portal/analysis/tab>.

The report provides information and data of 'Health and beauty specialist retailers in Thailand', which related to the cosmetics retailer. This report also emphasize the believe of the researcher of the changing in consumer behavior has a significant relationship with the power of cosmetic retailer. Watson and Boost are the leading retailer in Thailand so the researcher will include these two retailer in the research. The report states that the consumers did not gain product information from the retailer but they gain information from social media and reviews from blogger. The social media become more important to the retailers. The consumer are also became more sensitive to price. One of the important information receives from this report is the leading new retailer 'Beauty Buffet' from Beauty Community has arose in the market with high growth in 2016. Note that there are no mentioned about Eve and Boy in the report. It also states that the beauty specialist is related to mixed retailer, which will be explored later in other literature review. From this report, the researcher will obtain the data as secondary data to test on the significant relationship of the consumer behavior and power of cosmetics retailer.

Halzack, S. (2015, March 09). The Sephora effect: How the cosmetics retailer transformed the beauty industry. Retrieved September 14, 2017, from

https://www.washingtonpost.com/news/business/wp/2015/03/09/the-sephora-effect-how-the-cosmetics-retailer-transformed-the-beauty-industry/?utm_term=.466f68b88499

This article is about the changing in beauty industry from the cosmetics retailer in USA. The retailer this article is talking about is Sephora and Ulta. These two retailer has transform the cosmetics industry by changing the way to sell the cosmetics. The consumer prefer more of freedom to choose the product and they don't need advice from the beauty adviser at the counter. The article stated that there is no brand loyalty in this millennium. The article described this change as a change to some kind of laboratory. The change in consumer preference has make the retailer in cosmetics industry gain more revenues and more power. For Ulta beauty, it has made 30% increase in profit and 21% increase in revenue. For Sephora, it has 8% increase in revenue. This significant growth of the retailers shows that the retailer has been successful by the change in consumer preference.

Site designed and built by Hydrant (<http://www.hydrant.co.uk>). (2017, August 07). Retail in Thailand shaped by food and beverage, health and beauty, and online platforms. Retrieved

September 14, 2017, from

<https://www.oxfordbusinessgroup.com/overview/stocking-food-and-beverage-health-and-beauty-and-online-platforms-are-key-segments-0>

This article explains the retail industry in Thailand. First, the article describes the economic trends of Thai retailer industry that the retailer sector has recovered itself because of the economic expanding in 2017. The consumers tend to consume more as their income increase. As consumption increase because of the recover in the overall economy, the retailer sector also increase in its consumption. According to the article, Bank of Thailand's retail sales index increased to 213 in 2016. The 12-month moving average of retail sales index has continued to have positive growth. The article also described the market structure of the retail sector that changing in preference gives the opportunities to small and medium-sized enterprises (SMEs) to become dominant in the market position. By focusing on the topic about the cosmetics, it is known that the cosmetics retail is increasing in competitiveness in 2017. The domestic market accounts for 3.5bn of this sector and 2.3bn are exported. The industry performance tend to grow more and more both domestically and internationally. Overall, the researcher can conclude that economic factors might be one of the factor that influence the cosmetics retail industry as the increase in government budget to stimulate the economy.

Nobuo, T., Yuichi, K., Koveampairoj, D., & Kittikrairat, P. (2016, January 23). The Thai market to watch and their players -Cosmetics market- | CDI Asia Business Unit. Retrieved December 10, 2017, from <http://www.cdiasiabusiness.com/en/library/detail.html?p=211>

This paper talks about the cosmetics retailers in overall just like other papers. It states that the industry has grown every year. The article states that the woman in Southeast Asia region tends to use more of cosmetics than skincare. People care more about their physical appearance. Thai cosmetics market was first dominated by the European cosmetics brand then there was a spread over of Korean cosmetics brand. At the same time social media was used spread wide. Thai cosmetics brand like Cute press, Oriental Princess, Beauty buffet by Beauty community, or even the Thai cosmetics importer like Karmart are competing against each other on the same target group 'Middle class'. The interesting point of this article is it talks about Thai major conglomerates are partnered with Japanese drugstore to bring franchise like Matsumoto Kiyoshi and Tsuruha to Thailand. The reason why it is a new trend is because the consumer will get more affordable product with good quality of Japanese products.

Conceptual framework

Figure 1

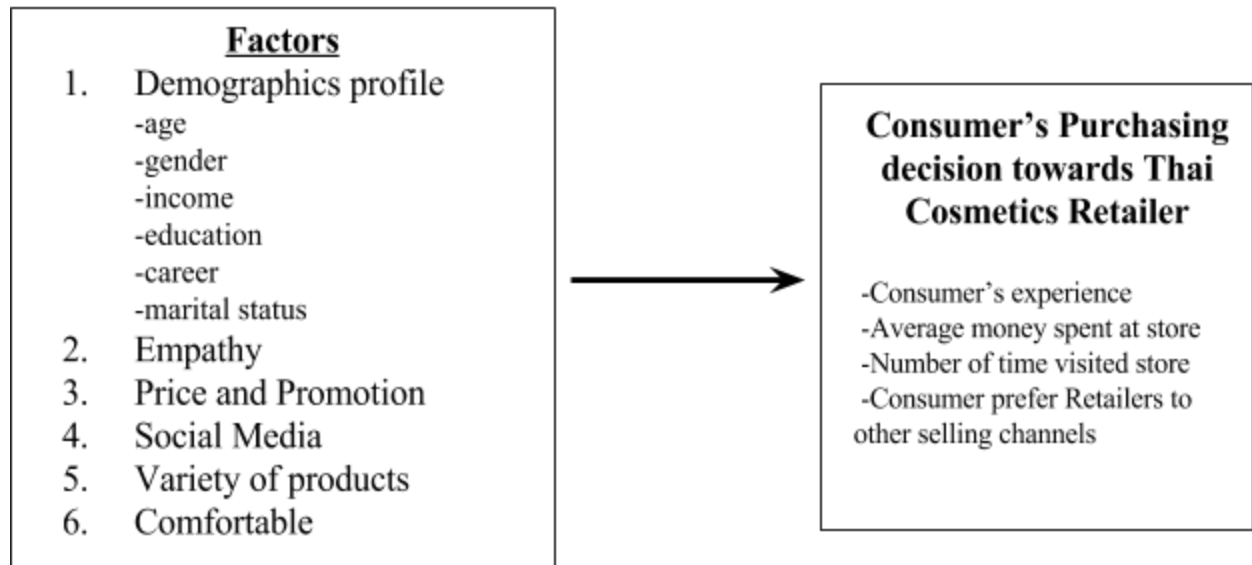
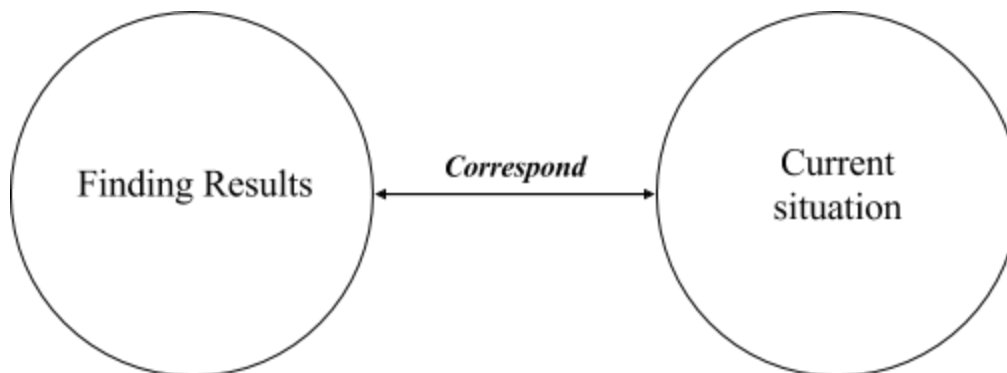


Figure 2



Methodology

This paper will use the descriptive analysis to analyse the collected data together with the real situation of the Thai cosmetics retailer market because we want to find the significant factors that affect the consumer purchasing decision towards the Thai cosmetics retailer. The population of this study is any person of any sex and age that has experience on purchasing products from Thai cosmetics retailer. The population may cluster in women of age around 18-35 because of the publish source of survey. The questionnaire was conducted with the finding of demographics profiles and factors selected which we use seven-point-scale. The questionnaire was done by 205 respondents. We take about 1 month to collect all data.

The researcher used the questionnaire to collect data via docs.google/form. The survey was shared through social media such as line group, facebook, facebook groups, and instagram. The questionnaire consists of 3 sections. First, the experience of the consumer on purchasing products from Thai cosmetics retailer which include six questions. The question would ask the experience of the consumer, average money spent, number of time visited, money spend on skincare and cosmetics each time, ranking of the factors that affect the purchasing decision, ranking of place which they buy from, and the most buy cosmetics brand. All of the experience that the questionnaire ask would illustrated behavior towards the Thai cosmetics behavior. The researcher will use the ranking part to see the behavior and the most factor that influencing the consumer purchasing decision without testing by statistic.

The second part is the factors influencing the purchasing decision of the consumer towards Thai cosmetics retailer with are 5 factors described below and one question about consumer prefer retailer to other selling channels. The third part is Demographic profiles which will be test both together and separate with the 5 factors in part 2. The factors mentioned are empathy, social media, variety of products, price and promotion, and comfortable. All factors were collected from literature review which the researcher selected the most significant factor and the most interesting factor that we can see in real situation in order to prove the correspond between real situation and the survey.

Empathy is selected as one of the factor which mean the careness of the staff or beauty advisor to the customer. To define empathy more clearly, in this research, empathy mean the BA

or staff should advise all customer to become more confidence with the product without interrupting the decision or forcing the customer to buy the products. From the Literature review we found out that empathy has a significant effects on brand trust on Eve and Boy. The researcher would like to test the significant level of this factor on overall Thai cosmetics retailer so we decide to include this factor in the research. The survey has divided the question into three part. First, the customer wanted BA to advise them, second, the customer wanted to test the product without interrupting, and lastly the customer wanted choose to purchase product from Thai cosmetics retailer because there is no interrupting by BA.

