

STUDY OF THAI WOMEN PURCHASE DECISION OF
KOREA COSMETIC IN BANGKOK AREA



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KOREA COSMETIC IN BANGKOK AREA



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ABSTRACT

This study aims to examine and identify variables and factors that have influence toward Thai women purchase decision to purchase Korea cosmetic. The main reason of this study is to examine and learn about which factors is effect on purchase decision to purchase Korea cosmetic and reason to support why Korea cosmetic is very popular in Thailand and become top ranking in cosmetic market. The tool of this research is data collection process which distributes questionnaire separate in 2 ways First, is online survey to Social network Such as; Facebook, Line and Second, offline survey by distributed questionnaire paper to respondents. There are random group of female 401 respondent ages on 15–60 years old that lived in Bangkok area and had experienced on Korea cosmetic. This study uses quantitative research and the result was show in Descriptive statistics to present the frequency results by percentage used to analyze the data for consumer in Bangkok area, Cross tabulation used to find the contingency to explain relationship of respondents with specific characteristic of the research, Factors that effect the purchasing decision of customer and Regression analysis to test hypothesis.

According to the results, there are consumer behavior, brand and marketing mix theory that strongly influence Thai women purchasing decision to purchase Korea cosmetic. For the Korea aspect on country of origin effect (COO) about Korea image and K-pop culture are not influence Thai women purchasing decision to purchase Korea cosmetic because customers are focus on brand and product, price, channel, promotion (marketing mix) itself more than the origin of the product. However, the researcher found that customer has positive attitude about Korea cosmetic because Korea country has more reliable in fashion aspect and K-pop trend are more popular in Thailand.

Keywords: Thai Women, Purchase Decision, Korea Cosmetic, Bangkok Area

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Jariya Boonmee

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CHAPTER 1

INTRODUCTION

In this chapter, researcher describe about the background and information of cosmetic and the process of the first chapter following:

1.1 Background of Study

Cosmetics (known as makeup or make-up) are care substances used to enhance the appearance or odor of the human body. They are generally mixtures of chemical compound some being derived from natural sources and many being synthetics. (Winter, 1999) There are many cosmetic types that including with

- Primer use for personal skin conditions. Primer helps to reduce pore size, Prolong wear of make up. Help make up to look smooth. Primer is use for the first step of makeup.
- Lipstick (lip gloss, lip liner, lip plumper, lip balm, lip conditioner, lip primer and lip boosters) Lipstick helps to add color to the lip there are many colors and finish texture for lipsticks such as matte, satin and lustre. Moreover, Lip stain is the lipstick that adds water and gel or alcohol to made product to stay. Lipsticks may come up with many type of applicator such as blush, roller ball. For lip balm can help to protect the lips with moisturize and SPF protection to be ingredient of the product.
- Concealer helps to correct or covers imperfections of the skin Such as cover blemishes, under eye circles and other. Concealer mainly thicker and solid than foundation to help the product long lasting and more coverage. Concealer can use for other purpose such as contouring face, nose jaw line and cheekbones.
- Foundation use to improve more smooth skin and correct or cover spots uneven skin color. The products are cream, liquid, powder stick or mousse. Foundation has coverage from sheer to full.
- Face powder helps to sets foundation. Mainly are giving matte finish and can covering blemishes or flaws. The products may are come up with compact pressed powder or loose setting powder.

- Blush, Blusher or Rouge use for coloring cheeks and help the cheekbones are more clearly. For Rouge are different from Blush or Blusher because Rouge are liquid, cream and powder products.
- Contour cream or powder use to shade the face. Contour can help the face to look slimmer or to correct face shape. The products are matte finish. Mainly of Contours should be 1 shade darker than your own skin tone. If you want the natural look you can use darker toned of foundation or concealer also.
- Highlight use to add more attention to the high points of face to look glower. The products are shimmer that comes in powder, cream or liquid. You can also use lighter toned of foundation or concealer to get more natural look.
- Bronzer is similar to contour but adding glower of bronze or gold. And can use for contouring also. The products are matte, semi matte to satin or shimmer look.
- Mascara is use to add more length and dark to help eyelashes look thicker. The products are come in natural colors (Black/ Brown) or other colors (Blue, Green, Pink, Purple). Some of Mascara is adding glitter. Mascaras are having many versions to respond the needs of customer such as waterproof mascara, easy to clean mascara. To get perfect curl of eyelash the eyelash curler is important to use before adding mascara.
- Eyeliner is use to draw the line to emphasize the eye to look thicker. The products are come in liquid, cream, pencil or gel. Recently, eyeliners having more color.
- Eyebrow Pencil or Eyebrow powder is use to draw the brows to look more darker (To shaping the brows before is necessary because the shape of eyebrow should match with your face shape)
- Setting Spray is more specific product for those who want to keep make up in long hour. Some of setting spray can help to setting powders that are pigmented or translucent.
- False eyelashes are also cosmetic. Nowadays, False eyelashes are popular because to have thick or length eyelashes it helping the eyes to look more beauty and pretty. The products are made from human hair or synthetic materials. (to add the false eyelashes need to use the eyelashes glue at the lash line of false eyelashes) There are many looks of false eyelashes such as short, natural look, pretty doll

look and etc. Moreover, some of false eyelashes designs are adding rhinestones, gems, rainbow color or feather to look more fancy for party look.

- Make up Remover is very useful product that everyone who wear makeup must have. Make up Remover is help to clean make up before the next procedures. Some of the makeup cannot easy to clean (water proof) but Make up Remover can help to clean the products.

Cosmetic is might not important for human like other things but we cannot deny that we do not need to use cosmetic. Meanwhile, Cosmetic can fulfill your confidence everybody needs to find the confidence on themselves. That why many cosmetic businesses in the market try to respond the needs of customer by do the research to study about the buyer of cosmetic. Especially, for women cosmetic can help women get more confidence and correct the flaw, blemish on your face that you do not want to show in a suddenly time. Recently, women do not wear too much make up anymore. They prefer natural look and want to look younger than the real age. They want to look whitening and smooth skin look. Many people are believed that wearing cosmetic can destroy skin. Then, cosmetic should be help to protect skin and enrich skin also.

Meanwhile, from the media that we have seen K pop culture are more popular in Thailand than the past and affect the Thai's peoples especially Thai Women. Their K pop actors/actresses, singers (boy band, girl group) are having fan from many countries worldwide. That is why they want to look good likes their favorite celebrities that they have seen. K pop is become the popular trends of Thai women to look natural and look young become the needs of women. Many cosmetic brands from Korea are more popular in Thailand also. Korea brand are more and more in Thailand.

1.2 Statement of Problems

In the present Thai women are interested in beauty more than the past. Especially, Korea culture are popular in Thailand. Thai women need to get beauty same as Korea women that why many cosmetics are imported from Korea. Korea cosmetic are very popular in Thailand and become top ranking of manufacturer in cosmetic market.

1.3 Purposes of Study

1. To study about the consumer behavior of women in Bangkok who use Korea cosmetic.
2. To study about the effect of brand toward purchase decision of Korea cosmetic.
3. To study about the effect of marketing mix toward purchase decision of Korea cosmetic.
4. To study about the effect of Korea country toward purchase decision of Korea cosmetic.
5. To study about the effect of Korea trend toward purchase decision of Korea cosmetic.
6. To study about the effect of Korea pop–Celebrity culture toward purchase decision of Korea cosmetic.

1.4 Importance of Study

The result of the study will help to gain more understanding about Thai women customer attitude about cosmetic that they are would like to purchase. And will help for Thai cosmetic brand to looking for opportunity to study how Korea cosmetics are popular in group of Thai women. And opportunity to create Thai cosmetic to Thai women or to export to worldwide.

1.5 Limitation Research

The respondents in this study are female who has experienced in used Korea cosmetic and lived in Bangkok area. The questionnaire was contributed online via Google form and social network (Facebook and Line) there are specific of time is on (June, 2015), that the result might not apply for the other time of the time changes or marketing and customer factor changes.

1.6 Definition of Term

- Consumer Purchase Decision

The process is explained number of process of customer action between before purchasing and after purchasing and the factor that will affect consumer to purchase. There are factor about behavior to make decision to purchase and market trend related (Engel, Kollat & Blackwell, 1968)

- Consumer Behavior

The process is explained the study of consumer behavior and process that the use to choose the product or service. The decision also base on knowledge of customer. This process is quite complex but it benefit to study about the market (Hawkins, Mothersbaugh & Roger, 2007)

- Brand

Brand is the marketing that creates name, symbol or design that can identifies or differentiates a product to separate one product from other product. “Entrepreneur”, 2015) Moreover, brand strategy is process to help the company or organization to achieve competitive market. Brand strategy is explained what the company stand for, the promise that make to customer, personality transmit. While brand it includes logo, color palette and slogan these are element that transmit your brand. Seems like brand lives in everyday of interaction that the company have with your market. (“The strategic marketing”, 2013)

- Marketing Mix

The process is explained the study about inside and outside of marketing environment. This can help marketer to control the market or create the marketing plan to achieve goal. (“The marketing mix”, 2010)

- Product

Product can be tangible (good) and intangible (service). The products need to meet need and demand o customer. The key for product stage is to solve the problem or add the feature of product and unique point of the product to customer. (“Entrepreneurial insight”, 2015)

- Price

Price is amount that the user of the product expected to pay. This seems like value of product. The price can affect about sell. If price are higher or lower that perceived value it hard to sell. It important to understand the customer. The marketer needs to find positive customer value because it will effect product to be successful. Price also affects distribution plan, value chain cost and product competitor price. ("Entrepreneurial insight", 2015)

- Place and Channel

Place are about how product will provide to customer. Distribution also necessary in place. This strategy help find the suitable channel for product. How product access to end-user by strategy. Many time place are including with trade fairs, online submissions or use sale force, send the sample to the companies.

- Promotion

Promotion is how business communicates to customers. Promotion is providing information that relate to making decision to purchase process. Promotion creativity is another way for business activities to achieve to the customer. There are including cost with promotion and advertising goods and services. Promotion that successful can help to increase sale volume. It benefits to create succession of messages to get cost effective. ("Business case studies" , 2014)

- Country of Origin (COO)

Country of origin or made in image is the country of manufacture, production or product growth. Or where the product comes from. The countries of origin can effects to consumer purchasing. From the research show consumer can generate perceptions of a country such as; economic and political background, national characteristics, traditions history, and represent products these things can create all of image to the products of that country. (Dinnie, 2003)

- Korea Cosmetic

Korea cosmetic is cosmetic that come from South Korea. Korea cosmetic are famous in beauty market nowadays. South Korea is beginning setting the standard for the growing market in Korea cosmetic. The product that famous in Korea cosmetic market and many countries such as; skincare products, all in one BB creams (which included tints, moisturizer and sun protection in ingredient) South Korea is really the

hot market in innovation and taken place from Japan who used to the country that expert about skin care product. South Korea becomes special expertise in Asia beauty. The strength point that make Korea cosmetic to be more successful is new ingredient that help to treatment in ingredient, light and thick textures of products that specific for needs of each customer and the price that very careful for customer to afford to purchase. (Shadbolt, 2015)

- K-pop

K pop or Korea pop culture is the trend or culture that popular and spread to worldwide. From K pop culture made many people believe "South Korean women are very much held up as the standard of beauty across Asia." Korea pop culture can called modern form of South Korea. Globalization know the K pop as. (Rudd, 2015)

- Trend

Trend is means popular at the time some trend is length some short. Trend can include any area such as; fashions, pop culture and entertainment. Trend in term of business is general direction of market and the price of assets. Trend can be long or short if a term is long marketer should identify a trend it will increase highly profitable opportunity. (Polcyn, 2015)

CHAPTER 2

LITERATURE REVIEW

2.1 The Oretical Foundation

The followings theories and related literature support the main conceptual framework of this study. There are 5 theories including

1. Concept on Customer Purchase Decision Process
2. Concept on Consumer Behavior
3. Concept on Brand
4. Concept on Marketing Mix
5. Concept on Country of Origin Effect
6. Other

2.2 Customer Purchase Decision Process Concept

Customer purchase decision process is use to explain the actions before and after purchase and factors that lead customer to purchase the product. (Engel et al., 1968)

There are 5stages of customer buying decision process (Perreau, 2015)

1. Problem Recognition or Need Recognition

To buy the product is the step that very important and first it begins with Need but every need don't lead customer to end up Purchase. To lead consumer want to purchase the product you need to make them "Acceptable" that relate with level of importance effect to the need. The recognition of need by a consumer can divide in different ways.

– Different classifications are used:

Internal Stimuli is Phycological Need or felt by person such as: hunger or thirsty

External Stimuli is external things that will lead customer to need or things that can effect need of customer such as: shopping display, advertisement and etc.

– Classifications by type of needs:

Functional need is the specific function/feature of a product or need that can answer or fulfill the need to the functional. Such as need to have dishwasher to help to wash the dishes. Social need is the need that comes from person thinking desire that want social recognition in social environment. Such as purchase new fashion to look trendy or buying luxury car to show that you have enough money to afford luxury car.

Need for Change is need from oneself to new thing or change something. The example is change new furniture or change new television in your house.

Maslow's hierarchy of needs is the theory that uses to classify hierarchy of needs. The specific individual who want to seek or achieve by these following;

- 1) Physiological needs
- 2) Safety needs
- 3) Need of love and belonging
- 4) Need for self esteem from (ourselves and from the other)
- 5) Need of self-actualization

2. Information Search

After the need are found the next step consumer will start to seek the information to solve the problem. The quantity of information more or less is depend on the choices or complexity that consumer are made and level of involvement. Such as to search information to cooking is require less information if compare with to buy new mobile phone. For the opinion and the choices of customer is "Decision Making Process" that including with 2 side of information.

