

The Factor of Influencing Consumer Satisfaction to Purchase and Repurchase Skin Care Products through Online Shopping in Bangkok

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Abstract

The objective of this research are 1) To study the marketing mix (Product, Price, Place distribution ,Promotion) that can influence to customer satisfaction to purchase and repurchased. 2) To study the website credibility such as easily to access, Convenience to used, trustiness and can take care of each visitor can influence to customer satisfaction to purchase and repurchased. 3) To study consumer behavior that can influence to customer satisfaction to purchase and repurchased. 4) To study he innovation that can influence to customer satisfaction to purchase and repurchased. 5) To study the brand ambassador that can influence to customer satisfaction to purchase and repurchased. The results found that Female 57.5% and male 42.2% by majority age between 20-25 yrs. Most of Carrere is student and income 10,001-20,000 baht. The factor is significant to consumer satisfaction to purchase and repurchased skin care through online shopping is The Product factor, The Price factor, The Promotion factor. The factor is significant to consumer satisfaction and most attention to consumer repurchase is the place distribution and innovation factor which the consumer considering from convenience of selection and Innovation with Innovation that apply the natural ingredient as the main thing.

Keywords: Customer satisfaction, Skin care, Online shopping

1. Introduction

From past to present Consumers, both of men and women they focus on taking care of themselves for looking better to enhance their image in the society. Cosmetics market is set to grow to 10% over 4-5 years, the behavior of consumers in Thailand to focus on the more beautiful the continued growth of social media to

make consumers feel and believe that they watched so they want to make themselves look good all the time. The cosmetics brand in the industry continued to market especially from mass market group and premium group are the main to push for continued market growth. In 2014 market shared of cosmetic is amount 1.1 billion bath by segment of cosmetic about 50,000-60,000 million bath and skincare amount the same of cosmetic 50,000-60,000 bath which increased from market shared of previous year 16,500 million bath then it make investor try to produce and expand product into market for get a huge of market shared (Beauty absolute, 2557).

Electronic commerce or E-commerce is business of electronic channel such as Internet, TV, Radio, Fax, Etc. along with message, sound, image, goods and services via electronic media all is called E-Commerce so business as Electronic business was used in long time ago but the word E-commerce just well-known after has various company try to make business via internet as much. Web site of cosmetic business in various brand try to design website as luxury for stimulate people come to visit website and increase brand image also. Normally any website will have graphic design as unique along with complete information and has credible such as Lancôme website ([www. Lancome-th.com](http://www.Lancome-th.com)) which is web site to produce cosmetic that popular and most visitor in Thailand by amount of visitor 945/days. Unless design as official and luxury another factor as trade mark is effect to amount of visitor cause Lancôme is universal brand to produce cosmetic longer than 77 yrs so it look like as expert and professional also has refer from skin doctor it raised credibility as well. More than that website still has channel to interact for consulting or asked about product directly then it make people trust this brand as much.

The mention that inspire researcher to study the factor that related to consumer satisfaction to purchase behavior via website or E-commerce to understand the influence of factor related to consumer satisfaction to purchase behavior by this research will help entrepreneur know which factor will affect to consumer satisfaction to purchase goods or service also can gathering information to analyze and improve their website including can be a guideline to create business via website such as design or develop to understand consumer demand and increasing market channel as effective.

2. Purpose of the Study

The paper aims to study the factor of influencing on consumer behavior satisfaction to purchase and repurchase skin care product through online shopping in Bangkok.

3. Methodology

The Research study population was male and female consumers who live in Bangkok and had experience to purchased skin care through online shopping by aged from 20 - 35 years. The calculations are based on a sample size of 400 samples. Then assume that in this study the sample size was 400 samples.

For creating tool used in this research the researcher used convenience sampling for gathering the data total 400 sampling by the tools for gathering data in this research is questionnaire to study the factor influencing to consumer satisfaction to purchase and re purchased skincare through online shopping.