Social media is one of the most interesting factor because Thai culture has been viral by the social media influence which it affects the cosmetics industry and Thai cosmetics retailer to grow bigger in values. The questionnaire asked three questions on this factor which are consumers notice of products from social media, consumers read reviews from social media, and consumers would buy product if beauty bloggers recommended.

Price and Promotion is also one of the most important factor because Thais are sensitive with the decrease in price of products like cosmetics products which has low elasticity of demand. The questionnaire weights more questions on this factor because the researcher view this factor as the most important factor. We ask four questions on this factor which are consumer would likely to buy the lowest price, consumer buy product from the retailer because of the lower price, consumer buy product from retailer because of promotion, and consumer would buy from the retailer if they have member cards.

Variety of products is the factor which the researcher found out from the literature reviews that consumer in this millennium love variety of products and has no brand loyalty. The researcher choose variety of products rather than test the brand loyalty because it is hard to define brand loyalty clearly. The questionnaire asked three questions on variety of product which are consumer love variety of product, consumer buy from cosmetic retailer because it has variety of product, and consumer buy from retailer because they can't find the product anywhere else.

Comfortable is choose as the factor from the literature review that suggest the comfortable of the consumer, meaning, the consumers are more comfortable when they visit the store with friend or family than when visit alone. To define more clearly, comfortable also

include the environment of the store together with the people around the consumer. The survey ask two questions on comfortable which are consumer tends to purchase product when they go with friend than go alone and consumer choose to purchase from retailer because of the store environment like the decoration of the store.

This research used descriptive statistic such as frequency, ranking, mean, and standard deviation. We also used the multiple regression to find the relationship between dependent and independent variables. The variables and meaning are described in the appendix. 95% confidence interval or $\alpha = 0.05$ was used to test the hypotheses. The dependent variable is consumer purchasing decision towards Thai cosmetics retailers which is divided into 4 sub factors. The sub factor are experience, average money spent, number of time visit, and preference. These subfactor will be the dependent variables in 8 different equations of regression.

Regression Equations

1. $experience = \beta_0 + \beta_1 age + \beta_2 education + \beta_3 career + \beta_4 Marital\ status + \beta_5 income + \beta_6 age + \mu$
2. $experience = \beta_0 + \beta_7 empathy + \beta_8 socialmedia + \beta_9 price + \beta_{10} variety + \beta_{11} comfort + \mu$
3. $numberoftimevisit = \beta_0 + \beta_1 age + \beta_2 education + \beta_3 career + \beta_4 Marital\ status + \beta_5 income + \beta_6 age + \mu$
4. $numberoftimevisit = \beta_0 + \beta_7 empathy + \beta_8 socialmedia + \beta_9 price + \beta_{10} variety + \beta_{11} comfort + \mu$
5. $averageuse = \beta_0 + \beta_1 age + \beta_2 education + \beta_3 career + \beta_4 Marital\ status + \beta_5 income + \beta_6 age + \mu$
6. $averageuse = \beta_0 + \beta_7 empathy + \beta_8 socialmedia + \beta_9 price + \beta_{10} variety + \beta_{11} comfort + \mu$
7. $Preferretailer = \beta_0 + \beta_1 age + \beta_2 education + \beta_3 career + \beta_4 Marital\ status + \beta_5 income + \beta_6 age + \mu$
8. $Preferretailer = \beta_0 + \beta_7 empathy + \beta_8 socialmedia + \beta_9 price + \beta_{10} variety + \beta_{11} comfort + \mu$

The researcher set the regression in this way because it is more significant to differentiate demographic profile the selected factors. We want to see the real impact of the selected factors towards the purchasing decision of the consumers towards Thai cosmetics retailer. The regression also include the robust command in order to fix heteroskedasticity even it occurs or not because it will improve the error of the regression.

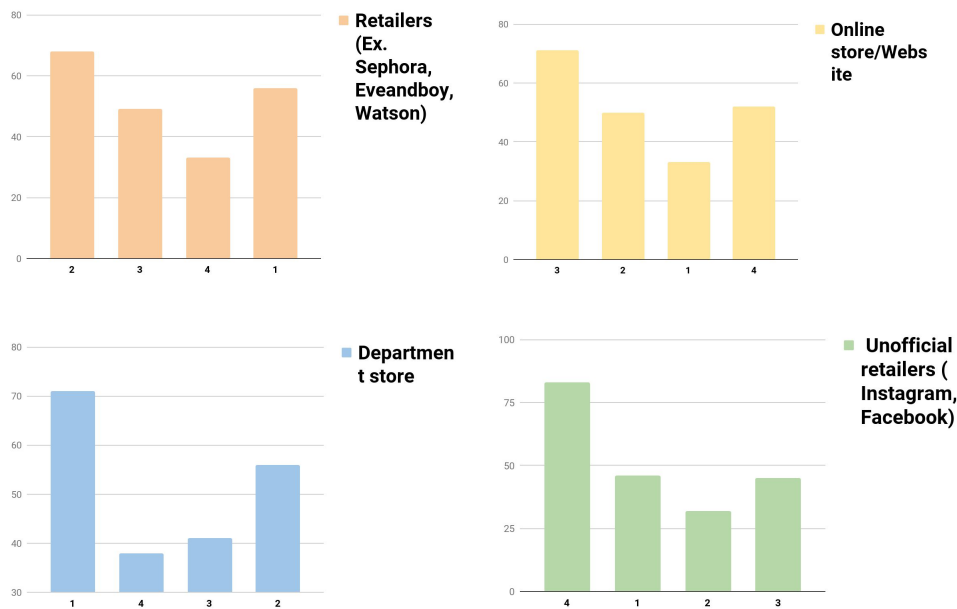
The results of descriptive analysis will be used to analyse one more time to see the relationship and correspondence with the real situation. The real situation is described as the current market value of the cosmetics retailers sector in Thailand, the news of real situation, and market structure. This part the researcher will analyse shortly whether the research finding from the data collect from the survey will be corresponded to the real situation in the market or not.

Research findings and results

The research findings are shown in the tables below. As we already mentioned in the methodology that we set up 8 equations which we separate the demographic profile factors from the finding factors in order to see obvious effects of dependent and independent variables. Here we only present the simple regression, the robust regression will be in the appendix.

The results from the questionnaire which we got 205 responses show that 93.2% are female 61.2% are in the age range around 18-21 years old 87.9% have education levels of bachelor degree and 84.5% are students. We could see that the respondent are women in the same range of age and career which they may have the same lifestyle or in the same society which make the purchasing decision towards Thai cosmetics retailer of these people may be the same regardless of their income. From *Graph 1* we could see that the respondent still prefer buying cosmetics product from department store to buying products from the cosmetics retailer. The most important factors that affects the purchasing decision of the consumer is obviously price and promotion. The most consumed brand is Tarte cosmetics, Mac cosmetics, and nyx cosmetics. Notice that the tarte cosmetics is officially retail in Sephora only. So here we could see the trends of buying more from the retailer because some product can only be found in these retailers. Mac cosmetics and Nyx cosmetics also retail in Eve and Boy.

Graph 1



Regression analysis

Model 1 : The dependent variable here is experience, meaning the consumer experiencing on the purchasing from Thai cosmetics retailer. The researcher found that factors that have been chosen namely, empathy, price and promotion, variety of products, social media, and comfortable, most of them have significant relationship with the experience of consumer the only factor that didn't have significant relationship with the experience is comfortable. We could describe the finding as we have only 205 observations the p-value of the comfortable coefficient is 0.064 which we could have conclude that it also has the significant relationship with experience if we use the significant level of 1%. But the researcher also conclude that the reason behind the result is people may not concern about their comfortable when buying cosmetics because people would concern more on price and promotion or empathy that they would have in mind already. The consumers would not visit a shop just because it is nice or colorful they would likely to visit a shop if it has a promotion or sales. Furthermore, empathy that has significant relationship with the experience of consumer has a negative coefficient. It is because people in this millennium don't want people to interrupt their decision making especially on buying cosmetics. Most people would already read reviews from beauty bloggers before go out buying products. The negative coefficient seems to be reasonable.

Model 2 : The dependent variable here is also experience. The factors that have significant relationship between the experience is gender and education. Notice that gender coefficient is negative which mean it is significantly affects experience which is contradict to the real situation that should be gender, namely female, should have significant relationship with the experience with the experience on purchasing from retailers. The education also has the significant relationship with the experience. Most of the respondents are student of bachelor degree which could mean that student of age around bachelor degree would likely to visit cosmetics retailer than other education level. The education level here may not determine the experience but the lifestyle of the level of education would determine the experience of consumers.

Model 3 : The dependent variable here is the number of time that the consumers have visited the cosmetics retailers in a month. Gender is the only factor that has significant

relationship with the number of time visited. This is because the female would buy more cosmetics than male. The factors that is interesting is age. Age could also have significant relationship with the number of time visited if we have more observations. People around age of 18-21, most of our respondents, may have visited the store many times per month.

Model 4 : The dependent variable is also the number of time visited per month. There is no factors that have significant relationship between dependent and independent variables. It may be because the number of time visit may not reveals the purchasing decisions of the consumers towards the Thai cosmetics retailers.

Model 5 : The dependent variable is the average usage of consumer in a month. Gender and income has significant relationship with the average use of consumer. It is clearly the gender, namely female, would spend more than male. The income is also the important factor to determine the amount of average use of consumers. The more income the more they spend just like any of the normal good relationship with income.

Model 6 : The dependent variables is the average usage of consumers in a month. Price is the only factor that have significant relationship with the average use. We could see that the coefficient is negative which mean when the price decrease by 0.21 unit the average use of the consumer will increase by 1 unit. It is reasonable to describe the data in this way because the consumer is sensitive to price change. When the price decrease they would tend to use or buy more of products.