1) Internal Information: The information is come from customer experiences with the brand and product that will lead to good or bad opinion that they had to the brand or product. Internal Information is useful information for customer in everyday that customer mainly use and relate with Fast-Moving Consumer Goods (FMCG) or Consumer Packaged Goods (CPG) but because of A Level of uncertainty, Stronger involvement and customer don't have enough information will make them turn to another side of information.

2) External Information: The information that come from a product or brand that come from the other (friends or family or reviews from press and other customer)

Mainly are Business sources such as a seller's speech or an advertising. On the Consumer buying decision process, consumer will focus more on their internal information and the information from other (friends, family or other consumers) but they will consider more from objective from an seller's speech an advertising or a brochure of the product.

3. Alternative Evaluation

After the information are collected consumer will evaluate the different options. They will evaluate the most suitable to his needs and choose one option that best for them. The evaluate will separate into 2 aspects. The objective characteristics (the features and functionality of the product) and The subjective characteristics (perception and perceived value of the brand by the consumer or reputation)

They are many different options for each person. (Miss A will like product J because brand but Miss B may not like product J and prefer to buy another product that her trust more)

The consumer will then use the information that they collected and will use their perception or Image of brand to establish a set of evaluation criteria, desirable, classify the different products available and evaluate which options has the most opportunity to satisfy.

The process will then begin to *Evoked set*. "*The evoked set*" (aka "*consideration set*") is the set of brands or products with a probability of being purchased by the consumer (because good image or the positive information collected)

In the different way, *Inept set* is the set of brands or products that have no chance of being purchased by the shopper (Negative perception or has had a negative buying experience) While "*inert set*" is the set of brands or products for which the consumer has no specific opinion.

Consumer are more important that can effect purchase to stronger, the higher number of solutions that consumer will consider are important. In the other hand, Solution that considered will have smaller number for each day of product.

4. Purchase Decision

After consumer evaluated different solution and product that will respond their need. They will ready to choose brand or product that most appropriate with

their needs then consider from purchase itself. Information from previous will use to selection made. on the perceived value, product's features and capabilities are important but many choices will also affected such as consumer shopping experience, the variety of promotion, good condition terms for the sale.

5. Post–Purchase Behaviors

When the product purchased and used consumer will evaluate with original needs (caused of buying behavior) And consider that they have get the right choice to buy this product? or satisfy their expectations. If the product satisfies their needs they will prefer to buy the same brand. (Gain customer loyalty)

In opposite, if consumer disappointed consumer will back to repeat the 5 stages of the Consumer Buying Decision Process during his next purchase but by excluding the brand from his “evoked set”. Consumer satisfaction is very important for loyalty of consumer and regular consumer. Especially, for customer who had low level of involvement—such as Fast–Moving Consumer Goods (FMCG) or Consumer Packaged Goods (CPG). A loyalty which is a major source of revenue for the brand when you combine all purchases made by consumer throughout his entire life (called “lifetime customer value”). The “Holy Grail” that all brands in the industry are trying to achieve. For positive or negative, consumer will sharing their experience and opinion of the brand. (word of mouth) or from social network and review from the websites. A tendency not to be overall because Internet is more powerful, an unhappy customer can have a strong power to bad reputation. It is important for companies to have awareness of that matter. In addition to optimizing the customer experience, a guarantee, an efficient customer service (call center) that can be help to developed or improve post–purchase behavior.

2.3 Consumer Behavior Concept

Consumer behavior is the theory that uses to understand behavior of consumer, How they make decisions about the product and helping organization or company to improve their marketing strategies. (Carnrite, 2015) There are 3 components related consumer behavior characteristics:

1. Psychological Factors

Psychological factors are including with perception of need and situation. The person has ability to study or understand information and attitude. Each person will respond to a marketing message depend on their perception and attitudes. This factor will help marketer when creating campaigns to make it through target audience.

2. Personal Factors

Personal actors are characteristics that focus on specific to a person and how a person making the decision, opinions , interests and unique habits. For personal factors decisions are relating with age, gender, background, culture and other personal issues.

3. Social Factors

This factor essential impact on consumer behavior is social characteristics. Social are quite diversity and can explain person's family, work or school communities or group of people commune with and social class, income, living conditions and education level also. Social factors are diverse to analyze but critical to consider that will helping to explain how consumer respond to marketing messages and make purchasing decisions. Such as Reviewer from blog will effect purchase decision. And consumer will do their research following 5 steps. (Perner, 2010)

I. *Identify the problem* is consumer searching for the problem or seeking for the product after saw the advertising.

II. *Data collection* is the action before consumer found the problem they will find the solution of the problem by searching and gathering information from internal information; information from own or friends experiences or external information; information from the outside such as Internet or social media and etc.

III. *Assessment option* is when collect of information are complete consumer will measurement by regarding the standard and quality of products.

III. *Purchase* is the stage that consumer decide or choose the product that will respond and satisfy their needs.

V. *Post purchase behavior* is after purchased process consumer will compare the product with their expectation that they needs from product and value of used.

2.4 Brand Concept

Brand is an intangible asset that come in people's minds. It's defined by expectation from people have about tangible or intangible benefit that they develop over time through communications or action. (Mootee, 2013)

There are 4 things that important to building the brand reputation.

1. Make a promise
2. Communicate your promise
3. Keep your promise
4. Strengthen your promise

Promise of the brand is marketing message from the brand to customer.

Brand must communicate strategically and creatively across a broad media mix. Both of internal and external audiences must be trust the promise. The only way to make consumer believe is to be true about the promise.

Name or trademark that customer know are just the calling or image of the brand but to make brand become successful is more than that. Brand building is the creation and management of cash flow with brand equity is help to saving account. To managing brand is about creating meaning the brand collaborating to customer. The trust-based, value producing relationship called a brand is proof that the company is organizationally aligned to repeat the process and sustain the values.

Brand management is a difficult part element of corporate strategy. It helps company break away from the pack in creating shareholder value. Brand strategy is become expression of business strategy.

3 concepts of brand

1) *Brand awareness* is consumers 'ability to recognize brand. Logo and advertisement help consumer to know the brand in categories and what the product sell under the brand name. It make sure that consumer known their needs and satisfaction of the brand trough the products. Brand awareness importance in competitive situation because consumer will not decide to purchase brand if they don't aware it.

Levels of brand awareness are different levels and combinations of brand recognition and recall

–*Top of mind* is occur when brand pop into the consumer mi

– *Aided awareness* is occur after consumer see or read a list of brand and feel familiar with a brand after hear or see it.

– *Strategic awareness* is occur when brand it not top of mind to consumer but brand has quality that consumer can perceive as making the brand better than other brand in the market or called Unique Selling Point (UPS)

2) *Brand element* that including with

- Name is the word used to identify a company, product and service.
- Logo is trademark that identify the brand.
- Tagline is slogan of the product.
- Shape is use the shape of product to be the trademark.
- Color is some of color are use specific to be trademark of the brand.
- Sound is use unique tune or note to be the trademark of the brand.
- Scent is use scent to be trademark mostly are perfume product.
- Taste is use special recipe to get special taste to be the trademark.
- Movement is use movement to be trademark of brand mainly use with

luxury car.

3) *Brand communication* is ensuring that brand successful in the business.

We will closely with "word of mouth" from the study shown that consumer will love and trust the brand if they communicate with the brand. (brand message) This can gain more of loyalty to the brand (McKee, 2014)

There are 6 component of Brand (BrandXpress blog, 2007)

I. *Brand Identity* is brand strategist want the brand to be perceived. It is set of brand associations it represent what the brand stands for. Brand identity help establish relationship between brand and consumer by transmit a value proposition including functional, emotional or self expressive benefits.

II. *Brand Image* is the key concept or clearly recognize brand identity in the market. Brand image is how the brand perceive to consumer or reputation of the brand in the marketplace.

III. *Brand Character* is related with the promise of brand to deliver experience associated with its name.

III. *Brand Culture* is system of value or cultural aspects of country or people.

V. *Brand Personality* is set of human characteristics that associates with brand including with characteristics as gender, age, socioeconomic class, as well as human personality traits such as warmth and sentimentality.

IV. *Brand Essence* or brand soul is represent emotional element and value of the brand. Essence is a part of long term positioning that does not with every communication.

Brandname is used to specific of the product that are have trademark who has exclusive identities or adding the value and brand owner protect their brand with proprietary rights or registered trademark that make product has more value.

2.5 Marketing Mix Concept

The Marketing mix is group of actions, or plans that company or organization used to promote the product in the market. To successful in the market a product need to have 4 elements that will support each other.

I. Product

It is the item that will sell to the consumer. That's why the product need to deliver the most level of performance. For the features and design it need to careful consideration. These feature or design need to respond the needs of the market. The company need to consider about who is the buyer of this product, Benefit to the customer, What is the advantage of the product that will over the competitor or selling point, What is the positioning of the product. To answer all these it help firm design, package or can add value to the products.

II. Price

It is the value to set for a product that depend on costs of production, segment targeted, ability of the market to pay, supply–demand and a host of other direct and indirect factors. They can be many pricing strategies but every strategies will cover all the production cost except the price is using to attract the customer or called "loss leader pricing" The product will worth as much as people are prepare to purchase for the product. To consider more about competitor pricing and factor marketing environment are necessities.

III. Place or Channel

This is the point that has more competitor in the market nowadays. Refer to

the point of sale the place element of the marketing place need to attract the consumer. Moreover, need to consider about where the product is made, how it transport to consumer. The company need to careful that the product get into the right place and right time without loss or damage. Efficient and effective distribution is important if the company meet all of marketing objectives. If company disparege that consumer cannot afford to purchase product profitability will affected. (Kotler, 2011)

There are 2 types of channel distribution to use.

1) Indirect distributing; is distributing product by middle man such as a manufacturer selling to a wholesaler and then on to the retailer distribution.

2) Direct distribution; is distributing direct from a manufacturer to the consumer directly such as Dell Computers providing directly to its target customers. The advantage of direct distribution is that it gives a manufacturer complete control over their product.

IV. Promotion

All of the marketing mix is nothing till the benefit of service can serve to target market. Promotion it seem like business that communicate to consumer. This process will describe information that will effect consumer to making decision to purchase product or service. Promotion is an any activity to raise awareness of product and can lead customer to purchase product. Advertise is the part of promotion but not all are promotion. Promotional activities for consumer sales are different promotional as activities for business sales. Successful of promotion increases sales then advertising and other cost will become large output. To increased promotional activity is will make problem such as competitive activity that why company need to create or build up powerful message to make the cost effective. Promotion can also including with consumer schemes, direct marketing and contests and prizes.

There are several things that choose to promote following

- Purpose of Promotional campaign
- The budget to use for creating promotional campaign
- Rules about how to promote and what to promote
- Target market of the product

The marketing mix are very important in every step. Marketing mix will help company to manage and handle the right plan to get through the goal. If the business

choose wrong plan it will take time to recover. To plan the marketing mix user need to clearly understanding, do the market research and gathering with many people. Moreover, 4ps including more Ps to respond the wider market and many of competitors in the market such as Packaging, Positioning, People and politic as vital mix element.

2.6 Country of Origin Effect for Customer (COO)

Country of origin effect is consumers make conclusion about product and product attributes. Seem like COO can describe global evaluation of quality, performance or product attributes. Consumer will collect information of the product based on country stereotype and experiences with products from each countries. COO had become more necessary information for consumer who need to internationalize product selection and multinational marketing than the past. (Khan & Bamber, 2008)

From research show COO focused on many issues without other marketing variables such as consumer nationalism, demographics, consumer perceptions, country images, brand effects, price, product quality, technology, product features, advertising images and to measure purchasing behavior and consumer perceptions. (Ahmed, Johnson, Yang & Fatt, 2004; Badri & Davis, 1995; Hamzaoui & Merunka, 2006).

There are several factors that related with COO effect. From many research prove that country association can lead consumer bias for this bias come from how attitude of consumer to image of country. Such as Belgium chocolate, German cars, Italian fashion, French wine, Columbia coffee, Japan robots, Singaporean efficiency. Many countries in consumer mind the product and service are related with specific countries owing to their heritage, culture and lifestyle. Consumer can automatically respond to those perceive them as "premium" Some brands have been given foreign names to create a COO effect. Such as Häagen-Dazs it given Scandinavian name of the old traditional craftsmanship. Because Jewish Polish immigration to New York in 1961 no matter what this ice cream brand based on US.

Many factors will effect country image following

- Level of the country economy: most developed countries gain positive COO effect.

– Technological of country: higher technology capability gain positive COO effect.

– Government form: the reputation of the government and its corporate governance—how bureaucratic, transparent, corrupt or efficient is a country's government? if the government has good reputation it will gain positive COO effect.

Country of origin has strong effect on brand during birth and childhood. Country image can adding to brand's personality, Fashioning can show uniqueness and effect to consumer perception. Country image can be most powerful and effective beginning of brand story as the brand matures seems like leave the stamp for good brand.

COO is become powerful brand ingredient that can gain more competitive advantage in international marketing. The decision of whether or not related with brand and the country of origin need to considered carefully. Positive associations can support the perception of a brand and can shown invaluable in effort to develop international brand that spreading to global consumer. Brand looking forward to take their brands global carefully consider the risks and rewards relate in leveraging a country of origin effect. If association has positive support of brand value proposition it can improve that brand to develop its brand globally.

2.7 Korea

Korea is the leader range in the top 10 of the exporter countries natural beautiful make up Cosmetics from South Korea are winning the hearts of Thai women, aided by imported pop music and television dramas. (Ono, 2014)

Korea Pop Music, or K-pop is commonly known, is currently Asia's hottest music industry. Fans all over the world have been captivated by K-pop stars' good looks, amazing dance moves, and catchy tunes. Current K-pop sensations include Rain, TVXQ, BigBang, and the Wonder Girls, Girl generation and etc. (Ministry of Government Administration, 2015)

2.8 Related Research

Wangwiboolkij (2012) study "factors influencing repurchase intention of Thai female customers toward Korea cosmetic in Bangkok" This study attempts to examine the factors that affect the repurchase intention of Thai women customer in Bangkok.