4. Research Findings

The preliminary data analysis shows that gender the majority of respondents were female 230 persons or 42.2%. They were between 20- 25 years 223 persons, representing 55.8%. Most of them completed a bachelor's degree with a monthly income at 10,001 - 20,000 baht, representing 40.8%. The result of hypothesis testing was shown in table 1.

Table 1: Analyze the marketing mix factors.

Coefficient	Beta	Sig
Average product	0.247	0.000
Average price	0.184	0.000
Average place	-0.026	0.531
Average promotion	0.2	0.000
Average website	0.082	0.060
Average consumer behavior	0.02	0.650

Coefficient	Beta	Sig
Average innovation	0.242	0.000
Average ambassador	-0.026	0.501

The coefficient between marketing mixes when considering to consumer satisfaction at significant 95% the result found that Product is significant at 24.7% Price is significant at 18.7%, Place distribution is not significant at negative 2.6 %, Promotion and service is significant at 20%. At the mention, Product, Price, Promotion and service are significant to consumer satisfaction to decide to purchase skincare product through online shopping but Place distribution is not significant.

The coefficient between website credibility mixes when considering to consumer satisfaction at significant 95% the result found that the website credibility is not significant at 8.2% which significant if more than .05 is accept H0 and reject H1 mean that the website credibility factors those are not related to customer satisfaction to decide to purchase skin care through online shopping.

The coefficient between the consumer behavior factor when considering to consumer satisfaction at significant 95% the result found that the consumer behavior is not significant at 2.0% which significant if more than .05 is accept H0 and reject H1 mean that the consumer behavior factors those are not related to customer satisfaction to decide to purchase skin care through online shopping.

The coefficient between the brand ambassador factor when considering to consumer satisfaction at significant 95% the result found that the brand ambassador is not significant at negative 2.6% which significant if more than .05 is accept H0 and reject H1 mean that the brand ambassadors factors those are not related to customer satisfaction to decide to purchase skin care through online shopping.

The coefficient between the innovation and new technology factors when considering to consumer satisfaction at significant 95% the result found that the innovation is significant at 2.42%. At the mention, the innovation factors are significant to consumer satisfaction to decide to purchase skincare product through online shopping.

5. Discussion and Conclusion

The consumer behavior factor influence to consumer decision to purchase skin care through online with significant 95% at the same direction by the result found that is not significant at 2.0% which consistent with Kotphun wirawon (2553) study the factors affecting the purchase of the Korea skincare of consumer in Bangkok which the consumer behavior factor not significant at 3.2% by probably is from result of variables or other factors which cannot be determined.

The brand ambassador factor is not significant to customer decision to purchase skin care through online shopping because brand ambassadors is a person who is doing promotions through various communication channels, as well as meet new people, Talk to the audience and activities to increase sales and build brand image, provided the activities are ongoing (refer to Teerayud Wattanasupachoke, 2550) which the probably as consumer know some brand ambassador they just present to product without using then consumer don't know the product is good or bad mean that the ambassador is not affect to customer decision to purchase skin care through online shopping.

The innovation factor is high significant at 24.2% the consumer thought the innovation and new technology as Nano technology or high definition technology will increase more effectively and get the result as quickly.

The website credibility factors is not significant by probably at currently have online shopping in many website with several channel such as Facebook, Instagram, twitter to sale product and increase more and more in each day it make look like as normally things which the consumer not pay attention too much for that then the website credibility factors are not affect to consumer decision to purchase skin care through online shopping.

6. Conclusion and Recommendation

This study makes the point that the marketing mix of products factor affect consumer decide to purchase so if manufacturers want to market the products associated with this research the manufacturers should be concerned about the

place distribution factor as first because the convenience is affect to consumer satisfaction as firstly including with innovation and new technology that increase more effective it make consumer repurchase more and more by the other hand the factor that not affect to consumer repurchase is product, website credibility, brand ambassador, consumer behavior and consumer satisfaction.

For future research, there should be a study with a diverse sample to obtain complete information because nowadays male like to use cosmetic as well as female cosmetic use and the comparative study consumer behavior between male and female which may have different behavior should be conducted.

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