Model 7 : The dependent variables is the consumer preference and the independent variables are demographic profiles. There is no significant relationship between the dependent and independent variables. It may be because the respondent didn't prefer retailer to other selling channels according to the answers that they still buy from the department store as the first place.

Model 8 : The dependent variables is the consumer preference that prefer retailer to other selling channels. Variety of products is the only factor that have significant relationship with the prefer retailer factor. The researcher would explain this as people could find the price and promotion, empathy, comfortable, and social media influence from other places but the only place that they can find the variety of product is from cosmetics retailers which could be the important determinant of the purchase decision of the consumer towards Thai cosmetics retailer.

The factor that could have significant relationship with the the prefer retailers is the social media influence as the social media is the upcoming trends for marketing channels for most of the product.

In addition, one thing we can observe from the results of the regression is that the factor Social media has negative coefficient. It may be or may be not contradicted to the real world situation. According to Forbes, One report by Deloitte found that 47% of millennials say their purchase decisions are influenced by social media. Most of the teenagers also say they purchase decisions are influence by social media so the result may be contradict with the real situations. Moreover, the Euromonitor report on ‘Health and Beauty specialist in Thailand’ also mentioned that the retailer use social media as a marketing tools which mean they already considered social media as one factor that influence the purchasing decisions of consumers. In the other hand, the result may not be contradicted in the result of bad marketing case. Because many company use beauty bloggers as one of online marketing tools, people starting complaining about the trustworthy of these beauty bloggers. The company would give products for beauty bloggers to review and most beauty bloggers would reviews all products on its advantage only. When they are too many reviews of too many brands or too many sponsored videos, people would lose the trust on these reviews and it would be less influence on the purchasing decisions. We could say that because of too many supply information on social media decrease the influence of it on purchasing decisions of consumer towards cosmetics and cosmetics retailers.

| Variable | Obs | Mean | Std. Dev. | Min | Max |
|-------------------------|------------|-----------------|-----------------|----------|----------|
| Experience | 205 | .0536585 | .2258943 | 0 | 1 |
| Numeroftime | 205 | 1.443902 | .8302046 | 0 | 3 |
| Gender | 205 | .0682927 | .252865 | 0 | 1 |
| ** Genderreverse | 206 | .9320388 | .2522924 | 0 | 1 |
| Education | 205 | 1.078049 | .4244444 | 0 | 3 |
| Career | 205 | .5121951 | 1.719581 | 0 | 9 |
| MaritalStatus | 205 | .0341463 | .2689939 | 0 | 3 |
| Averageuse | 205 | 1.965854 | 1.512628 | 0 | 5 |
| Preferretailer | 205 | 4.697561 | 1.604602 | 1 | 7 |
| Empathy1 | 205 | 3.512195 | 1.772916 | 1 | 7 |

| | | | | | |
|------------------|----------|----------|----------|-------|-------|
| Empathy2 | 205 | 4.760976 | 2.141202 | 1 | 7 |
| Empathy3 | 205 | 4.35122 | 1.855982 | 1 | 7 |
| Socialmedia1 | 205 | 4.395122 | 2.023144 | 1 | 7 |
| Socialmedia2 | 205 | 4.687805 | 1.950389 | 1 | 7 |
| Beautyblogger | 205 | 4.4 | 1.728084 | 1 | 7 |
| Price1 | 205 | 3.682927 | 1.87134 | 1 | 7 |
| price2 | 205 | 3.843902 | 1.716421 | 1 | 7 |
| price3 | 205 | 4.180488 | 1.692431 | 1 | 7 |
| price4 | 205 | 3.892683 | 1.929694 | 1 | 7 |
| varietyofp1 | 205 | 4.678049 | 2.197092 | 1 | 7 |
| Varietyofp2 | 205 | 4.707317 | 1.955935 | 1 | 7 |
| Varietyofp3 | 205 | 4.643902 | 1.837791 | 1 | 7 |
| Comfortable1 | 205 | 3.487805 | 1.803074 | 1 | 7 |
| Comfortable2 | 205 | 3.985366 | 1.716352 | 1 | 7 |
| Income | 204 | 1.333333 | 1.273708 | 0 | 6 |
| Age | 205 | .5121951 | .7958825 | 0 | 4 |
| Money_skin~e | 183 | 1728.514 | 1946.664 | 0 | 20000 |
| Money_cosm~s 182 | 1527.132 | 1415.076 | 0 | 10000 | |
| Empathy | 205 | 4.20813 | 1.393667 | 1 | 7 |
| Socialmedia | 205 | 4.494309 | 1.630187 | 1 | 7 |
| Price | 205 | 3.9 | 1.369217 | 1.25 | 7 |
| Variety | 205 | 4.676423 | 1.834644 | 1 | 7 |
| Comfort | 205 | 3.736585 | 1.435331 | 1 | 7 |

| VARIABLES | (1) Experience | (2) Experience | (3) Number of time visit | (4) Number of time visit |
|---------------|------------------------|-----------------------|--------------------------------|--------------------------------|
| genderreverse | | -0.439*** (0.0547) | 0.742*** (0.236) | |
| education | | 0.0825** (0.0391) | 0.0662 (0.169) | |
| career | | -0.00625 (0.00897) | -0.0118 (0.0387) | |
| MaritalStatus | | 0.0757 (0.0805) | -0.143 (0.347) | |
| income | | -0.0162 (0.0117) | 0.0715 (0.0506) | |
| age | | -0.0101 (0.0232) | -0.194* (0.100) | |
| empathy | -0.0663*** (0.0146) | | | 0.0967* (0.0569) |
| socialmedia | -0.0260** (0.0127) | | | -0.00156 (0.0496) |
| price | 0.0429*** (0.0146) | | | -0.0693 (0.0568) |
| variety | 0.0266** (0.0134) | | | 0.0627 (0.0522) |
| comfort | -0.0243* (0.0131) | | | -0.0723 (0.0510) |
| Constant | 0.249*** (0.0553) | -0.0389 (0.0397) | 1.437*** (0.171) | 1.291*** (0.216) |
| Observations | 205 | 204 | 204 | 205 |
| R-squared | 0.156 | 0.280 | 0.080 | 0.047 |

Standard errors in parentheses
*** p<0.01, ** p<0.05, * p<0.1

| VARIABLES | (5) Average use | (6) Average use | (7) Prefer retailer | (8) Prefer retailer |
|---------------|-----------------------|-----------------------|---------------------------|---------------------------|
| genderreverse | 0.814** (0.395) | | 0.642 (0.468) | |
| education | 0.0525 (0.283) | | -0.0725 (0.335) | |
| career | -0.0970 (0.0648) | | 0.105 (0.0768) | |
| MaritalStatus | 0.328 (0.581) | | 0.393 (0.689) | |
| income | 0.585*** (0.0847) | | -0.00397 (0.100) | |
| age | 0.0107 (0.167) | | -0.0147 (0.198) | |
| empathy | | 0.0374 (0.105) | | -0.162 (0.109) |
| socialmedia | | 0.119 (0.0913) | | -0.165* (0.0947) |
| price | | -0.209** (0.105) | | 0.00344 (0.109) |
| variety | | 0.0387 (0.0960) | | 0.325*** (0.0996) |
| comfort | | 0.0353 (0.0940) | | 0.0674 (0.0975) |
| Constant | 1.228*** (0.286) | 1.776*** (0.397) | 4.787*** (0.339) | 4.339*** (0.412) |
| Observations | 204 | 205 | 204 | 205 |
| R-squared | 0.229 | 0.028 | 0.020 | 0.070 |

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

Interpretation of current situation in Thai cosmetics retailers

The current situation in Thai cosmetics retailer, according to Euromonitor report, the retailer focus more on online retailing because of slowed down trends on store based. The retailer are using more of the digital and online marketing with beauty bloggers as one of a tools because the consumer tends to believe on the reviews from them. Watson remains one of the biggest beauty retailer in Thailand. Comparing Watson and Boots, Watson have more special price, promotion, and variety of products than Boots which make it is more attractive to the customer.

The brand Beauty Buffet under the company Beauty community has becoming bigger in terms of position in the industry and the value of company and stock price. The beauty buffet brand act as it name, customer can buy a variety of products under beauty buffet with affordable price. The target groups are teenagers and working women. The biggest news recently is the promotion of Eve and Boy. The stores announced sales up to 90% on every products. People become viral and went out to line up in front of the stores but at the time of sales some of the are gone since the first day. The company has lost some reputation to the public. We could observed that price, discount, and promotion is the biggest factor of purchasing decision of consumer which is correspond to the result and findings of this research that price has significant relationship with the consumer purchasing decision towards Thai cosmetics retailer. Moreover, the variety of products and price make Watson more prefer to Boots and make beauty buffet gains more position in the market which is also correspond to the research result that price and variety of products have significant relationship with the consumer purchasing decision towards Thai cosmetics retailer. The research suggested that the retailers should focus on others factor that can't be seen obviously on the real situation like empathy although from our research found a negative relationship with consumer purchasing decision. For example, Eve and boy didn't care much about empathy as the social media community has complain about bad reactions of the staff at some stores which reduce their competitiveness. We could see the misleading and interpretation of factor like empathy. Empathy means to not interrupt the purchasing decision of the consumer which mean give advice when they want not stand still and do nothing. In addition, There are also upcoming trend like a partnership with Japanese drug store has opened up in Thailand for example, Matsumoto Kiyoshi and Tsuruha. The reason behind this trend is the Japanese product has high quality but more affordable price and together with the concept of variety of products make the partnership become interesting. The price and variety of products play a key role in determine the purchasing decision and the structure of retail cosmetics industry in Thailand.