Especially, focus on Etude House one of the most famous Korean cosmetic brand in Thailand with high sale revenue. From 402 respondents used self administered questionnaires, descriptive research technique. The Pearson correlation coefficient was used for the hypotheses.

The result showed that subjective norms, beliefs, attitudes, advertising & information sources, physical attributes, psychological attributes and perception are has effect on the repurchase intention of Thai female customers. This research will benefit to cosmetic manufacturers and marketers because it can help them to more understanding about Thai's customer behavior and specific needs.

Srikulsasithorn (2015) study "The consumption of Korean Television Dramas Korean Cosmetics consumption behaviors and Opinions of Female Consumer" This study attempts to examine duration of time spent on watching Korean series affect consumer behavior and opinions of female in Bangkok toward Korean cosmetics. From 200 respondents used quantitative research technique and Survey questionnaire and the group of research was the sample employed to recruit. The respondents are who experienced watch Korean series. The statistics covering percentage, Mean, Standard deviation (SD), One way ANOVA and Chi square test were used for data analysis. (The significant set to 0.05)

The result showed the duration of time spent on watching Korean series had no statistically significant relationship with Korean cosmetics purchasing and types of cosmetics but had statistically significant relationship with money spent on Korean Cosmetics per month. For respondents who had different amounts of time watching Korean series had no statistically significant differences in opinions toward Korean cosmetics.

Sudsawat (2012) study "Factors of marketing Mix and Brand equity that have an effect on how the Bangkok university's college student decide to buy Korea cosmetics" This study attempts to examine the buying behaviors of Korea imported cosmetics of Bangkok university student to study effect of marketing mix factors and brand equity on buying behaviors of Korea imported cosmetics of Bangkok university students. From 400 female respondents from Bangkok university who used Korea imported cosmetics. The result was most of the respondent who has 20–30 years old, Bachelor degree, Working as employee of private company and having average

monthly income about 10,000–20,000 baht. Mainly of respondent choose make up products brand "Etude" The reason to use cosmetic is to get more confidence. The frequency to use the product is every 2 months and average spent is 500–1,000 baht per time. The place that they buy is special store outside shopping mall.

The hypothesis showed the marketing mix factors in product have effects on type of products, frequency and cosmetics buyers. Especially, pricing and distribution channel affect the purchase frequency. And marketing promotion affect decision making for purchase of Korea imported cosmetics. Brand equity and brand awareness also have effects on type of products and cosmetics buyers. Brand equity about perceive quality affect the purchase frequency, cosmetic buyers and sources of information.

Vichaimekaphat (2013) study "Female consumer behavior toward purchase decision of Korea cosmetic" This study attempts to examine female consumer behavior have effect toward purchase decision of Korea cosmetic. The 40.5 of respondents are use Thai cosmetic the most, The second is Korea cosmetic is 38.3 respondents and Japan cosmetic 11.3 respondents for the popular brand is Etude and Skinfood. The product type is make up. For frequency of use is 1 time per month the expense is 501–1,000 baht. The place to purchase counter brand in the shopping mall. The person who effect to purchase is themselves. And the sources of information are from friends and family.

The result showed that factors about marketing mix have effect on purchase decision of Korea cosmetic.

2.9 Hypothesis

H1o: $\beta_{\text{brand1}, \text{brand2}, \text{brand3}, \text{brand4}, \text{brand5}, \text{brand6}, \text{brand7}} = 0$

H1a: at least one of $\beta_{\text{brand1}, \text{brand2}, \text{brand3}, \text{brand4}, \text{brand5}, \text{brand6}, \text{brand7}} \neq 0$

H2o: $\beta_{\text{product1}, \text{product2}, \text{product3}, \text{product4}, \text{product5}, \text{product6}} = 0$

H2a: at least one of $\beta_{\text{product1}, \text{product2}, \text{product3}, \text{product4}, \text{product5}, \text{product6}} \neq 0$

H3o: $\beta_{\text{price1}}, \text{price2}, \text{price3}, \text{price4} = 0$

H3a: at least one of $\beta_{\text{price1}}, \text{price2}, \text{price3}, \text{price4} \neq 0$

H4o: $\beta_{\text{channel1}}, \text{channel2}, \text{channel3}, \text{channel4} = 0$

H4a: at least one of $\beta_{\text{channel1}}, \text{channel2}, \text{channel3}, \text{channel4} \neq 0$

H5o: $\beta_{\text{promotion1}}, \text{promotion2}, \text{promotion3}, \text{promotion4}, \text{promotion5}, \text{promotion6} = 0$

H5a: at least one of $\beta_{\text{promotion1}}, \text{promotion2}, \text{promotion3}, \text{promotion4}, \text{promotion5}, \text{promotion6} \neq 0$

The results of the finding research are significant that show the hypotheses are similar from the previous research that mention in Chapter 2.

And the new variables hypothesis following;

H6o: $\beta_{\text{Image1}}, \text{Image2}, \text{Image3}, \text{Image4}, \text{Image5}, \text{Image6} = 0$

H6a: at least one of $\beta_{\text{Image1}}, \text{Image2}, \text{Image3}, \text{Image4}, \text{Image5}, \text{Image6} \neq 0$

H7o: $\beta_{\text{K-pop1}}, \text{K-pop 2}, \text{K-pop3}, \text{K-pop4} = 0$

H7a: at least one of $\beta_{\text{K-pop1}}, \text{K-pop 2}, \text{K-pop3}, \text{K-pop4} \neq 0$

CHAPTER 3

RESEARCH METHODOLOGY

This chapter explains about research methodology. Following:

3.1 Research Strategies

The study of Thai women Purchase Decision of Korea Cosmetic in Bangkok area by this study the research was conducted as follows:

Population and Sampling to Determine

Creating Tools Used in the Research

Data Collection

Data Analysis

The Statistics Used to Analyze the Data

The Variables

3.2 Population and Sampling to Determine

The research are conducted from female who lived in Bangkok area who had experience to purchased Korea cosmetic by age from 15–60 years Calculated by the following formula:

Formula $n = (N / (1 + N (e)^2)).$

Requiring is the sample size

N is the population size

E is the error of sampling

The population in this study is women who live in Bangkok in 2015, the population of 34,650,972 people, so $n = 34,650,972 / (1 + (34,650,972 (0.05)^2))$

The calculations are based on a sample size of 400 samples

Then assume that in this study the sample size was 400 samples

3.3 Creating Tools Used in the Research

For creating tool used in this research the researcher used convenience sampling for collecting the data 400 sampling by the tools for collecting data in this

research is questionnaire to study about Thai women Purchase Decision of Korea Cosmetic in Bangkok area

3.4 Questionnaire Structure

Researcher divide questionnaire into 5 part

Part 1 Researcher begin to ask about *Personal Information* by using multiple choices to answer the questions following

- 1) Age (Ordinal Scale)
- 2) Education (Ordinal Scale)
- 3) Occupation (Nominal Scale)
- 4) Personal Income (Ordinal Scale)

Part 2 Researcher ask question about *Consumer Behavior* by using multiple choices to answer the questions following:

- 1) The purpose to purchase Korea cosmetic (Nominal Scale)
- 2) Person who effect the purchase (Nominal Scale)
- 3) Frequency to purchase (Nominal Scale)
- 4) Korea cosmetic expenses (Ordinal Scale)
- 5) Places to purchase (Nominal Scale)
- 6) Source of information of the product (Nominal Scale)
- 7) Hobbies/ lifestyle (Nominal Scale)
- 8) Make up style (Nominal Scale)

Part 3 The factor of brand by using Closed-Ended Question for measure Interval scale divided 5 levels to answer the questions following:

- | | | |
|---|------|-------------------|
| 1 | mean | Strongly Disagree |
| 2 | mean | Disagree |
| 3 | mean | Neutral |
| 4 | mean | Agree |
| 5 | mean | Strongly Agree |

Part 4 The factor of *Marketing mix (Product, Price, Channel, Promotion)* by using Closed-Ended Question for measure Interval scale divided 5 levels to answer the questions following:

1	mean	Strongly Disagree
2	mean	Disagree
3	mean	Neutral
4	mean	Agree
5	mean	Strongly Agree

Part 5 The factor of *Country of origin Effect* (*Country of Image, Trend, K pop effect, Korea celebrity effect*) by using Closed-Ended Question for measure Interval scale divided 5 levels to answer the questions following:

1	mean	Strongly Disagree
2	mean	Disagree
3	mean	Neutral
4	mean	Agree
5	mean	Strongly Agree

For interpretation and analysis interval scale with rating scale of liker scale in the questionnaire and the rating average is calculated as following:

$$\begin{aligned}
 \text{Average} &= \frac{\text{maximum} - \text{minimum}}{\text{level}} \\
 &= \frac{5 - 1}{5} \\
 &= 0.8
 \end{aligned}$$

Then, The analyze of rating scale can interpret as following:

4. 25–5.00	mean	Strongly Agree
3.41–4.20	mean	Agree
2. 61–3.40	mean	Neutral
1. 81–2.60	mean	Disagree
1. 00–1.80	mean	Strongly Disagree

3.5 Data Collection

Researcher collecting data following these process

1. Researcher study collecting information from similar research that can be guideline to creating questionnaire that appropriate for this research.

2. Researcher design questionnaire and distribute to sampling populations as Online survey and offline survey following;

– Online: By posting questionnaire to popular website community and Social media.

Such as: www.pantip.com, www.jeban.com, www.dek-d.com, Facebook, Line, Instagram, twitter.

3. The period to collected the research from a random sample survey of 401 respondents in the month of May, 2015 to June, 2015

Quality Monitoring Tool

This research test quality of complete questionnaire from validity test and reliability test with 2 processes following:

1. Validity test by asked the advisor and expert to check and correct the question to make the questionnaire most appropriate and easy for respondents to understand.

$$IOC = \frac{\sum R}{N}$$

IOC = Consistency between the objective and content or questions and objective.

$\sum R$ = Total assessment points given from all qualified experts.

N = Number of qualified experts

The consistency index value must have the value 0.5 or above to be accepted. After assessment result, the questions have changed and have adapted to confirm that each question has the consistency index value more than 0.5.

There are 5 experts who experience in related field in order to confirm content.

1. Rossarin Ukarapiwan – Manager of Bisous Bious Thailand

2. Taweesak Amarukachoke – Brand Manager

3. Oracha Kamsuwan – The owner of Korea cosmetic online shopping

(adorable shop)

4. Wachiraporn Phairoj – Consumer of Korea cosmetic

5. Wananya Karklen–Consumer of Korea cosmetic

2. Reliability test by the researcher do Pre–test with sample group of 30 respondents to make sure that each questions are appropriate and clearly to understand. Then, Collect the research via SPSS program to test reliability coefficient with Cronbach's Coefficient Alpha analysis the value must not less than 0.7 for this reliability of this research are 0.877 which is considering reliability.

Table 3.1: Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.877	49

3.6 Analyses and Data Processing

The processed and analysis by using SPSS program for processing and statics analysis.

The statistical are used to analyze the data in this study are following:

1. Descriptive statistics to present the results by percentage used to analyze the data for consumer in Bangkok area.

1.1 Frequency; the percentage and frequency (number of respondents) for the qualitative variables including age, education, occupation, income, Hobby and lifestyle.

1.2 Cross tabulation; the contingency analysis to analyze categorical data by the number of frequency of respondents that can explain specific characteristic of the research (dominance).

2. Rotation percentage of variance; the factor that effect purchase decision.

3. Inferential statistics correlations factors that are associated with a statistically significant or not significant. Data were analyzed using the statistic package (SPSS) for the computer to test the relationship between the variable in the hypothesis.

Regression Analysis: is used to test hypothesis that both variables are quantitative variables.

3.7 The Variable

The variables in this study can divide into 2 groups. First, Independent Variables and Second, Dependence Variables following:

Independent Variables there are 4 variables following;

1. Consumer Behavior
2. Brand
3. Marketing Mix (Product, Price, Channel, Promotion)
4. Country of origin Effect (Country of Image, Trend, K pop effect, Korea celebrity effect)

Dependence Variables

Thai women Purchase decision to buy Korea Cosmetic.