Discussion

From the research results, the researcher find that most of the results from regression and its correspondent with the situation seems to be statistically meaningful. Most of the variables that should have significant relationship with the purchasing decision of the consumer towards Thai cosmetics retailer are statistically significant. On the other hand some of the variables seem to have error. Although we could explain that Social media factor may or may be have negative relationship with the consumer purchasing decision towards Thai cosmetics retailer, it could be that the negative coefficient occurs because of errors in collecting the data which leads to this result. The most important error that we have found is the variable Gender. At first the researcher translated the data into close book as 0 for female and 1 for male. When we book the data like this case, the results shown would be the results for male. From our topic of cosmetics, it is definitely that our focus group is female although our target group are both female and male. This would mean if the results shown for gender is the result shown for male it could not reveals the true result that should be correspond with the objective. The researcher fix data by create variables 'Gender reverses' which mean we change from the old way we book the data to book 0 as male and 1 as female and then we redo all the regression and we get the results as shown in the report and appendix. The next error we could is that the gender from model 2 (dependent variable is experience) have negative coefficient which is still contradict to what it should be but for other model it has positive coefficient. It would be reverse sign if we use gender instead of gender reverse. As a results, The researcher decided to use gender reverse instead of gender because gender coefficient should be positive.

Conclusion

The cosmetics industry has been expanded further with the new trends of selling channels 'Cosmetics Retailers'. The cosmetics retailer has gained it power and position in the industry through the change of consumer behavior. This research suggested 5 main factors that would affects the consumer purchasing decision towards Thai cosmetics retailers are empathy, price and promotion, social media, variety of product, and comfortable. It also includes the

demographic factors in the findings. The dependent variable in this research is the consumer purchasing decision towards Thai cosmetics retailers which is divided into 4 sub-factors which are prefer retailer, average use, number of time visited, and experience. The questionnaire is conducted to collect observation of 205 respondents which the data is analysed by descriptive analysis and the results is use to analyse of its correspond to the current situation. The descriptive analysis suggested that 4 factors, empathy, social media, price and promotion , and variety of products have significant relationship with the consumer purchasing decision towards Thai cosmetics retailer. Gender, income, and education also have significant relationship with the consumer purchasing decision towards Thai cosmetics retailers. The results from the research also correspond with the current situation in the cosmetics retailer industry. The industry is now has shifted to digital/online marketing with the help of beauty bloggers to compete against each other. Price and promotion makes consumer prefer one shop to another shop. Consumer has change preference to love variety of product. They also don't want advice from the staff to interrupt them on making decision. Furthermore, there are new trends of partnership with Japaneses drug store in Thailand for example, Matsumoto Kiyoshi and Tsuruha. These trends also occurs because consumer preference towards more affordable products, more variety of products, and good quality of Japan which there the main factors that we found affected the purchasing decision of consumer. The structure of Thai cosmetics retailers are shaped by the change of these 4 factors. All of this are correspond to the research finding.

The research suggested that the retailers should focus on the 4 factors that we found to have affect the consumer purchasing decisions. We could observe that there are still lack of attention on some factors or misunderstanding about the factors. Although we know the factors that influence the consumer purchasing decision towards Thai cosmetics retailer, it is still hard for the retailers to focus on all factors because they are still a competitive market which complete against the price. It would be better if we could emphasize the retailer to grows further so that it could serves demand of the nationwide and worldwide.

Implication

1. The consumers are sensitive to price. From the questionnaire, They vote for price and promotion as 1st rank on factor influence their purchasing decision and price has statistically significant relationship with the purchasing decision. The stores may give out more price and promotion to attract more customer into the stores and make consumer prefer your store to others.
2. Consumer tends to search the reviews before hand, which most of them don't need advice from Beauty adviser. The company should train their BA to be politely and implicitly advice the customer without interrupting their decision.
3. The social media factor may or may have not affect the purchasing decision of the consumer because there are surplus of information, so instead of using social media alone the store should have a try out for customer to let they test the products first.
4. The retailers may choose to have a promotion for the student of a bachelor degrees for example discount for students or discount for graduation day.

Recommendation for future study

The research questionnaire should be conducted more specifically asking the dependent variables which is consumer purchasing decisions towards Thai cosmetics retailers. The number of observation of the study is only 205 which could not explain the whole population and creates some of the errors. The questionnaire also bias against the sexual which most of the male can't answers the questions which also leads to the error in transformed the data that should book 0 as male and 1 as female because we want to know the answer of female more than male. Future studies should be explore more on others cosmetics retailers and it should also explore more on other factors like brand loyalty and brand awareness.

Appendix

Robust Regression

| VARIABLES | (1) experience | (2) Preferretailer | (3) experience | (4) numeroftimevis it |
|---------------|------------------------|-----------------------|------------------------|-----------------------------|
| genderreverse | | | -0.439*** (0.134) | 0.742*** (0.238) |
| education | | | 0.0825* (0.0451) | 0.0662 (0.152) |
| career | | | -0.00625 (0.00929) | -0.0118 (0.0256) |
| MaritalStatus | | | 0.0757 (0.0888) | -0.143 (0.240) |
| income | | | -0.0162** (0.00795) | 0.0715 (0.0522) |
| age | | | -0.0101 (0.0311) | -0.194** (0.0860) |
| empathy | -0.0663*** (0.0214) | -0.162 (0.123) | | |
| socialmedia | -0.0260 (0.0158) | -0.165* (0.0971) | | |
| price | 0.0429*** (0.0147) | 0.00344 (0.103) | | |
| variety | 0.0266** (0.0117) | 0.325*** (0.0923) | | |

| | | | | |
|--------------|----------------------|---------------------|---------------------|---------------------|
| comfort | -0.0243 (0.0153) | 0.0674 (0.105) | | |
| Constant | 0.249*** (0.0770) | 4.339*** (0.435) | -0.0389 (0.0398) | 1.437*** (0.159) |
| Observations | 205 | 205 | 204 | 204 |
| R-squared | 0.156 | 0.070 | 0.280 | 0.080 |

Robust standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

Robust regression continue

| VARIABLES | (5) numberoftimevisit | (6) averageuse | (7) averageuse | (8) Preferretailer |
|---------------|--------------------------|----------------------|-------------------|-----------------------|
| genderreverse | | 0.814** (0.385) | | 0.642 (0.468) |
| education | | 0.0525 (0.291) | | -0.0725 (0.335) |
| career | | -0.0970 (0.0691) | | 0.105 (0.0768) |
| MaritalStatus | | 0.328 (0.368) | | 0.393 (0.689) |
| income | | 0.585*** (0.0799) | | -0.00397 (0.100) |
| age | | 0.0107 (0.177) | | -0.0147 (0.198) |
| empathy | 0.0967 (0.0666) | | 0.0374 (0.105) | |
| socialmedia | -0.00156 | | 0.119 | |

| | | | | |
|--------------|----------|----------|----------|----------|
| | (0.0513) | | (0.0934) | |
| price | -0.0693 | | -0.209** | |
| | (0.0633) | | (0.103) | |
| variety | 0.0627 | | 0.0387 | |
| | (0.0542) | | (0.0960) | |
| comfort | -0.0723 | | 0.0353 | |
| | (0.0564) | | (0.0836) | |
| Constant | 1.291*** | 1.228*** | 1.776*** | 4.787*** |
| | (0.218) | (0.290) | (0.418) | (0.339) |
| Observations | 205 | 204 | 205 | 204 |
| R-squared | 0.047 | 0.229 | 0.028 | 0.020 |

Regression with all factors

| | (1) | (2) | (3) | (4) |
|---------------|------------|------------------|------------|----------------|
| VARIABLES | experience | numeroftimevisit | averageuse | Preferretailer |
| genderreverse | -0.392*** | 0.761*** | 0.755* | 0.896* |
| | (0.0548) | (0.243) | (0.415) | (0.473) |
| education | 0.0739* | 0.121 | 0.0645 | -0.0446 |
| | (0.0380) | (0.169) | (0.288) | (0.328) |
| career | -0.00663 | -0.00962 | -0.0894 | 0.125* |
| | (0.00879) | (0.0391) | (0.0666) | (0.0758) |
| MaritalStatus | 0.0764 | -0.103 | 0.340 | 0.479 |
| | (0.0778) | (0.346) | (0.590) | (0.671) |
| income | -0.0112 | 0.0618 | 0.569*** | -0.0130 |

| | | | | |
|--------------|------------|----------|----------|----------|
| | (0.0115) | (0.0511) | (0.0871) | (0.0992) |
| age | -0.0120 | -0.203** | 0.00976 | -0.0710 |
| | (0.0224) | (0.0997) | (0.170) | (0.194) |
| empathy | -0.0488*** | 0.0683 | 0.0174 | -0.215* |
| | (0.0126) | (0.0561) | (0.0958) | (0.109) |
| socialmedia | -0.00884 | -0.0437 | 0.0391 | -0.207** |
| | (0.0112) | (0.0498) | (0.0849) | (0.0966) |
| price | 0.0265** | -0.0296 | -0.0830 | 0.0125 |
| | (0.0128) | (0.0571) | (0.0974) | (0.111) |
| variety | 0.0170 | 0.0827 | 0.0206 | 0.362*** |
| | (0.0116) | (0.0514) | (0.0876) | (0.0997) |
| comfort | -0.0157 | -0.0916* | -0.0102 | 0.0501 |
| | (0.0113) | (0.0501) | (0.0855) | (0.0973) |
| Constant | 0.0893 | 1.374*** | 1.245*** | 4.708*** |
| | (0.0599) | (0.266) | (0.454) | (0.517) |
| Observations | 204 | 204 | 204 | 204 |
| R-squared | 0.350 | 0.119 | 0.233 | 0.101 |

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

Close Book

| Question | Name (ชื่อตัวแปร) | Label (ความหมาย) | ขนาด ตัวแปร | Value | ข้อสังเกต |
|----------|----------------------------|--------------------------|----------------|---|-----------|
| | Gender **Gender reverse | เพศ | 1 | 0.หญิง 1.ชาย ** 0.ชาย 1.หญิง | |
| | Age | อายุ | 1 | 0.18-21 1.22-25 2.26-29 3.30-35 4.35 ขึ้นไป | |
| | Education | การศึกษา | 1 | 0.มัธยมศึกษา 1.ปริญญาตรีหรือเทียบเท่า 2.ปริญญาโท 3.ปริญญาเอก | |
| | Career | อาชีพ | 1 | 0.นักเรียน/นักศึกษา 1.พนักงานออฟฟิศ 2.นักธุรกิจ/ธุรกิจส่วนตัว 3.แม่บ้าน 4.ข้าราชการ 9.อื่นๆ | |
| | Income | รายได้ | 1 | 0.น้อยกว่า 10,000บาท 1.10,001-20,000 2.20,001-30,000 3.30,001-50,000 4.50,001-70,000 5.70,001-100,000 6.มากกว่า 100,000 | |
| | Marital Status | สถานะ | 1 | 0.โสด 1.แต่งงาน 2.หย่า | |
| 1 | Experience | เคย/ไม่เคย ใช้ บริการ | 1 | 0.เคย 1.ไม่เคย | |
| 2 | Number of time visit | ใช้บริการบ่อยแค่ไหน | 1 | 0.มากกว่า 2 ครั้งต่อเดือน 1.2 ครั้งต่อเดือน 2.1 ครั้งต่อเดือน 3.ไม่เคยใช้บริการ | |

| | | | | | |
|-----|-----------------|--|--|---|------------------------------|
| 3 | Average use | ใช้บริการ โดยเฉลี่ยต่อครั้งเป็นจำนวนเงินเท่าไร | | 0.ต่ำกว่า 500 บาท 1.501-1000 บาท 2.1001-1500 บาท 3.1501-2000 บาท 4.2001-2500 บาท 5.มากกว่า 2500 บาท | |
| 3.1 | spent_skincare | จำนวนเงินที่ซื้อสกินแคร์ต่อครั้ง | | ไม่กำหนด | ระบุตามจริง |
| 3.2 | spent_makeup | จำนวนเงินที่ซื้อเมคอัพต่อครั้ง | | ไม่กำหนด | ระบุตามจริง |
| 4 | Exp_place | เลือกที่จะซื้อสินค้าประเภทเครื่องสำอางหรือสกินแคร์ที่ไหน | | | Rank จาก 1-4 โดย 1 มากที่สุด |
| 5 | Exp_factor | ปัจจัยสำคัญที่ทำให้ท่านเลือกซื้อสินค้าจากผู้ค้าปลีก | | | Rank จาก 1-5 โดย 1 มากที่สุด |
| 6 | Most_buyproduct | แบรนด์เมคอัพหรือสกินแคร์ที่ซื้อบ่อยที่สุด | | ไม่กำหนด | ระบุตามจริง |
| 7.1 | Prefer retailer | เลือกที่จะซื้อเครื่องสำอางหรือสกินแคร์จาก ผู้ค้าปลีก มากกว่าเลือกซื้อจากห้างสรรพสินค้า | | 1.ไม่เห็นด้วยมากที่สุด 2.ไม่เห็นด้วย 3.ไม่ค่อยเห็นด้วย 4.เฉยๆ 5.ค่อนข้างเห็นด้วย 6.เห็นด้วย 7.เห็นด้วยมากที่สุด | |
| 8.1 | empathy1 | ต้องการให้ BA (beauty adviser) คอยดูแลและให้คำปรึกษาในการซื้อสินค้า | | 1.ไม่เห็นด้วยมากที่สุด 2.ไม่เห็นด้วย 3.ไม่ค่อยเห็นด้วย 4.เฉยๆ 5.ค่อนข้างเห็นด้วย 6.เห็นด้วย 7.เห็นด้วยมากที่สุด | |
| 8.2 | empathy2 | ต้องการลองสินค้าเครื่องสำอางและสกิน | | 1.ไม่เห็นด้วยมากที่สุด 2.ไม่เห็นด้วย 3.ไม่ค่อยเห็นด้วย | |

| | | | | | |
|-----|----------------|--|--|---|--|
| | | แคร่โดยไม่มีการ รบกวน | | 4.เฉยๆ 5.ค่อนข้างเห็นด้วย 6.เห็นด้วย 7.เห็นด้วยมากที่สุด | |
| 8.3 | empathy3 | ต้องการซื้อสินค้า เครื่องสำอางและ สกินแคร์จาก ผู้ ค้าปลีก เพราะ ไม่มีBA คอย รบกวน | | 1.ไม่เห็นด้วยมากที่สุด 2.ไม่เห็นด้วย 3.ไม่ค่อยเห็นด้วย 4.เฉยๆ 5.ค่อนข้างเห็นด้วย 6.เห็นด้วย 7.เห็นด้วยมากที่สุด | |
| 9.1 | Social media1 | ซื้อสินค้าเครื่อง สำอางและสกิน แคร์เพราะท่าน เห็นจาก อินเทอร์เน็ตหรือ social media อย่างfacebook, instagram | | 1.ไม่เห็นด้วยมากที่สุด 2.ไม่เห็นด้วย 3.ไม่ค่อยเห็นด้วย 4.เฉยๆ 5.ค่อนข้างเห็นด้วย 6.เห็นด้วย 7.เห็นด้วยมากที่สุด | |
| 9.2 | Social media2 | ซื้อสินค้าเครื่อง สำอางและสกิน แคร์เพราะท่าน อ่าน REVIEW จาก social media อย่าง facebook, instagram | | 1.ไม่เห็นด้วยมากที่สุด 2.ไม่เห็นด้วย 3.ไม่ค่อยเห็นด้วย 4.เฉยๆ 5.ค่อนข้างเห็นด้วย 6.เห็นด้วย 7.เห็นด้วยมากที่สุด | |
| 9.3 | Social media3 | ซื้อสินค้าเครื่อง สำอางและสกิน แคร์เพราะท่าน อ่าน REVIEW จาก social media อย่าง facebook, instagram | | 1.ไม่เห็นด้วยมากที่สุด 2.ไม่เห็นด้วย 3.ไม่ค่อยเห็นด้วย 4.เฉยๆ 5.ค่อนข้างเห็นด้วย 6.เห็นด้วย 7.เห็นด้วยมากที่สุด | |
| 9.4 | Beauty blogger | เลือกซื้อสินค้า หาก beauty blogger แนะนำ ว่าสินค้านั้นดีและ มีคุณภาพ | | 1.ไม่เห็นด้วยมากที่สุด 2.ไม่เห็นด้วย 3.ไม่ค่อยเห็นด้วย 4.เฉยๆ 5.ค่อนข้างเห็นด้วย 6.เห็นด้วย 7.เห็นด้วยมากที่สุด | |

| | | | | | |
|------|----------------------|--|--|---|--|
| 10.1 | Price1 | เลือกซื้อสินค้าเครื่องสำอางและสกินแคร์ ต่อเมื่อท่านเจอสินค้านั้นด้วยราคาที่ถูกที่สุด | | <ol style="list-style-type: none"> 1.ไม่เห็นด้วยมากที่สุด 2.ไม่เห็นด้วย 3.ไม่ค่อยเห็นด้วย 4.เฉยๆ 5.ค่อนข้างเห็นด้วย 6.เห็นด้วย 7.เห็นด้วยมากที่สุด | |
| 10.2 | Price2 | เลือกซื้อสินค้าจากผู้ค้าปลีก Eveandboy เพราะราคาที่ถูกกว่าที่อื่น | | <ol style="list-style-type: none"> 1.ไม่เห็นด้วยมากที่สุด 2.ไม่เห็นด้วย 3.ไม่ค่อยเห็นด้วย 4.เฉยๆ 5.ค่อนข้างเห็นด้วย 6.เห็นด้วย 7.เห็นด้วยมากที่สุด | |
| 10.3 | Price3 | เลือกซื้อสินค้าจากผู้ค้าปลีกอย่าง sephora หรือ Eveandboy เพราะมีโปรโมชั่นและราคาสินค้าที่ถูกกว่า | | <ol style="list-style-type: none"> 1.ไม่เห็นด้วยมากที่สุด 2.ไม่เห็นด้วย 3.ไม่ค่อยเห็นด้วย 4.เฉยๆ 5.ค่อนข้างเห็นด้วย 6.เห็นด้วย 7.เห็นด้วยมากที่สุด | |
| 10.4 | Price4 | เลือกซื้อสินค้าจากผู้ค้าปลีก เพราะท่านมี member card | | <ol style="list-style-type: none"> 1.ไม่เห็นด้วยมากที่สุด 2.ไม่เห็นด้วย 3.ไม่ค่อยเห็นด้วย 4.เฉยๆ 5.ค่อนข้างเห็นด้วย 6.เห็นด้วย 7.เห็นด้วยมากที่สุด | |
| 11.1 | Variety of products1 | เลือกที่จะไปซื้อสินค้าจากที่เดียว แต่ได้สินค้าจากหลายแบรนด์มากกว่าได้จากแบรนด์เดียว | | <ol style="list-style-type: none"> 1.ไม่เห็นด้วยมากที่สุด 2.ไม่เห็นด้วย 3.ไม่ค่อยเห็นด้วย 4.เฉยๆ 5.ค่อนข้างเห็นด้วย 6.เห็นด้วย 7.เห็นด้วยมากที่สุด | |
| 11.2 | Variety of products2 | เลือกซื้อสินค้าเครื่องสำอางและสกินแคร์จากผู้ค้าปลีก เพราะมีสินค้าที่หลากหลายกว่าที่อื่น | | <ol style="list-style-type: none"> 1.ไม่เห็นด้วยมากที่สุด 2.ไม่เห็นด้วย 3.ไม่ค่อยเห็นด้วย 4.เฉยๆ 5.ค่อนข้างเห็นด้วย 6.เห็นด้วย | |