3.8 Framework

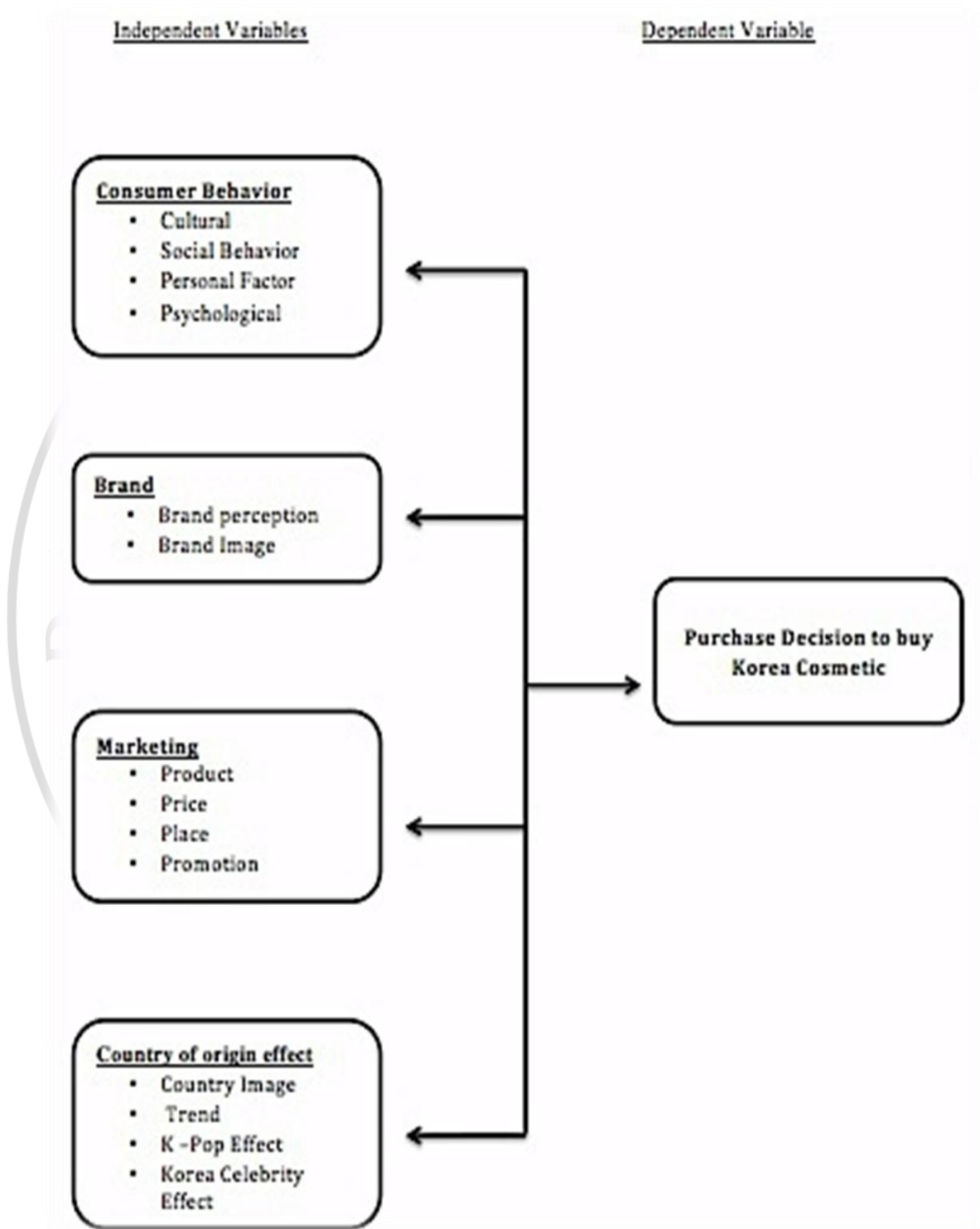


Figure 3.1: Framework

CHAPTER 4

RESEARCH FINDING AND DATA ANALYSIS

In this chapter, the researcher presents the result of the research along with an analysis of the empirical study. The analysis part will be conducted by using the framework of references from the second chapter and method given in the previous chapter.

The result of this research will be presented within 4 parts:

Part 1: The analysis of personal information, consumer behavior of sample by using frequency and percentage.

Part 2: The analysis of crosstab to find out the characteristics information that has relationship with variables (dominance) on purchase decision to buy Korea cosmetic purchase decision to buy Korea cosmetic.

Part 3: The analysis of factors to find out the most important factors on purchase decision to buy Korea cosmetic.

Part 4: The analysis of hypothesis testing.

4.1 The Analysis of Personal Information

Table 4.1: Frequency and Percentage of Personal Information; Age

1.	Age	Frequency	Percentage
	Under 20	50	12.5
	21–25 years	187	46.6
	26–30 years	82	20.4
	31–35 years	34	8.5
	36–40 years	24	6.0
	Above 41	24	6.0
	Total	401	100.0

Most respondent age are in the range between 21–25 years old which equal to 187 respondents (46.6%) in order 26–30 years old 82 respondents (20.4%), Under 20 years old 50 respondents (12.5%), 31–35 years old 34 respondents (8.5%), 36–40

years old 24 respondents (6%) and above 41 years old 24 respondents (6%) severally.

Table 4.2: Frequency and Percentage of Personal Information; Education

2.	Education	Frequency	Percentage
	High School	64	16.0
	Bachelor's Degree	268	66.8
	Above Master's Degree	69	17.2
	Total	401	100.0

Most respondent have education level in bachelor's degree equal to 268 respondents (66.8%), above master's degree 69 respondents (17.2%) and high school 64 respondents (16%) severally.

Table 4.3: Frequency and Percentage of Personal Information; Occupation

3.	Occupation	Frequency	Percentage
	Student	116	28.9
	Owner Business	62	15.5
	Government Officer	30	7.5
	Officer	149	37.2
	Others	44	11.0
	Total	401	100.0

The majority of respondents work in Officer of private companies which equal to 149 respondents (37.2%), student 116 respondents (28.9%), Owner business 62 respondents (15.5%), Others 44 respondents (11%) and government officer 30 respondents (7.5%) severally.

Table 4.4: Frequency and Percentage of Personal Information; Level of Income

4.	Level of Income	Frequency	Percentage
	Less than 10,000 baht	81	20.2
	10,001–20,000 baht	140	34.9
	20,001–30,000 baht	90	22.4
	Above 30,001 baht	90	22.4
	Total	401	100.0

The majority of respondents income are 10,001–20,000 baht 140 respondents (34.9%), 20,001–30,000 baht 90 respondents (22.4%), Above 30,001 baht 90 respondents (22.4%) and less than 10,000 baht 81 respondents (20.2%) severally.

Table 4.5: Frequency and Percentage of Consumer Behavior; Reason to Purchase

5.	Reason to purchase	Frequency	Percentage
	Get more beauty	95	23.7
	Get more confidence	40	10.0
	Trendy	54	13.5
	Cheap price	43	10.7
	High quality	50	12.5
	Beautiful packaging	30	7.5
	Help to improve skin	82	20.4
	Others	7	1.7
	Total	401	100.0

The majority of respondents reason to purchase are need to get more beauty 95 respondents (23.7%), need product that can help to improve skin 82 respondents (20.4%), products are trendy 54 respondents (13.5%), products are high quality 50 respondents (12.5%), product has cheap price 43 respondents (10.7%), need to get more confidence 40 respondents (10 %), products has beautiful packaging 30 respondents (7.5%) and Others 7 respondents (1.7%) severally.

Table 4.6: Frequency and Percentage of Consumer Behavior; Effect Person

6.	Effect person	Frequency	Percentage
	Yourself	157	39.2
	Presenter	45	11.2
	Family	12	3.0
	Friends	78	19.5
	Beauty advisor	7	1.7
	Blogger	102	25.4
	Total	401	100.0

The majority of respondents effecting person to purchase are themselves 157 respondents (39.2%), blogger 102 respondents (25.4%), friends 78 respondents (19.5%), presenter 45 respondents (11.2%), family 12 respondents (3%) and beauty advisor 7 respondents (1.7%) severally.

Table 4.7: Frequency and Percentage of Consumer Behavior; Frequency to Buy

7.	Frequency to purchase	Frequency	Percentage
Valid	1 time/ month	135	33.7
	2–3 times/ month	76	19.0
	More than 3 times/ month	34	8.5
	1 time in 3 months	156	38.9
	Total	401	100.0

The majority of respondents frequency to purchase the product are 1 time in 3 months 156 respondents (38.9%), 1 time per month 135 respondents (33.7%), 2–3 times per month 76 respondents (19%) and more than 3 times per month 34 respondents (8.5%) severally.

Table 4.8: Frequency and Percentage of Consumer Behavior; Expense to Purchase

8.	Expense to purchase	Frequency	Percentage
Valid	less than 1,000 baht	143	35.7
	1,001–2,000 baht	164	40.9
	2,001–3,000 baht	54	13.5
	3,001 up	40	10.0
	Total	401	100.0

The majority of respondents expense to purchase the product are 1,001–2,000 baht 164 respondents (40.9%), less than 1,000 baht 143 respondents (35.7%), 2,001–3,000 baht 54 respondents (13.5%) and up to 3,001 baht 40 respondents (10%) severally

Table 4.9: Frequency and Percentage of Consumer Behavior; Place to Purchase

9.	Places to purchase	Frequency	Percentage
Valid	Counter Brand	163	40.6
	Other Shop	104	25.9
	Online Shopping	116	28.9
	Others	18	4.5
	Total	401	100.0

The majority of respondents places to purchase the product are counter brand 163 respondents (40.6%), online shopping 116 respondents (28.9%), other shop (imported shop, cosmetic shop) 104 respondents (25.9%) and others 18 respondents (4.5%) severally.

Table 4.10: Frequency and Percentage of Consumer Behavior; Sources of Information

10.	Sources of Information	Frequency	Percentage
Valid	Medias (TV, radio)	31	7.7
	Publisher (magazine, journal)	30	7.5
	Friends	47	11.7
	Websites	74	18.5
	Social Network	174	43.4
	Web blog	45	11.2
	Total	401	100.0

The majority of respondents sources of information of the product are social network 174 respondents (43.4%), websites 74 respondents (18.5%), friends 47 respondents (11.7%), web blog 45 respondents (11.2%), Medias (TV, radio) 31 respondents (7.7%) and publisher (magazine, journal) 30 respondents (7.5%) severally.

Table 4.11: Frequency and Percentage of Consumer Behavior; Hobby

11.	Hobby	Frequency	Percentage
Valid	Watch movie/ Listen Music	104	25.9
	Play Internet	189	47.1
	Go to Shopping	42	10.5
	Exercise	37	9.2
	Read Book	25	6.2
	Others	4	1.0
	Total	401	100.0

The majority of respondents hobby are play internet 189 respondents (47.1%), watch movies or listen music 104 respondents (25.9%), go to shopping 42 respondents (10.5%), exercise 37 respondents (9.2%), reading book 25 respondents (6.2%) and others 4 respondents (1%) severally.

Table 4.12: Frequency and Percentage of Consumer Behavior; Make up Style

12.	Make up style	Frequency	Percentage
Valid	Natural Look	283	70.6
	Colorful Makeup	18	4.5
	Sexy Smoky Eyes	42	10.5
	Pink Style	39	9.7
	Party Fancy	13	3.2
	Other	6	1.5
	Total	401	100.0

The majority of respondents make up style are natural look 283 respondents (70.6%), sexy smoky eyes 42 respondents (10.5%), Pink style 39 respondents (9.7%), colorful make up 18 respondents (4.5%) and party fancy 13 respondents (3.2%) severally.

4.2 The Crosstab Analysis on Purchase Decision to Buy Korea Cosmetic

Table 4.13: Cross Tabulation Analysis on Purchase Decision to Buy Korea Cosmetic;
Ages with Make up Style

Age * make up style Cross tabulation

			make up style						Total
			Natural look	Colorful Makeup	Sexy Smoky eyes	Pink Style	Party Fancy	...	
Age	under 20	Count	37	2	2	6	2	1	50
		% within Age	74.0%	4.0%	4.0%	12.0%	4.0%	2.0%	100.0%
	21–25 years	Count	138	4	24	15	4	2	187
		% within Age	73.8%	2.1%	12.8%	8.0%	2.1%	1.1%	100.0%
	26–30 years	Count	54	7	10	6	3	2	82
		% within Age	65.9%	8.5%	12.2%	7.3%	3.7%	2.4%	100.0%
	31–35 years	Count	24	2	2	4	2	0	34
		% within Age	70.6%	5.9%	5.9%	11.8%	5.9%	.0%	100.0%
	36–40 years	Count	14	1	3	4	2	0	24
		% within Age	58.3%	4.2%	12.5%	16.7%	8.3%	.0%	100.0%
	41 above	Count	16	2	1	4	0	1	24
		% within Age	66.7%	8.3%	4.2%	16.7%	.0%	4.2%	100.0%
Total	Count	283	18	42	39	13	6	401	
	% within Age	70.6%	4.5%	10.5%	9.7%	3.2%	1.5%	100.0%	

The most preferable make up style is natural look (70.6%) and the second most preferable make up style is sexy smoky eyes (10.5%), followed by pink style (9.7%), colorful makeup (4.5%). Party fancy is the most unfavorable make up style with 3.2%. Moreover, respondents aged under 20 and 21–25 years dominance natural look with 74.0% and 73.8% respectively, while sexy smoky eyes are majored in 21–25 years and 26–30 years groups (12.8% and 12.2% respectively).

Table 4.14: Cross Tabulation Analysis on Purchase Decision to Buy Korea Cosmetic; Educations with Make up Style

Education * make up style Cross tabulation

		make up style						Total
		Natural look	Colorful Makeup	Sexy Smoky eyes	Pink Style	Party Fancy	...	
Education High School	Count	49	5	2	5	2	1	64
	% within Education	76.6%	7.8%	3.1%	7.8%	3.1%	1.6%	100.0%
Bachelor Degree	Count	188	10	32	28	8	1	267
	% within Education	70.4%	3.7%	12.0%	10.5%	3.0%	.4%	100.0%
Master Degree Above	Count	46	3	8	5	3	4	69
	% within Education	66.7%	4.3%	11.6%	7.2%	4.3%	5.8%	100.0%
4	Count	0	0	0	1	0	0	1
	% within Education	.0%	.0%	.0%	100.0%	.0%	.0%	100.0%
Total	Count	283	18	42	39	13	6	401
	% within Education	70.6%	4.5%	10.5%	9.7%	3.2%	1.5%	100.0%

The most preferable make up style is natural look (70.6%) and the second most preferable make up style is sexy smoky eyes (10.5%), followed by pink style (9.7%), colorful makeup (4.5%). Party fancy is the most unfavorable make up style with 3.2%. Moreover, respondents education in high school groups dominance natural look with 76.6% respectively, while sexy smoky eyes are majored in bachelor and Master degree groups (12% and 11.6 respectively).