| | | | | | |
|------|----------------------|---|--|---|--|
| | | | | 7.เห็นด้วยมากที่สุด | |
| 11.3 | Variety of products3 | เลือกซื้อสินค้าเครื่องสำอางและสกินแคร์จากผู้ค้าปลีก เพราะมีสินค้าที่หลากหลายกว่าที่อื่นหรือหาที่อื่นไม่ได้ | | 1.ไม่เห็นด้วยมากที่สุด 2.ไม่เห็นด้วย 3.ไม่ค่อยเห็นด้วย 4.เฉยๆ 5.ค่อนข้างเห็นด้วย 6.เห็นด้วย 7.เห็นด้วยมากที่สุด | |
| 12.1 | comfortable1 | เลือกซื้อสินค้าเครื่องสำอางและสกินแคร์ เมื่อมีคนไปด้วยมากกว่าที่จะไปซื้อสินค้าคนเดียว | | 1.ไม่เห็นด้วยมากที่สุด 2.ไม่เห็นด้วย 3.ไม่ค่อยเห็นด้วย 4.เฉยๆ 5.ค่อนข้างเห็นด้วย 6.เห็นด้วย 7.เห็นด้วยมากที่สุด | |
| 12.2 | comfortable2 | เลือกซื้อสินค้าเครื่องสำอางและสกินแคร์จากผู้ค้าปลีก เพราะสภาพแวดล้อมของร้านค้าที่สะอาดสบายและน่าพึงพอใจกว่า เช่นการตกแต่งร้านผู้คนในร้านหรือ BA ของร้าน | | 1.ไม่เห็นด้วยมากที่สุด 2.ไม่เห็นด้วย 3.ไม่ค่อยเห็นด้วย 4.เฉยๆ 5.ค่อนข้างเห็นด้วย 6.เห็นด้วย 7.เห็นด้วยมากที่สุด | |

Research Questionnaire outline

Customer purchasing decision towards Thai cosmetics retailers.

This questionnaire is constructed by the student of Bachelor of Economics, Thammasat university. It is designed to investigate the factor influencing the purchasing decision of consumer towards cosmetics retailers in Thailand. Your opinion will be highly valuable for our study and the

information provided will be kept confidential and for academic use only. We greatly appreciate your cooperation.

Directions: Please indicate your level of agreement or disagreement with each of these statements. Place an "X" mark in the box of your answer.

Note: 5 is strongly agree, 4 is agree, 3 is Neutral, 2 is disagree, and 1 is strongly disagree.

Part I. Consumer Purchasing decisions (Frequency)

1. Do you have experience on buying products from cosmetics Retailer?

- Yes
- No

2. How often do you purchase makeup products?

- More than once a month once a month
- once in 2 months once in 3 months
- once in more than 3 months

3. Averagely, how much do you spend for makeup products per month (Baht)?

- Less than 500 501 - 1,000
- 1,001 - 1,500 1,501 - 2,000
- 2,001 - 2,500 2,501 - 3,000
- more than 3,000

3.1 . How much you would averagely spend on skincare per time ?

_____ (in numbers)

3.2 . How much you would averagely spend on cosmetics per time ?

_____ (in numbers)

4. Where do you usually purchase cosmetics? (Rank from 1-4)

- Online store/Website Retailers (Ex.Sephora,Eveandboy,Watson)
- Department store Unofficial retailers (Instagram, Facebook)
- Others. Please specify _____

5. What is the key factor that you purchase cosmetics from retailers? (Rank from 1-5)

- Price and Promotion Variety of products
- Beauty Blogger Friends
- Store environment

6. What brand do you buy from the most ?

Part II.(Seven-point Scales) Table below measures the level of satisfaction or disagreement towards purchasing decision of customer in cosmetics retailers. Please fill and ‘X’ marks in the box.

| | Strongly Agree (7) | Agree (6) | Agree Somewhat (5) | Neutral (4) | Disagree Somewhat (3) | Disagree (2) | Strongly Disagree (1) |
|--|---------------------------|------------------|---------------------------|--------------------|------------------------------|---------------------|------------------------------|
| I prefer to buy from retailers like Eveandboy or Sephora more than counter in department store. | | | | | | | |
| Empathy | | | | | | | |
| I want the beauty advisers to advise me on my purchasing decision. | | | | | | | |
| I like to try out products freely without the beauty adviser try to convince me to buy it. | | | | | | | |
| I buy cosmetics from retailers because the beauty adviser doesn't force me to buy products I don't want. | | | | | | | |
| Social media influence | | | | | | | |
| I buy cosmetics from retailers because I saw advertisement on social media. | | | | | | | |
| I buy cosmetics because I have read or seen reviews about it on social media. | | | | | | | |
| I would trust the beauty blogger if they recommended the products. | | | | | | | |

| | | | | | | | |
|---|--|--|--|--|--|--|--|
| Price and promotion | | | | | | | |
| I would search for the lowest price of the product before I purchase it. | | | | | | | |
| I buy cosmetics from retailers because they have promotions and discount. | | | | | | | |
| I would be likely to buy cosmetics from retailers because it is cheaper than other places. | | | | | | | |
| I buy cosmetics from retailers because I have membership cards | | | | | | | |
| Variety of products | | | | | | | |
| I would consider to go out to one place and get many products instead of one specific brand. | | | | | | | |
| I buy cosmetics from retailers because the product can't be found in others place. | | | | | | | |
| I buy cosmetics from retailers because they have variety of products | | | | | | | |
| Comfortable | | | | | | | |
| I would likely to buy cosmetics if there are friends going with me. | | | | | | | |
| I buy cosmetics from retailers because of the store environment(decoration, people in the store, beauty advisers, etc.) | | | | | | | |

Part I. Demographics profiles(Frequency)

1. Gender

- Male
- Female

2. Age

- 18 - 21 22 – 25
- 26 – 29 30 – 35
- 36 or above

3. Education

- Primary School Secondary School
- High School Bachelor Degree
- Master Degree Above Master Degree
- Others. Please specify _____

4. Occupation

- Student Government officer
- Private company employee Housewife
- Self-employ Others. Please specify _____

5. Income

- Less than 10,000 Baht 10,001 - 20,000 Baht
- 20,001 - 30,000 Baht 30,001 - 50,000 Baht
- 50,001 - 70,000 Baht 70,001 - 100,000 Baht
- More than 100,000 Baht

6. Marital status

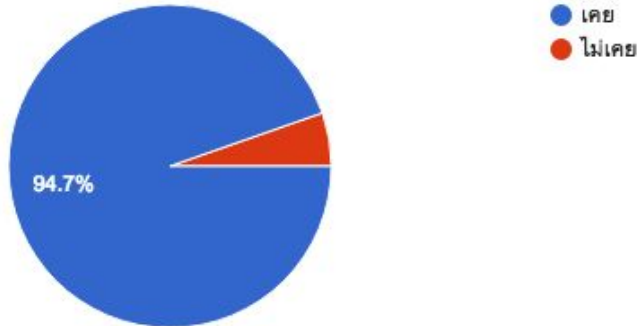
- Single Married
- Married Divorce

Responses from google.form survey

Note : The researcher use only 205 observations because the last observation came too late from mistake of not closing the google form.

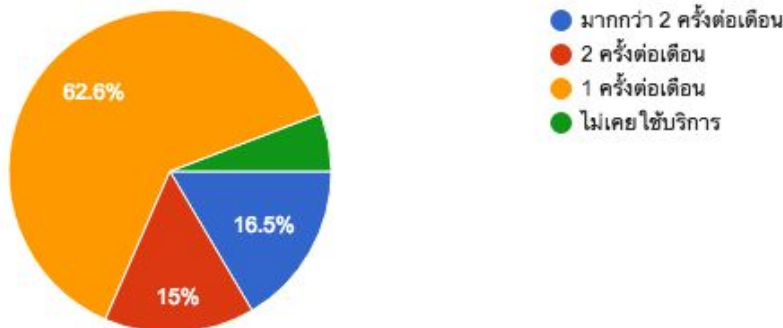
1.ท่านเคยใช้บริการผู้ค้าปลีกอย่าง sephora หรือ Eveandboy หรือไม่ ?

206 responses



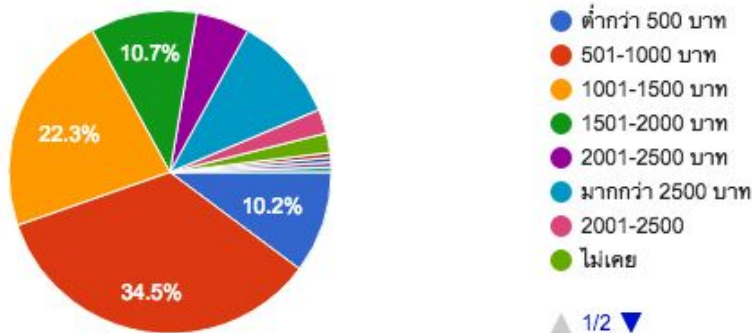
2.หากท่านเคยใช้บริการ ผู้ค้าปลีกอย่าง sephora หรือ Eveandboy ท่านใช้บริการบ่อยแค่ไหน ?