Table 4.15: Cross Tabulation Analysis on Purchase Decision to Buy Korea Cosmetic;
Occupations with Make up Style

Occupation * make up style Cross tabulation

		make up style						Total
		Natural look	Colorful Makeup	Sexy Smoky eyes	Pink Style	Party Fancy	...	
Occupation Student	Count	88	5	8	8	6	1	116
	% within Occupation	75.9%	4.3%	6.9%	6.9%	5.2%	.9%	100.0%
Owner Business	Count	41	2	7	9	3	0	62
	% within Occupation	66.1%	3.2%	11.3%	14.5%	4.8%	.0%	100.0%
Governor officer	Count	18	3	3	3	3	0	30
	% within Occupation	60.0%	10.0%	10.0%	10.0%	10.0%	.0%	100.0%
Officer	Count	107	5	19	14	0	4	149
	% within Occupation	71.8%	3.4%	12.8%	9.4%	.0%	2.7%	100.0%
.....	Count	29	3	5	5	1	1	44
	% within Occupation	65.9%	6.8%	11.4%	11.4%	2.3%	2.3%	100.0%

(Continued)

Table 4.15 (Continued): Cross Tabulation Analysis on Purchase Decision to Buy
Korea Cosmetic; Occupations with Make up Style

		make up style						Total
		Natural look	Colorful Makeup	Sexy Smoky eyes	Pink Style	Party Fancy	...	
Total	Count	283	18	42	39	13	6	401
	% within Occupation	70.6%	4.5%	10.5%	9.7%	3.2%	1.5%	100.0%

The most preferable make up style is natural look (70.6%) and the second most preferable make up style is sexy smoky eyes (10.5%), followed by pink style (9.7%), colorful makeup (4.5%). Party fancy is the most unfavorable make up style with 3.2%. Moreover, respondents occupation in student and officer groups dominance natural look with 75.9% and 71.8% respectively, while sexy smoky eyes are majored in officer group also (12.8% respectively).

Table 4.16: Cross Tabulation Analysis on Purchase Decision to Buy Korea Cosmetic;
Levels of Income with Make up Style

Level of Income * make up style Cross tabulation

			make up style						Total
			Natural look	Colorful Makeup	Sexy Smoky eyes	Pink Style	Party Fancy	...	
Level of Income	less than 10,000 baht	Count % within Level of Income	63 77.8%	2 2.5%	5 6.2%	8 9.9%	1 1.2%	2 2.5%	81 100.0%
	10,001 – 20,000 baht	Count % within Level of Income	100 71.4%	7 5.0%	14 10.0%	13 9.3%	6 4.3%	0 .0%	140 100.0%
	20,001 – 30,000 baht	Count % within Level of Income	64 71.1%	4 4.4%	13 14.4%	6 6.7%	3 3.3%	0 .0%	90 100.0%
	30,001 baht or above	Count % within Level of Income	56 62.2%	5 5.6%	10 11.1%	12 13.3%	3 3.3%	4 4.4%	90 100.0%
Total		Count % within Level of Income	283 70.6%	18 4.5%	42 10.5%	39 9.7%	13 3.2%	6 1.5%	401 100.0%

The most preferable make up style is natural look (70.6%) and the second most preferable make up style is sexy smoky eyes (10.5%), followed by pink style (9.7%), colorful makeup (4.5%). Party fancy is the most unfavorable make up style with 3.2%. Moreover, respondents levels of income in less than 10,000 and 10,001–20,000 baht groups dominance natural look with 77.8% and 71.4% respectively, while sexy smoky eyes are majored in 20,001–30,000 and 30,001 above groups (14.4% and 11.1% respectively).

Table 4.17: Cross Tabulation Analysis on Purchase Decision to Buy Korea Cosmetic;
Reasons to Buy with Make up Style

Reason to buy * make up style Cross tabulation			makeup style						Total
			Natural look	Colorful Makeup	Sexy Smoky eyes	Pink Style	Party Fancy	...	
Reason to buy	Get more beauty	Count % with in Reason to buy	62 65.3%	5 5.3%	13 13.7%	12 12.6%	3 3.2%	0 .0%	95 100.0%
	Get more confidence	Count % with in Reason to buy	24 60.0%	1 2.5%	5 12.5%	6 15.0%	3 7.5%	1 2.5%	40 100.0%
	Trendy	Count % with in Reason to buy	34 63.0%	4 7.4%	7 13.0%	8 14.8%	1 1.9%	0 .0%	54 100.0%
	Cheap Price	Count % with in Reason to buy	29 67.4%	3 7.0%	5 11.6%	3 7.0%	3 7.0%	0 .0%	43 100.0%
	High quality	Count % with in Reason to buy	39 78.0%	2 4.0%	3 6.0%	4 8.0%	1 2.0%	1 2.0%	50 100.0%
	Beautiful packaging	Count % with in Reason to buy	21 70.0%	2 6.7%	2 6.7%	3 10.0%	2 6.7%	0 .0%	30 100.0%
	Help to improve skin	Count % with in Reason to buy	68 82.9%	1 1.2%	6 7.3%	3 3.7%	0 .0%	4 4.9%	82 100.0%
	Count % with in Reason to buy	6 85.7%	0 .0%	1 14.3%	0 .0%	0 .0%	0 .0%	7 100.0%
Total		Count % with in Reason to buy	283 70.6%	18 4.5%	42 10.5%	39 9.7%	13 3.2%	6 1.5%	401 100.0%

The most preferable make up style is natural look (70.6%) and the second most preferable make up style is sexy smoky eyes (10.5%), followed by pink style (9.7%), colorful makeup (4.5%). Party fancy is the most unfavorable make up style with 3.2%. Moreover, respondents reasons to buy in others and product add treatment in ingredient groups dominance natural look with 85.7% and 82.9 % respectively, while sexy smoky eyes are majored in others and product are trendy groups (14.3% and 13.7% respectively).

Table 4.18: Cross Tabulation Analysis on Purchase Decision to Buy Korea Cosmetic;
Affect Person to Buy with Make up Style

Affect person * make up style Cross tabulation

			make up style						Total
			Natural look	Colorful Makeup	Sexy Smoky eyes	Pink Style	Party Fancy	...	
Effect person	Yourself	Count	103	10	19	17	6	2	157
		% within Effect person	65.6%	6.4%	12.1%	10.8%	3.8%	1.3%	100.0%
	Presenter	Count	30	3	4	3	1	4	45
		% within Effect person	66.7%	6.7%	8.9%	6.7%	2.2%	8.9%	100.0%
	Family	Count	7	1	1	3	0	0	12
		% within Effect person	58.3%	8.3%	8.3%	25.0%	.0%	.0%	100.0%
	Friends	Count	61	3	6	6	2	0	78
		% within Effect person	78.2%	3.8%	7.7%	7.7%	2.6%	.0%	100.0%
	BA	Count	1	0	1	3	2	0	7
		% within Effect person	14.3%	.0%	14.3%	42.9%	28.6%	.0%	100.0%
	Blogger	Count	81	1	11	7	2	0	102
		% within Effect person	79.4%	1.0%	10.8%	6.9%	2.0%	.0%	100.0%
Total	Count	283	18	42	39	13	6	401	
	% within Effect person	70.6%	4.5%	10.5%	9.7%	3.2%	1.5%	100.0%	

The most preferable make up style is natural look (70.6%) and the second most preferable make up style is sexy smoky eyes (10.5%), followed by pink style

(9.7%), colorful makeup (4.5%). Party fancy is the most unfavorable make up style with 3.2%. Moreover, respondents affect person to buy in blogger and friend groups dominance natural look with 79.4% and 78.2% respectively, while sexy smoky eyes are majored in brand advisor and themselves groups (14.3% and 12.1% respectively).

Table 4.19: Cross Tabulation Analysis on Purchase Decision to Buy Korea Cosmetic;
Frequency to Buy with Make up Style

Frequency to buy * make up style Cross tabulation

			make up style						Total
			Natural look	Colorful Makeup	Sexy Smoky eyes	Pink Style	Party Fancy	...	
Frequency to buy	1 time/month	Count	93	6	12	17	4	3	135
		% within Frequency to buy	68.9%	4.4%	8.9%	12.6%	3.0%	2.2%	100.0%
	2–3 times / month	Count	49	6	9	8	1	3	76
		% within Frequency to buy	64.5%	7.9%	11.8%	10.5%	1.3%	3.9%	100.0%
	more than 3 times / month	Count	17	1	7	6	3	0	34
		% within Frequency to buy	50.0%	2.9%	20.6%	17.6%	8.8%	.0%	100.0%
	1 times in 3 months	Count	124	5	14	8	5	0	156
		% within Frequency to buy	79.5%	3.2%	9.0%	5.1%	3.2%	.0%	100.0%
	Total	Count	283	18	42	39	13	6	401
		% within Frequency to buy	70.6%	4.5%	10.5%	9.7%	3.2%	1.5%	100.0%

The most preferable make up style is natural look (70.6%) and the second most preferable make up style is sexy smoky eyes (10.5%), followed by pink style (9.7%), colorful makeup (4.5%). Party fancy is the most unfavorable make up style with 3.2%. Moreover, respondents frequency to buy in 1 time in 3 months and 1 time per month groups dominance natural look with 79.5% and 68.9 % respectively, while sexy smoky eyes are majored in more than 3 times per month and 2–3 times per month groups (20.6% and 11.8% respectively).

Table 4.20: Cross Tabulation Analysis on Purchase Decision to Buy Korea Cosmetic;
Expense to Buy with Make up Style

Expense to buy * make up style Cross tabulation

			make up style						Total
			Natural look	Colorful Makeup	Sexy Smoky eyes	Pink Style	Party Fancy	...	
How much less than to buy 1,000 baht	Count		109	7	14	9	2	2	143
	% within How much to buy		76.2%	4.9%	9.8%	6.3%	1.4%	1.4%	100.0%
	1,001 – 2,000	Count	116	5	15	18	6	4	164
	% within How much to buy		70.7%	3.0%	9.1%	11.0%	3.7%	2.4%	100.0%
	2,001 – 3,000	Count	37	3	6	4	4	0	54
	% within How much to buy		68.5%	5.6%	11.1%	7.4%	7.4%	.0%	100.0%
	3,001 up	Count	21	3	7	8	1	0	40
	% within How much to buy		52.5%	7.5%	17.5%	20.0%	2.5%	.0%	100.0%
Total	Count		283	18	42	39	13	6	401
	% within How much to buy		70.6%	4.5%	10.5%	9.7%	3.2%	1.5%	100.0%

The most preferable make up style is natural look (70.6%) and the second most preferable make up style is sexy smoky eyes (10.5%), followed by pink style (9.7%), colorful makeup (4.5%). Party fancy is the most unfavorable make up style with 3.2%. Moreover, respondents expense to buy in less than 1,000 and 1,001–2,000 baht groups with 76.2% and 70.7 % respectively, while sexy smoky eyes are majored in 30,001 and product are 2,001–3,000 groups (17.5% and 11.1% respectively).

Table 4.21: Cross Tabulation Analysis on Purchase Decision to Buy Korea Cosmetic;
Sources of Information with Make up Style

Sources of information * make up style Cross tabulation

			make up style						Total
			Natural look	Colorful Makeup	Sexy Smoky eyes	Pink Style	Party Fancy	...	
sources of Media tv radio news	Count		22	4	2	3	0	0	31
	% within sources of news		71.0%	12.9%	6.5%	9.7%	.0%	.0%	100.0%
	Publisher magazine journal	Count	14	2	5	3	5	1	30
	% within sources of news		46.7%	6.7%	16.7%	10.0%	16.7%	3.3%	100.0%
Friends	Count		33	3	5	4	2	0	47
	% within sources of news		70.2%	6.4%	10.6%	8.5%	4.3%	.0%	100.0%
Website	Count		48	3	11	9	3	0	74
	% within sources of news		64.9%	4.1%	14.9%	12.2%	4.1%	.0%	100.0%

(Continued)

Table 4.21 (Continued): Cross Tabulation Analysis on Purchase Decision to Buy
Korea Cosmetic; Sources of Information with Make up Style

Sources of information * make up style Cross tabulation

		make up style						Total
		Natural look	Colorful Makeup	Sexy Smoky eyes	Pink Style	Party Fancy	...	
Social Network	Count	131	5	15	16	2	5	174
	% within sources of news	75.3%	2.9%	8.6%	9.2%	1.1%	2.9%	100.0%
Web blog	Count	35	1	4	4	1	0	45
	% within sources of news	77.8%	2.2%	8.9%	8.9%	2.2%	.0%	100.0%
Total	Count	283	18	42	39	13	6	401
	% within sources of news	70.6%	4.5%	10.5%	9.7%	3.2%	1.5%	100.0%

The most preferable make up style is natural look (70.6%) and the second most preferable make up style is sexy smoky eyes (10.5%), followed by pink style (9.7%), colorful makeup (4.5%). Party fancy is the most unfavorable make up style with 3.2%. Moreover, respondents sources of Information in web blog and social network groups dominance natural look with 77.8% and 75.3% respectively, while sexy smoky eyes are majored in publisher (magazine, journal) and websites are trendy groups (16.7% and 14.9% respectively).