206 responses



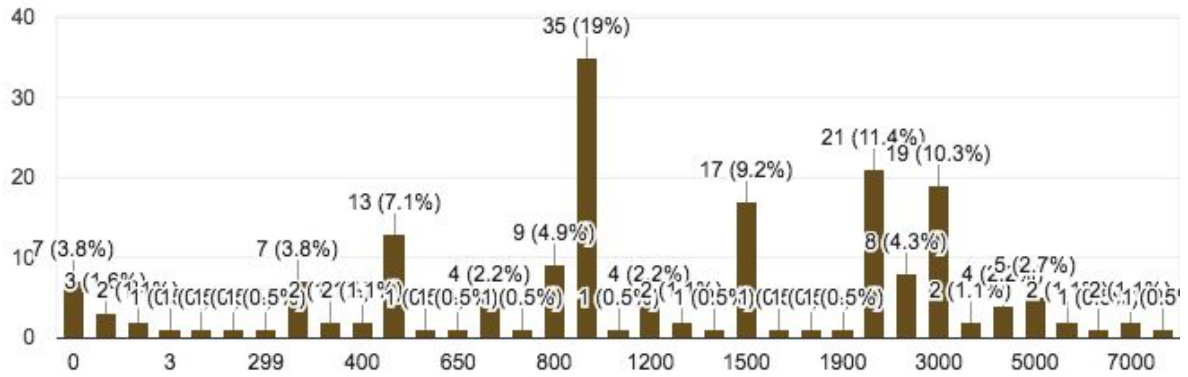
3.ท่านใช้บริการ โดยเฉลี่ยต่อครั้งเป็นจำนวนเงินเท่าไร?

206 responses



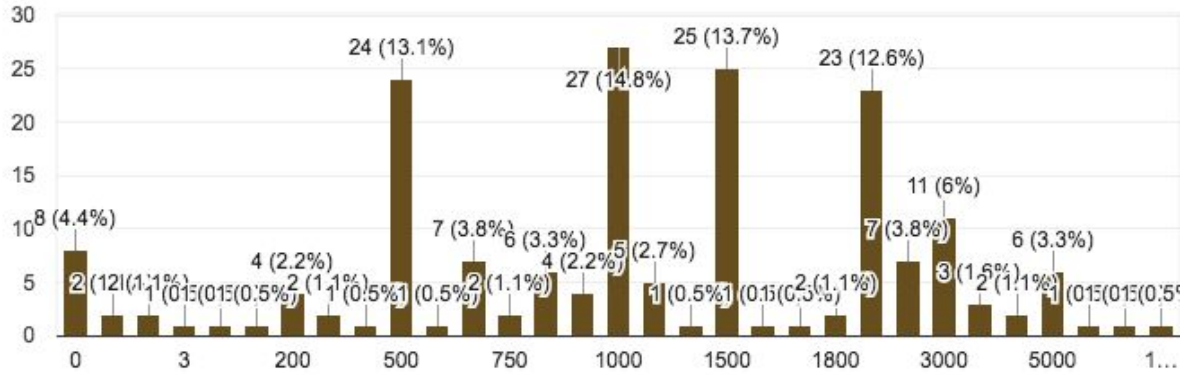
3.1 จำนวนเงินที่ซื้อสินค้าครั้งต่อครั้ง (ระบุเป็นตัวเลข)

184 responses

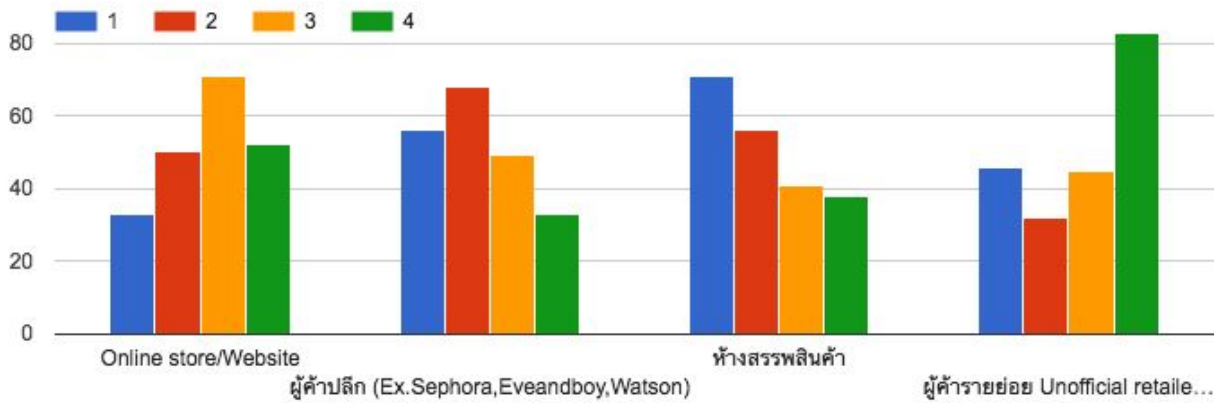


3.2 จำนวนเงินที่ซื้อเมคอัพต่อครั้ง (ระบุเป็นตัวเลข)

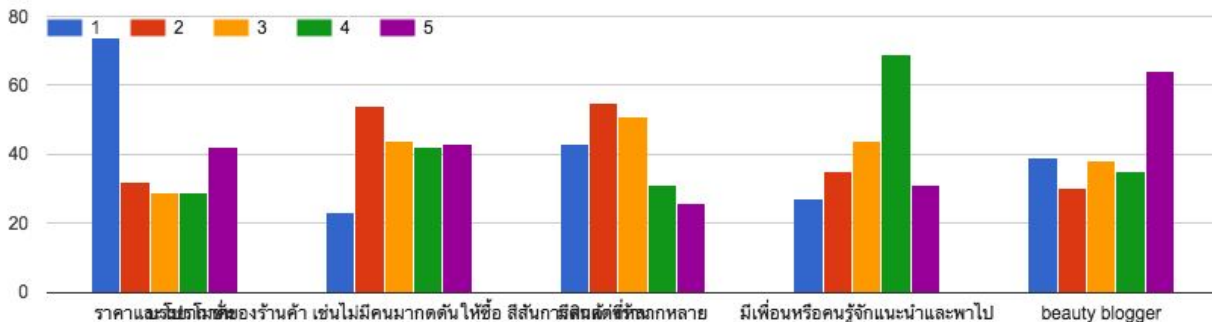
183 responses



4. โดยปกติแล้วท่านเลือกที่จะซื้อสินค้าประเภทเครื่องสำอางหรือสกินแคร์ที่ใด ?

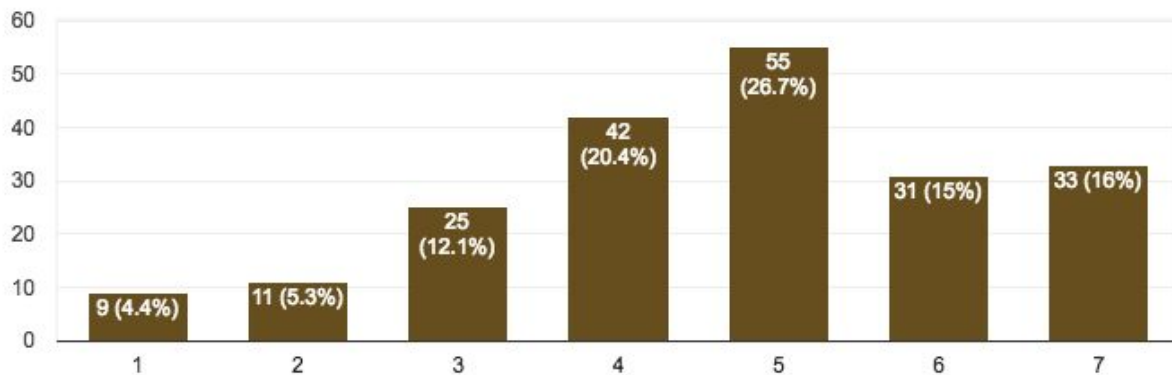


5.อะไรคือปัจจัยสำคัญที่ทำให้ท่านเลือกซื้อสินค้าจากผู้ค้าปลีกอย่าง sephora หรือ Eveandboy

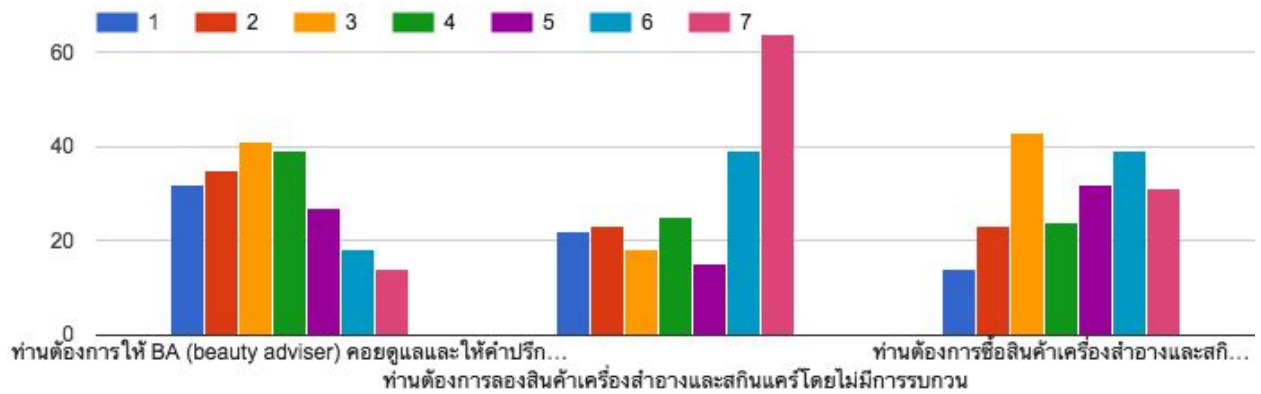


7.ท่านเลือกที่จะซื้อเครื่องสำอางหรือสกินแคร์จากผู้ค้าปลีกอย่าง sephora หรือ Eveandboy มากกว่าเลือกซื้อจากห้างสรรพสินค้า

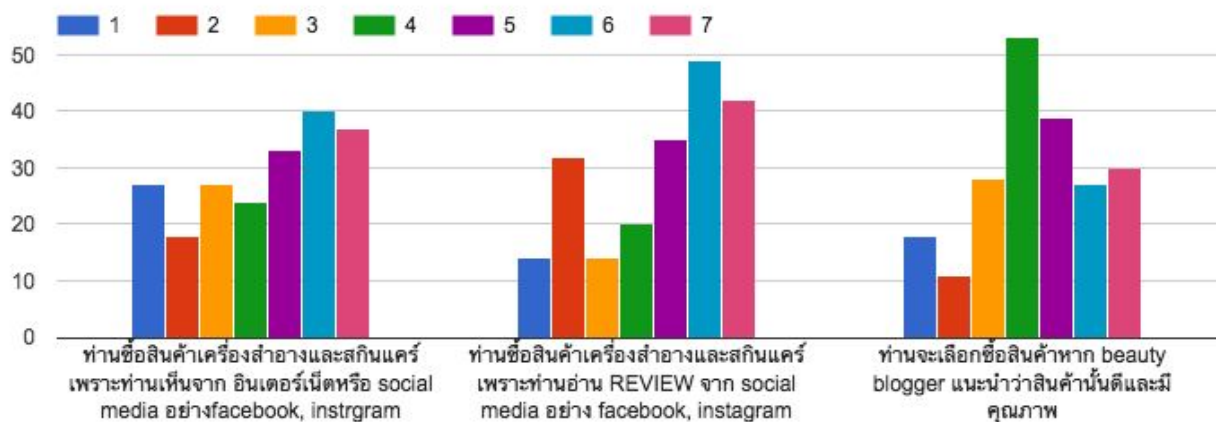
206 responses



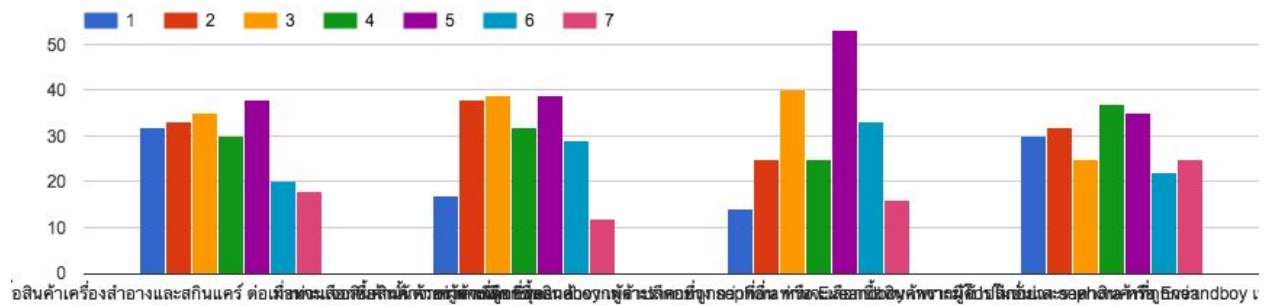
8.คำถามด้านความสบายใจในการเลือกซื้อสินค้า



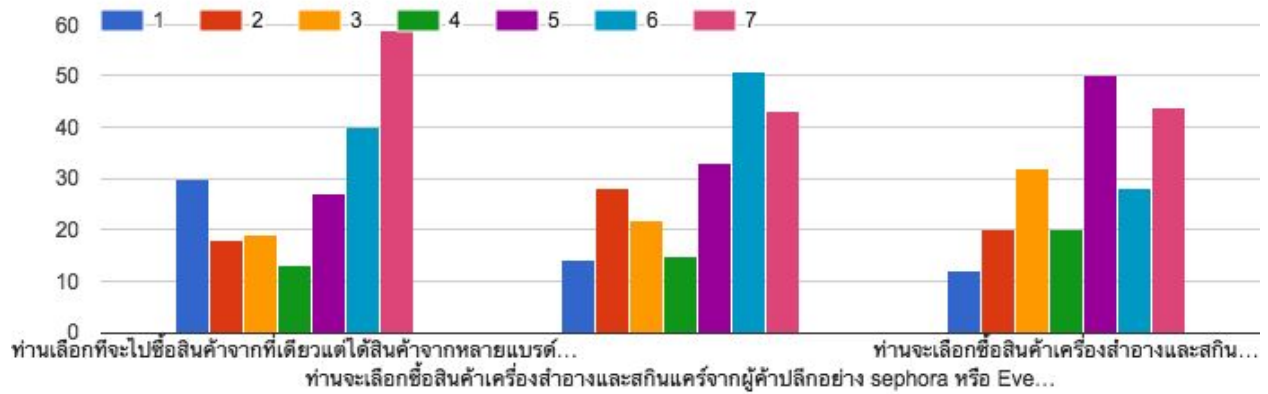
9.คำถามด้านผลกระทบของ social media



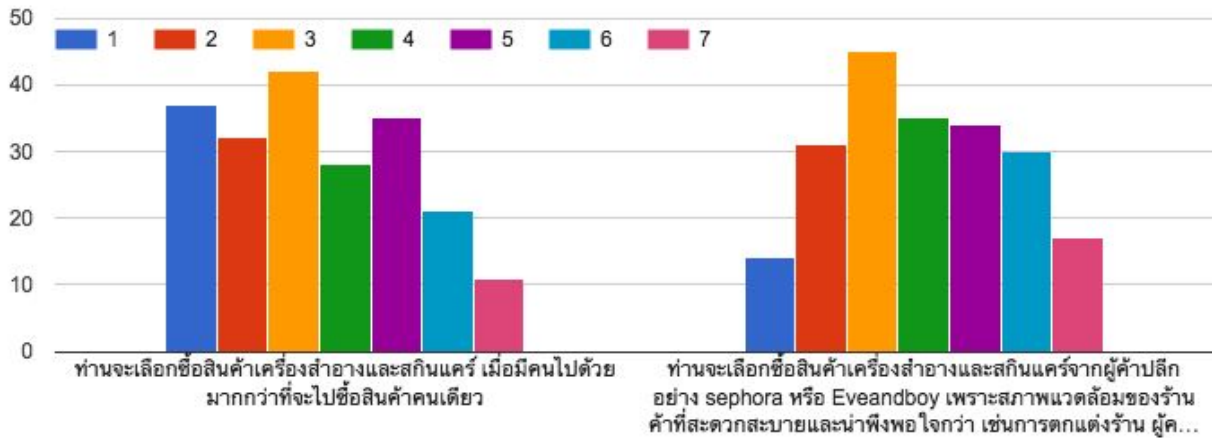
10. คำถามด้านราคาและโปรโมชั่น



11. คำถามด้านความหลากหลายของสินค้า

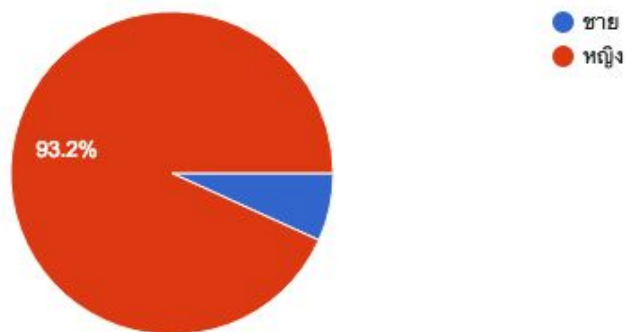


12. คำถามด้านสภาพแวดล้อมของร้านและการบริการ



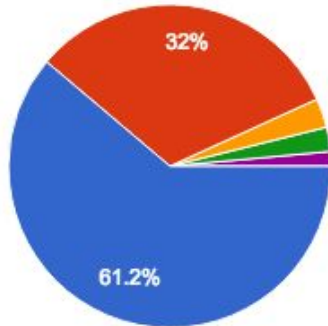
เพศ

206 responses



อายุ

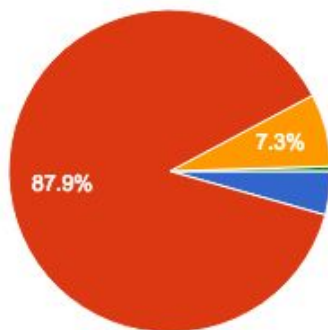
206 responses



- 18-21
- 22-25
- 26-29
- 30-35
- 35 ขึ้นไป

การศึกษา

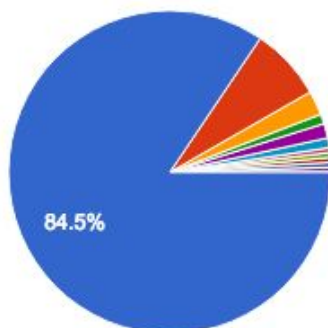
206 responses



- มัธยมศึกษา
- ปริญญาตรีหรือเทียบเท่า
- ปริญญาโท
- ปริญญาเอก

อาชีพ

206 responses

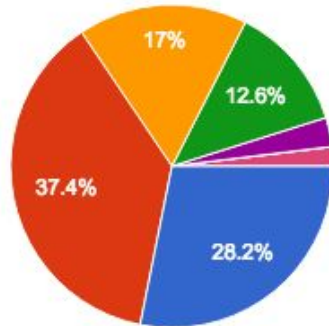


- นักเรียน/นักศึกษา
- พนักงานออฟฟิศ
- นักธุรกิจ/ธุรกิจส่วนตัว
- แม่บ้าน
- ข้าราชการ
- Cabin crew
- พี่เลี้ยงเด็ก
- แพทย์จีน

▲ 1/2 ▼

รายได้เฉลี่ยต่อเดือน

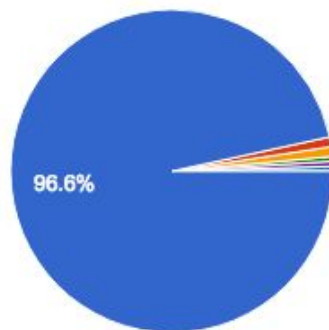
206 responses



- น้อยกว่า 10,000บาท
- 10,001-20,000
- 20,001-30,000
- 30,001-50,000
- 50,001-70,000
- 70,001-100,000
- มากกว่า 100,000

สถานะ

206 responses



- โสด
- แต่งงาน
- หย่า
- มีแฟน
- มีแฟนแล้ว แต่แฟนตายแล้ว
- นก