Table 4.22: Cross Tabulation Analysis on Purchase Decision to Buy Korea Cosmetic;
Hobby with Make up Style

Hobby * make up style Cross tabulation

		make up style						Total
		Natural look	Colorful Makeup	Sexy Smoky eyes	Pink Style	Party Fancy	...	
hobby watch movie / listen music	Count	82	5	9	5	3	0	104
	% within hobby	78.8%	4.8%	8.7%	4.8%	2.9%	.0%	100.0%
Play internet	Count	137	6	21	18	3	4	189
	% within hobby	72.5%	3.2%	11.1%	9.5%	1.6%	2.1%	100.0%
Go to Shopping	Count	24	1	6	8	3	0	42
	% within hobby	57.1%	2.4%	14.3%	19.0%	7.1%	.0%	100.0%
Exercise	Count	23	3	2	6	3	0	37
	% within hobby	62.2%	8.1%	5.4%	16.2%	8.1%	.0%	100.0%
Read Book	Count	14	3	3	2	1	2	25
	% within hobby	56.0%	12.0%	12.0%	8.0%	4.0%	8.0%	100.0%
...	Count	3	0	1	0	0	0	4
	% within hobby	75.0%	.0%	25.0%	.0%	.0%	.0%	100.0%
Total	Count	283	18	42	39	13	6	401
	% within hobby	70.6%	4.5%	10.5%	9.7%	3.2%	1.5%	100.0%

The most preferable make up style is natural look (70.6%) and the second most preferable make up style is sexy smoky eyes (10.5%), followed by pink style

(9.7%), colorful makeup (4.5%). Party fancy is the most unfavorable make up style with 3.2%. Moreover, respondents hobby in watch movie/listen to music and play internet groups dominance natural look with 78.8% and 72.5% respectively, while sexy smoky eyes are majored in others, reading book and shopping groups (25%, 12% and 14.3% respectively).

4.3 The Factor Analysis (Rotation Variance) on Purchase Decision to Buy Korea Cosmetic

Table 4.23: The Result of Factor Analysis to Find out the Most Important Factors on Purchase Decision to Buy Korea Cosmetic

Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.31	33.27	33.27	12.31	33.27	33.27	4.09	11.04	11.04
2	2.92	7.91	41.17	2.92	7.91	41.17	4.02	10.85	21.90
3	2.17	5.88	47.05	2.17	5.88	47.05	3.69	9.97	31.87
4	1.70	4.58	51.63	1.70	4.58	51.63	3.01	8.14	40.01
5	1.46	3.96	55.59	1.46	3.96	55.59	2.85	7.70	47.71
6	1.35	3.64	59.23	1.35	3.64	59.23	2.79	7.55	55.26
7	1.10	2.97	62.20	1.10	2.97	62.20	1.98	5.35	60.61
8	1.05	2.85	65.05	1.05	2.85	65.05	1.64	4.44	65.05
9	0.94	2.55	67.60						
10	0.75	2.02	69.62						
11	0.73	1.97	71.59						
12	0.69	1.87	73.45						
13	0.65	1.76	75.22						
14	0.62	1.67	76.88						
15	0.59	1.60	78.48						
16	0.57	1.54	80.03						
17	0.54	1.46	81.48						

(Continued)

Table 4.23 (Continued): The Result of Factor Analysis to Find out the Most Important Factors on Purchase Decision to Buy Korea Cosmetic

Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
18	0.52	1.39	82.88						
19	0.50	1.35	84.22						
20	0.47	1.27	85.50						
21	0.46	1.25	86.75						
22	0.44	1.20	87.94						
23	0.41	1.11	89.05						
24	0.40	1.08	90.13						
25	0.38	1.03	91.16						
26	0.38	1.02	92.19						
27	0.35	0.96	93.14						
28	0.34	0.91	94.05						
29	0.31	0.84	94.89						
30	0.29	0.78	95.67						
31	0.27	0.73	96.40						
32	0.26	0.71	97.11						
33	0.25	0.66	97.78						
34	0.23	0.62	98.40						
35	0.23	0.61	99.01						
36	0.20	0.54	99.55						
37	0.17	0.45	100.00						
Extraction Method: Principal Component Analysis.									

Purchase decision to buy Korea cosmetic from 37 factors as following

- (1) Brand is up to date (2) Brand easy to recognize (3) Brand has high quality and reliable (4) Brand is knowing from customer (5) Brand loyalty customer will buy again (6) Brand recommend customer will recommend their friends to purchase (7) Brand effect purchasing (8) Product has quality (9) Products has beautiful

packaging (10) Many types of product and packaging (11) Product has skin treatment in ingredient (12) Product has high quality of production (13) Product has quality as good as advertised. (14) Suitable price (15) Price is cheaper than other imported product (16) Payment can be made by credit card (17) Product has clearly details and clearly price (18) Can be purchased easily at the mall or general stores (19) Display/ stores has an interesting appeal when seen (20) Place has enough space and proportion (21) Easily to order from internet (22) Counter staff are available to provide appropriate advice that meet consumer needs (23) Advertising to customer (24) Distributed product trials (tester) are given to customers (25) Other participations activities for consumers, such as makeup class, attracted discounts or promotions. (26) Discount and Promotion (27) Products are reviewed in the media, Internet websites, YouTube, social networks and blogs (28) Korea is developed and more reliable (29) Korea fashionable (30) Korea are leader countries about beauty (31) Korea's population are interested in beauty (32) Korea is a cosmetics manufacturer reputation. (33) Korea has suitable resources for ingredeints in cosmetic production (34) K-pop presenter (35) K-pop are user of product (36) K-pop owner (37) Spread in the medias. From factor analysis, 37 factors can be reduced to 8 factors explaining 65% of total variance. These included factor (1) explaining by 11.04% (2) explaining by 10.85% (3) explaining by 9.97% (4) explaining by 8.14% (5) explaining by 7.70% (6) explaining by 7.55% (7) explaining by 5.35% (8) explaining by 4.44% with these factors can explain percentage of variance and the most important factors, which effect to purchase decision to buy Korea cosmetic topic.

Table 4.24: The Result Shows the Second Factor that Analysis to Find out the Most Important Factors on Purchase Decision to Buy Korea Cosmetic

Rotated Component Matrix ^a								
	Component							
	1	2	3	4	5	6	7	8
Trendy	0.70	0.16	0.04	0.11	0.06	0.20	0.11	0.04
Recognition	0.65	0.13	0.17	0.15	0.16	0.26	0.03	0.01
High Quality	0.56	0.07	0.46	0.17	0.13	0.06	-0.04	0.02
Customer knowing	0.63	0.02	0.30	0.29	0.12	0.11	0.01	-0.04
buy again	0.53	0.21	0.04	-0.05	0.13	0.07	0.46	0.16
Recommended	0.58	0.25	0.10	-0.05	0.10	-0.01	0.38	0.15
Brand effect	0.65	0.16	0.14	0.01	-0.02	0.02	0.34	0.22
Product: Quality Trendy	0.30	0.23	0.71	0.11	0.01	0.08	-0.06	0.10
Beautiful Packaging	0.52	0.08	0.23	0.34	0.05	0.15	-0.07	0.06
Many types of Packaging	0.53	0.06	0.28	0.20	0.10	0.26	0.00	0.10
Can help to improve skin	0.23	0.09	0.61	-0.01	0.41	-0.01	0.10	0.02
High Quality of production	0.19	0.10	0.71	0.20	0.14	0.01	0.00	0.16
Product has quality	0.24	0.05	0.76	0.15	0.21	0.05	0.07	0.15
Suitable price	0.03	0.21	0.69	0.16	0.11	0.09	0.17	0.13
Cheaper price than other	0.13	0.10	0.21	0.27	-0.13	0.23	0.55	0.37
Installment paying	0.17	0.13	0.04	0.19	0.21	0.18	0.73	-0.12
Clearly detail ,Price	0.11	0.07	0.48	0.29	0.35	0.05	0.40	-0.09
Easy to find	0.14	0.21	0.23	0.70	0.13	0.04	0.07	0.00
Attractiveness	0.19	0.10	0.13	0.76	0.09	0.12	0.15	0.11
Comfortable area	0.33	0.13	0.09	0.61	0.10	0.10	0.28	0.20
Easy to order via internet	0.17	0.07	0.19	0.20	0.15	0.15	0.10	0.72
Provide BA	0.05	0.23	0.19	0.60	0.38	0.10	-0.01	0.06
Advertising to customer	0.12	0.26	0.15	0.55	0.39	0.09	-0.04	0.24
Giving Tester	0.08	0.08	0.22	0.17	0.76	0.10	-0.04	0.12
Activities	0.20	0.08	0.10	0.19	0.74	0.12	0.19	0.08
Discount and promotion	0.07	0.10	0.28	0.17	0.71	0.08	0.13	0.16
Reviewer	0.13	0.26	0.25	0.09	0.36	0.05	-0.08	0.65
Reliable	0.20	0.68	0.14	0.21	0.06	0.26	0.16	-0.01
Fashionable	0.03	0.70	0.17	0.18	-0.02	0.29	0.01	0.05

(Continued)

Table 4.24 (Continued): The Result Shows the Second Factor that Analysis to
Find out the Most Important Factors on Purchase Decision
to Buy Korea Cosmetic

Rotated Component Matrix ^a								
	Component							
	1	2	3	4	5	6	7	8
Leader about Beauty	0.07	0.82	0.15	0.10	0.06	0.10	0.09	0.07
Interesting in Beauty	0.11	0.75	0.17	0.13	0.05	0.09	-0.04	0.15
Famous Producer	0.23	0.75	0.01	0.11	0.14	0.19	0.11	0.12
Good resources for makeup	0.21	0.60	0.03	0.05	0.34	0.16	0.31	-0.04
K Presenter	0.28	0.27	0.05	0.14	0.05	0.80	0.06	0.01
K User of product	0.20	0.24	0.08	0.13	0.05	0.81	0.04	0.11
K Owner	0.16	0.23	-0.03	-0.01	0.20	0.71	0.34	-0.01
Spread in the media	0.13	0.29	0.14	0.13	0.16	0.58	0.04	0.37
Extraction Method: Principal Component Analysis.								
Rotation Method: Varimax with Kaiser Normalization.								
a. Rotation converged in 14 iterations.								

From the Rotated component table can separate the factor of purchase decision to buy Korea cosmetic into 8 derived factors named as follows;

Factor 1 (Brand Value Factor) is composed of (1) Brand is up to date 0.7% (2) Brand easy to recognize 0.65% (3) Brand has high quality and reliable 0.56% (4) Brand is knowing from customer 0.63% (5) Brand loyalty customer will buy again 0.53% (6) Brand recommend customer recommend their friends to purchase 0.58 % (7) Brand effect purchasing 0.65%

Factor 2 (Korea Image Factor) is composed (28) Korea is developed and more reliable 0.68 (29) Korea fashionable 0.70% (30) Korea are leader countries about beauty 0.82% (31) Korea's population are interested in beauty 0.75% (32) Korea is a cosmetics manufacturer reputation 0.75% (33) Korea has suitable resources for ingredeints in cosmetic production 0.60%

Factor 3 (Marketing Mix; Product and Price Factor) is composed (8) Products has quality 0.71% (11) Product has skin treatment in ingredient 0.61% (12) Product

has high quality of production 0.71% (13) Product has quality as good as advertised 0.76% (14) Suitable price 0.69%

Factor 4 (Marketing Mix; Channel and Promotion) is composed (18) Can be purchased easily at the mall or general stores 0.70% (19) Display/stores has an interesting appeal when seen 0.76% (20) Place has enough space and proportion 0.61% (22) Counter staff are available to provide appropriate advice that meet consumer needs 0.6% (23) Advertising to customer 0.55%

Factor 5 (Marketing Mix; Promotion) is composed (24) Distributed product trials (tester) are given to customers 0.76% (25) Other participations activities for consumers, such as makeup class, attracted discounts or promotions 0.74% (26) Discount and Promotion 0.71%

Factor 6 (K-pop, K celebrity effect Factor) is composed (34) K-pop presenter 0.80% (35) K-pop are user of product 0.81% (36) K-pop owner 0.71% (37) Spread in the medias 0.58%

Factor 7 (Affordances Factor) is composed (15) Price is cheaper than other imported product 0.55% (16) Payment can be made by credit card 0.73%

Factor 8 (Social network customer Factor) are (21) Easily to order from internet 0.72% (27) Products are reviewed in the media, Internet websites, YouTube, social networks and blogs 0.65%

4.4 The Analysis of Hypothesis Testing

Table 4.25: Multiple Linear Regression Analysis on Purchase Decision to Buy Korea Cosmetic

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.894	0.535		1.672	0.10
Reason to buy	0.018	0.021	0.042	0.85	0.40
Effect person	-0.014	0.025	-0.031	-0.567	0.57
Where you buy from	-0.113	0.052	-0.112	-2.154	0.03
sources of news	-0.043	0.036	-0.064	-1.21	0.23
hobby	0.147	0.041	0.183	3.595	0.00
make up style	0.06	0.039	0.082	1.522	0.13
Trendy	0.224	0.095	0.161	2.348	0.02
Recognition	-0.174	0.096	-0.125	-1.819	0.07
High Quality	-0.009	0.091	-0.007	-0.103	0.92
Customer knowing	-0.156	0.1	-0.11	-1.554	0.12
buy again	0.026	0.084	0.021	0.309	0.76
Recommended	0.152	0.088	0.112	1.718	0.09
Brand effect	0.08	0.085	0.064	0.936	0.35

(Continued)

Table 4.25 (Continued): Multiple Linear Regression Analysis on Purchase Decision to Buy Korea Cosmetic

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	Product:					
	Quality Trendy	0.074	0.111	0.048	0.668	0.50
	Beautiful					
	Packaging	-0.103	0.1	-0.066	-1.029	0.30
	Many types of					
	Packaging	-0.027	0.09	-0.019	-0.295	0.77
	Can help to					
	improve skin	-0.051	0.093	-0.038	-0.546	0.59
	High Quality					
	of production	0.203	0.102	0.144	2	0.05
	Product has					
	quality	-0.049	0.104	-0.037	-0.473	0.64
	Suitable price	0.083	0.093	0.059	0.887	0.38
	Cheper price					
	than other	-0.252	0.073	-0.213	-3.457	0.00
	Installment					
	paying	0.063	0.067	0.062	0.953	0.34
	Clearly detail					
	,Price	0.045	0.08	0.038	0.563	0.57
	Easy to find	-0.029	0.095	-0.021	-0.306	0.76
	Attractiveness	-0.036	0.096	-0.028	-0.377	0.71
	Comfortable					
	area	0.109	0.086	0.088	1.261	0.21
	Easy to order					
	via internet	0.07	0.085	0.054	0.821	0.41

(Continued)

Table 4.25 (Continued): Multiple Linear Regression Analysis on Purchase Decision to Buy Korea Cosmetic

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Provide BA Advertising to customer	0.192	0.09	0.143	2.122	0.04
Giving Tester Activities	-0.11	0.094	-0.081	-1.168	0.24
Discount and promotion	0.003	0.083	0.003	0.039	0.97
Reviewer	-0.022	0.079	-0.021	-0.281	0.78
	0.01	0.085	0.009	0.122	0.90
	-0.06	0.094	-0.043	-0.635	0.53
Reliable	-0.046	0.098	-0.035	-0.465	0.64
Fashionable	0.01	0.094	0.008	0.11	0.91
Leader about Beauty	-0.1	0.096	-0.079	-1.04	0.30
Interesting in Beauty	0.091	0.096	0.068	0.949	0.34
Famous	-0.035	0.099	-0.028	-0.353	0.72
Producer	0.057	0.089	0.048	0.64	0.52
Good resources for make up					
K Presenter	0.103	0.104	0.092	0.993	0.32
K User of product	-0.01	0.095	-0.009	-0.104	0.92
K Owner	-0.069	0.081	-0.065	-0.86	0.39
Spread in the media	-0.021	0.087	-0.016	-0.237	0.81

a. Dependent Variable: purchase decision to buy Korea cosmetic

According from the research, researcher found that place to purchase the Korea cosmetic has significant equal to .032 and Hobby of respondent with .000 has significant these components has significant value equal .005

Table 4.26: Multiple Linear Regression Analysis on Purchase Decision to Buy Korea Cosmetic

Significant Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.389	.438		3.174	.002
	Consumer behavior	-.113	.052	-.112	-2.154	.032
	Brand	.224	.095	.161	2.348	.019
	Product	.203	.102	.144	2.000	.046
	Price	-.252	.073	-.213	-3.457	.001
	Promotion	.157	.072	.117	2.186	.035

a. Dependent Variable: purchase decision to buy Korea cosmetic

To test the hypothesis, the researcher uses multiple regressions of all independent variables associated with all hypotheses and question 2.4 (How much do you purchase on Korea cosmetic?) as dependent variable. The result of linear regression analysis there exist the following variable (Consumer behavior including P value = .032) (Brand including P value = .019), (Product including P value = .046), (Price including P value = .001), (Promotion including P value = .035).

H1o: $\beta_{\text{brand1, brand2, brand3, brand4, brand5, brand6, brand7}} = 0$

H1a: at least one of $\beta_{\text{brand1, brand2, brand3, brand4, brand5, brand6, brand7}} \neq 0$

Table 4.27: Multiple Linear Regression Analysis on Purchase Decision to Buy
Korea Cosmetic

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Trendy	0.224	0.095	0.161	2.348	0.02
Recognition	-0.174	0.096	-0.125	-1.819	0.07
High Quality	-0.009	0.091	-0.007	-0.103	0.92
Customer knowing	-0.156	0.1	-0.11	-1.554	0.12
buy again	0.026	0.084	0.021	0.309	0.76
Recommended	0.152	0.088	0.112	1.718	0.09
Brand effect	0.08	0.085	0.064	0.936	0.35

According to result of brand, we can reject null hypothesis meaning Brand is outstanding and up-to-date (Trendy, Brand1) has significant on Thai women purchase decision to purchase Korea cosmetic by the result is statistically significant equal 0.02 indicating that there is enough evidence to reject with mean score on the standard test less than 0.05 significance level. However, Rememberable of brand (Brand2), Quality and reliability (Brand3), Communication of information to customer (Brand4), I will purchase other products under this brand (Brand5), I will recommend the brand to my friends (Brand6) and Brand has effects on my purchasement (Brand7) has result statistically no significant equal to 0.07, 0.92, 0.12, 0.76, 0.09 and 0.35 respectively indicating this component has not enough evidence to reject with mean score on the standard test at 0.05 significance level.

H2o: $\beta_{\text{product1}}, \text{product2}, \text{product3}, \text{product4}, \text{product5}, \text{product6} = 0$

H2a: at least one of $\beta_{\text{product1}}, \text{product2}, \text{product3}, \text{product4}, \text{product5}, \text{product6} \neq 0$

Table 4.28: Multiple Linear Regression Analysis on Purchase Decision to Buy
Korea Cosmetic (Brand)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Product: Quality					
Trendy	0.074	0.111	0.048	0.668	0.50
Beautiful					
Packaging	-0.103	0.1	-0.066	-1.029	0.30
Many types of					
Packaging	-0.027	0.09	-0.019	-0.295	0.77
Can help to improve					
skin	-0.051	0.093	-0.038	-0.546	0.59
High Quality of					
production	0.203	0.102	0.144	2	0.05
Product has					
quality	-0.049	0.104	-0.037	-0.473	0.64

According to result of product, we can reject null hypothesis meaning Product has quality of production (Quality of production, Product5) has significant on Thai women purchase decision to purchase Korea cosmetic by the result is statistically significant equal 0.05 indicating that there is enough evidence to reject with mean score on the standard test less than 0.05 significance level. However,

Quality and reliable (Product1), Nice and trendy packaging (Product2), Design and colors meet requirement (Product3), There is skin treatment in ingredient (Product4) and Quality is good as advertise (Product6) has result statistically no significant equal to 0.50, 0.30, 0.77, 0.59, and 0.64 respectively indicating this component has not enough evidence to reject with mean score on the standard test at 0.05 significance level.

H3o : $\beta_{\text{price1, price 2, price 3, price4}} = 0$

H3a: at least one of $\beta_{\text{price1, price2, price3, price4}} \neq 0$

Table 4.29: Multiple Linear Regression Analysis on Purchase Decision to Buy Korea Cosmetic (Marketing Mix; Product)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Suitable price	0.083	0.093	0.059	0.887	0.38
Cheaper price than other	-0.252	0.073	-0.213	-3.457	0.00
Installment paying	0.063	0.067	0.062	0.953	0.34
Clearly detail					
,Price	0.045	0.08	0.038	0.563	0.57

According to result of price, we can reject null hypothesis meaning Cheaper price than other country imported (Cheaper price than other, Price2) has significant on Thai women purchase decision to purchase Korea cosmetic by the result is statistically significant equal 0.00 indicating that there is enough evidence to reject with mean score on the standard test less than 0.05 significance level. However, Prices are reasonable for the quality of the product (Price1), Payment can made by

credit card (Price3) and Prices are clear (Price4) has result statistically no significant equal to 0.38, 0.34 and 0.57 respectively indicating this component has not enough evidence to reject with mean score on the standard test at 0.05 significance level.

H4o: $\beta_{\text{channel1}}, \text{channel2}, \text{channel3}, \text{channel4} = 0$

H4a: at least one of $\beta_{\text{channel1}}, \text{channel2}, \text{channel3}, \text{channel4} \neq 0$

Table 4.30: Multiple Linear Regression Analysis on Purchase Decision to Buy Korea Cosmetic (Marketing Mix; Price)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Easy to find	−0.029	0.095	−0.021	−0.306	0.76
Attractiveness	−0.036	0.096	−0.028	−0.377	0.71
Comfortable area	0.109	0.086	0.088	1.261	0.21
Easy to order via internet	0.07	0.085	0.054	0.821	0.41

According to result of channel, we cannot reject null hypothesis meaning Those four components have no impact on Thai women purchase decision to purchase Korea cosmetic by the result is statistically significant indicating that there is not enough evidence to reject with mean score on the standard test more than 0.05 significance level. Thus, this study can confirm previous research.

H5o: $\beta_{\text{promotion1}}, \text{promotion2}, \text{promotion3}, \text{promotion4}, \text{promotion5}, \text{promotion6} = 0$

H5a: at least one of $\beta_{\text{promotion1}}, \text{promotion2}, \text{promotion3}, \text{promotion4}, \text{promotion5}, \text{promotion6} \neq 0$

Table 4.31: Multiple Linear Regression Analysis on Purchase Decision to Buy Korea Cosmetic (Marketing Mix; Channel)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Provide BA Advertising to customer	0.192	0.09	0.143	2.122	0.04
Giving Tester Activities	-0.11	0.094	-0.081	-1.168	0.24
Discount and promotion	0.003	0.083	0.003	0.039	0.97
Reviewer	-0.022	0.079	-0.021	-0.281	0.78
	0.01	0.085	0.009	0.122	0.90
	-0.06	0.094	-0.043	-0.635	0.53

According to result of promotion, we can reject null hypothesis meaning Counter staff are available to provide appropriate advice that meet consumer needs(Provide BA, Promotion1) has significant on Thai women purchase decision to purchase Korea cosmetic by the result is statistically significant equal 0.04 indicating that there is enough evidence to reject with mean score on the standard test less than 0.05 significance level. However, The product can reach consumer through variety ad consistency advertisement (Promotion2), Distributed product trials are given to customer (Promotion3), Other participation activities for customer(Promotion4),

Discount or promotion (Promotion5) and Product are review in the social, media (promotion6) has result statistically no significant equal to 0.24, 0.97, 0.78, 0.90 and 0.53 respectively indicating this component has not enough evidence to reject with mean score on the standard test at 0.05 significance level.

H6o: $\beta_{\text{Image1, Image2, Image3, Image4, Image 5, Image 6}} = 0$

H6a: at least one of $\beta_{\text{Image1, Image2, Image3, Image 4, Image 5, Image 6}} \neq 0$

Table 4.32: Multiple Linear Regression Analysis on Purchase Decision to Buy Korea Cosmetic (Marketing Mix; Promotion)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Reliable	−0.046	0.098	−0.035	−0.465	0.64
Fashionable	0.01	0.094	0.008	0.11	0.91
Leader about Beauty	−0.1	0.096	−0.079	−1.04	0.30
Interesting in Beauty	0.091	0.096	0.068	0.949	0.34
Famous Producer	−0.035	0.099	−0.028	−0.353	0.72
Good resources for makeup	0.057	0.089	0.048	0.64	0.52

According to result of Image, we cannot reject null hypothesis meaning Those six components have no impact on Thai women purchase decision to purchase Korea cosmetic by the result is statistically significant indicating that there is not enough evidence to reject with mean score on the standard test more than 0.05 significance level. Thus, this study can confirm previous research.

H7o: $\beta_{K-pop1}, K-pop\ 2, K-pop3, K-pop4 = 0$

H7a: at least one of $\beta_{K-pop1}, K-pop\ 2, K-pop3, K-pop4 \neq 0$

Table 4.33: Multiple Linear Regression Analysis on Purchase Decision to Buy Korea Cosmetic (Country of Origin Effect; Korea Image)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
K					
Presenter	0.103	0.104	0.092	0.993	0.32
K User of product	-0.01	0.095	-0.009	-0.104	0.92
K Owner	-0.069	0.081	-0.065	-0.86	0.39
Spread in the media	-0.021	0.087	-0.016	-0.237	0.81

According to result of K pop, we cannot reject null hypothesis meaning Those four components have no impact on Thai women purchase decision to purchase Korea cosmetic by the result is statistically significant indicating that there is not enough evidence to reject with mean score on the standard test more than 0.05 significance level. Thus, this study can confirm previous research.

CHAPTER 5

DISCUSSION AND CONCLUSION

In this chapter, the researcher summarized the overall important information of this study along with discussion related to results from this result and opinions for the future research. The study of Thai women purchase decision of Korea cosmetic in Bangkok area.

This research will benefit for business owners, investor, marketer and staffs that related to Korea cosmetic. The result of study can improve brand to add more value to the brand to respond the need of customer and make customer can perceive the brand, improve marketing mix; (price, place, channel, promotion) it can helps to create suitable marketing strategy to their market segment and competitor in the market. And to focus more on country of origin effect of product that related with country manufacturer or origin of the product. This point can become the competitive advantage of product in the market. The study is want to study why Korea cosmetic is very popular in Thailand and become top ranking in cosmetic market.

In this research there are theoretical foundation of the conceptual framework that can measurement related to purchase decision to purchase Korea cosmetic and analyzed into these following hypothesis;

H1o: $\beta_{\text{brand1}, \text{brand2}, \text{brand3}, \text{brand4}, \text{brand5}, \text{brand6}, \text{brand7}} = 0$

H1a: at least one of $\beta_{\text{brand1}, \text{brand2}, \text{brand3}, \text{brand4}, \text{brand5}, \text{brand6}, \text{brand7}} \neq 0$

H2o: $\beta_{\text{product1}, \text{product2}, \text{product3}, \text{product4}, \text{product5}, \text{product6}} = 0$

H2a: at least one of $\beta_{\text{product1}, \text{product2}, \text{product3}, \text{product4}, \text{product5}, \text{product6}} \neq 0$

H3o: $\beta_{\text{price1}, \text{price 2}, \text{price 3}, \text{price4}} = 0$

H3a: at least one of $\beta_{\text{price1}, \text{price2}, \text{price3}, \text{price4}} \neq 0$

H4o: $\beta_{\text{channel1}, \text{channel2}, \text{channel3}, \text{channel4}} = 0$

H4a: at least one of $\beta_{\text{channel1}, \text{channel2}, \text{channel3}, \text{channel4}} \neq 0$

H5o: $\beta_{\text{promotion1}, \text{promotion2}, \text{promotion3}, \text{promotion4}, \text{promotion5}, \text{promotion6}} = 0$

H5a: at least one of $\beta_{\text{promotion1}}$, promotion2 , promotion3 , promotion4 , promotion5 , $\text{promotion6} \neq 0$

And the new variables hypothesis following;

H6o: β_{Image1} , Image2 , Image3 , Image4 , Image 5 , $\text{Image 6} = 0$

H6a: at least one of β_{Image1} , Image2 , Image3 , Image 4 , Image 5 , $\text{Image 6} \neq 0$

H7o: $\beta_{\text{K-pop1}}$, K-pop 2 , K-pop3 , $\text{K-pop4} = 0$

H7a: at least one of $\beta_{\text{K-pop1}}$, K-pop 2 , K-pop3 , $\text{K-pop4} \neq 0$

The main reason of this study is to examine and learn about which factors is effect on purchase decision to purchase Korea cosmetic. This study uses quantitative research.

The tool of this research is data collection process and random sample group of 400 female respondents by age 15–60 years old who lived in Bangkok area and had experienced on Korea cosmetic. Which distributes questionnaire separate in 2 ways First is online survey to Social network Such as; Facebook, Line and Offline survey by distributed questionnaire paper to respondents. For quantitative research can provide accurate the relation between variables with related to hypothesis.

5.1 Conclusion

The major of respondents personal information is female who had age 21–25 years old by 187 respondents (46.6%), education level on Bachelor's degree 268 respondents (66.8%), Occupations is officer by 149 respondents (37.2%), Level of income is 10,001–20,000 baht by 140 respondent (34.9%) The major of respondents consumer behavior is reason to purchase is to get more beauty by 95 respondents (23.7%), effect person to purchase is themselves by 157 respondents (39.2%), frequency to purchase is 1 time in 3 months by 156 respondents (38.9%), expense to purchase is 1,001–2,000 baht by 164 respondents (40.9%), place to purchase is counter brand by 163 respondents (40.6%), sources of information is social network by 174 respondents (43.4%) , hobby is surf the internet by 189 respondents (47.1%), make up styles is natural look by 283 respondents (70.6%) The major of respondents purchase decision to purchase Korea cosmetic are Natural look make up style by

70.6% and Sexy smoky eyes style by 10.5%. The minor of respondents purchase decision to purchase Korea cosmetic are Party fancy make up style by 3.2% which related to the major of respondents age 21–25 years old (73.8%), Education in high school (76.6%) and bachelor's degree (70.4%), Occupation in student (75.9%) and officer (71.8%), Level of income in less than 10,000 baht (77.8%) and 10,001–20,000 baht (71.4%), Reason to purchase is product add skin care in ingredient (82.9%), Effect person to purchase is blogger (79.4%) and friends (72.2%), Frequency to purchase is 1 time in 3 months (79.5%), Expense to purchase is less than 1,000 baht (76.2%) and 1,001–2,000 baht (70.7%), Sources of information is web blog (77.8%) and social network (75.3%), Hobby is listen to music (78.8%) and surf the internet (72.5%)

The factor that most impact on purchase decision to purchase Korea Cosmetic are 8 factor following;

Factor 1 (Brand Value Factor) is composed of (1) Brand is up to date 0.7% (2) Brand easy to recognize 0.65% (3) Brand has high quality and reliable 0.56% (4) Brand is knowing from customer 0.63 % (5) Brand loyalty customer will buy again 0.53% (6) Brand recommend customer recommend their friends to purchase 0.58 % (7) Brand effect purchasing 0.65%

Factor 2 (Korea Image Factor) is composed (28) Korea is developed and more reliable 0.68 (29) Korea fashionable 0.70% (30) Korea are leader countries about beauty 0.82% (31) Korea's population are interested in beauty 0.75% (32) Korea is a cosmetics manufacturer reputation 0.75% (33) Korea has suitable resources for ingredients in cosmetic production 0.60%

Factor 3 (Marketing Mix; Product and Price Factor) is composed (8) Products has quality 0.71% (11) Product has skin treatment in ingredient 0.61% (12) Product has high quality of production 0.71% (13) Product has quality as good as advertised 0.76% (14) Suitable price 0.69 %

Factor 4 (Marketing Mix; Channel and Promotion) is composed (18) Can be purchased easily at the mall or general stores 0.70% (19) Display/stores has an interesting appeal when seen 0.76% (20) Place has enough space and proportion 0.61% (22) Counter staff are available to provide appropriate advice that meet consumer needs 0.6% (23) Advertising to customer 0.55%

Factor 5 (Marketing Mix; Promotion) is composed (24) Distributed product trials (tester) are given to customers 0.76% (25) Other participations activities for consumers, such as makeup class, attracted discounts or promotions 0.74% (26) Discount and Promotion 0.71%

Factor 6 (K-pop, K celebrity effect Factor) is composed (34) K-pop presenter 0.80% (35) K-pop are user of product 0.81% (36) K-pop owner 0.71% (37) Spread in the medias 0.58%

Factor 7 (Affordances Factor) is composed (15) Price is cheaper than other imported product 0.55% (16) Payment can be made by credit card 0.73%

Factor 8 (Social network customer Factor) are (21) Easily to order from internet 0.72% (27) Products are reviewed in the media, Internet websites, YouTube, social networks and blogs 0.65%

From hypothesis testing shown that Brand, Product, Promotion has effect on Thai women purchase decision of purchase Korea cosmetic

5.2 Discussion

Wangwiboolkij (2011) study "Factors influencing repurchase intention of Thai female customers toward Korea cosmetic in Bangkok" The result showed that subjective norms, beliefs, attitudes, advertising & information sources, physical attributes, psychological attributes and perception are has effect on the repurchase intention of Thai female customers.

Srikulsasithorn (2015) study "The consumption of Korean Television Dramas Korean Cosmetics consumption behaviors and Opinions of Female Consumer" The result showed the duration of time spent on watching Korean series had no statistically significant relationship with Korean cosmetics purchasing and types of cosmetics but had statistically significant relationship with money spent on Korean Cosmetics per month. For respondents who had different amounts of time watching Korean series had no statistically significant differences in opinions toward Korean cosmetics.

Sudsawat (2012) study "Factors of marketing Mix and Brand equity that have an effect on how the Bangkok university's college student decide to buy Korea cosmetics" The result was most of the respondent who has 20–30 years old, Bachelor

degree, Working as employee of private company and having average monthly income about 10,000–20,000 baht. Mainly of respondent choose make up products brand "Etude" The reason to use cosmetic is to get more confidence. The frequency to use the product is every 2 months and average spent is 500–1,000 baht per time. The place that they buy is special store outside shopping mall. The hypothesis showed the marketing mix factors in product have effects on type of products, frequency and cosmetics buyers. Especially, pricing and distribution channel affect the purchase frequency. And marketing promotion affect decision making for purchase of Korea imported cosmetics. Brand equity and brand awareness also have effects on type of products and cosmetics buyers. Brand equity about perceive quality affect the purchase frequency, cosmetic buyers and sources of information.

Vichaimekaphat (2013) study "Female consumer behavior toward purchase decision of Korea cosmetic " The 40.5 of respondents are use Thai cosmetic the most, The second is Korea cosmetic is 38.3 respondents and Japan cosmetic 11.3 respondents for the popular brand is Etude and Skinfood. The product type is make up. For frequency of use is 1 time per month the expense is 501–1,000 baht. The place to purchase counter brand in the shopping mall. The person who effect to purchase is themselves. And the sources of information is from friends and family. The result showed that factors about marketing mix have effect on purchase decision of Korea cosmetic.

5.3 Management Implication

Contribution of this research is mainly applicable to a number of key stakeholders in the business. Especially, manufacturers and marketers of Korea cosmetic industry and all none Korea cosmetic company that compete in the cosmetic industry.

This study uncover customer insight about their purchase criteria and implication when they come to buy Korea cosmetic products this understanding to allow marketers to be able to optimally allocate their marketing budget to the right marketing mix effectively and efficiently.

At the same time understand deeper into what is on customer mind who allow cosmetic come to develop new product in this categories.

Korea cosmetic are unique from the other cosmetic because Korea cosmetic is look natural style make up and add skin care to the cosmetic. The mainly of female needs natural look and needs to have brightening perfect and smooth skin look.

Thai cosmetic can study how Korea cosmetic are more popular in many countries by focus more on the research of the customer needs and products that can respond the needs of customers. Customer not only want to get beauty from the cosmetic but they want cosmetic can help to improve or take care their skin. The price is still the factor that customer concern about the price should not expensive. The place to purchase need to easy to find. The online shopping is benefit to the market nowadays.

Customer perceive the information from Internet or social network such as; YouTube, blog, Facebook increasingly. That affects the marketing strategy to advertise on Internet or social network channel. Moreover, presenter, blogger and reviewer are the person that can affect customer more to purchase. Korea brand cosmetic has brand image that respond the need of Thai customer that want to have perfect skin and look forever young and the brand made customer trust that brand can guarantee the quality of the product

5.4 Recommendation for Future Research

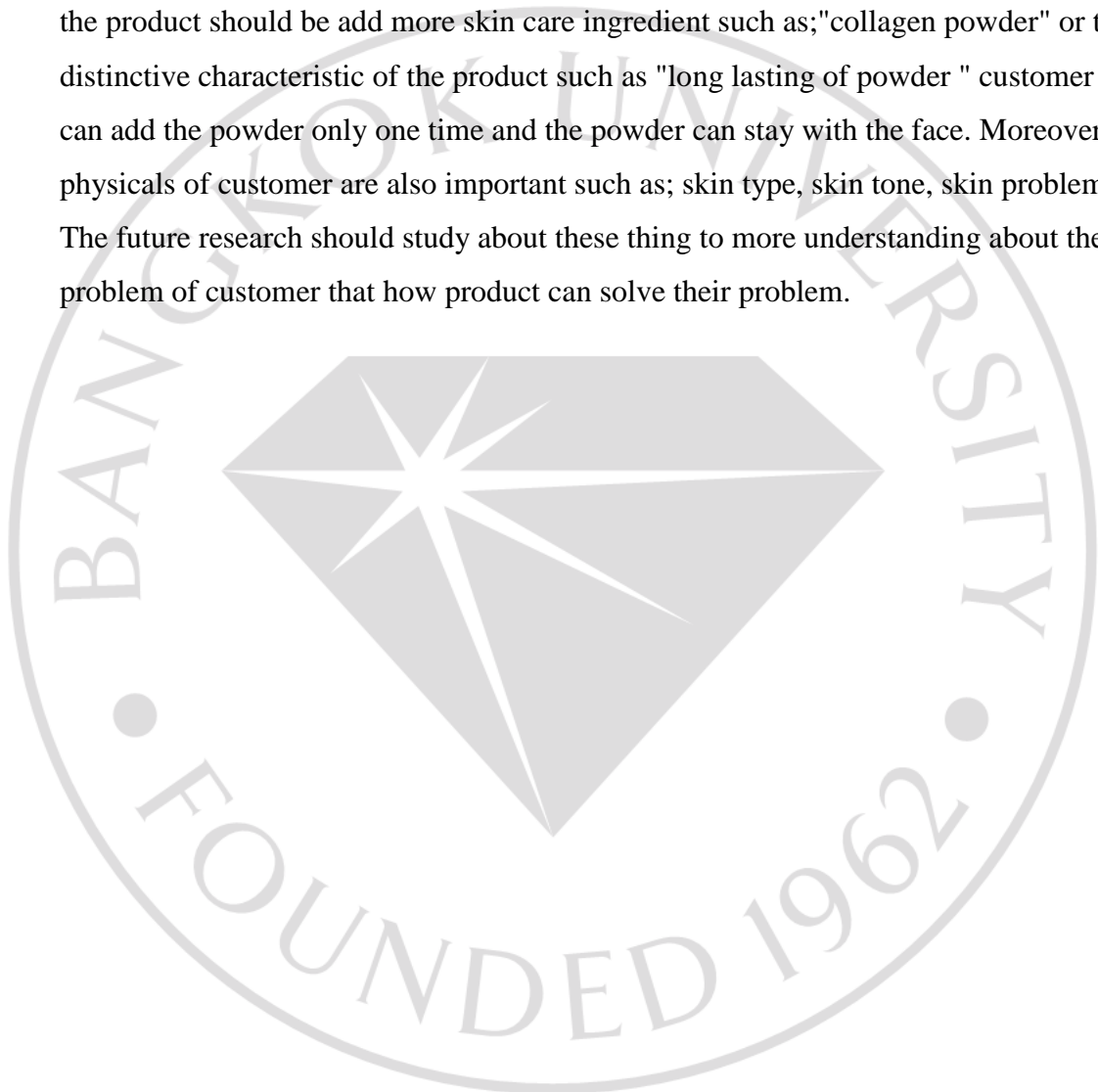
The researcher recommendation for future research is following;

5.4.1 Add more sample size since Korea cosmetic segment is consider need in industry get increase sample size to get the better understand of the buyer and potential buyer that can reflect the true population.

5.4.2 In term of sample selection more selective sample technique it also probably better customer insight.

The study can use to examine the information, behavior and attitude toward brand, marketing mix, country of origin effect of product. It will benefit for guideline the cosmetic manufacturer to understand perception and opinion of customer to improve or develop their strategy. The researcher need the future research to focus more on specific group of respondents because many age or many of aspect can have different attitude and requirement from the product. The future research should find more about the needs of customer toward the cosmetic and find the unique point to

sell the product such as; the packaging of make up come in travel size for customer to easy to carry with them the product with them because there are many competitor in the market. To answer what kind of cosmetic that customer mostly use or cannot do the make up without them to find the distinctive point and create opportunity to the brand such as; If customer cannot do the make up without powder the opportunity of the product should be add more skin care ingredient such as;"collagen powder" or the distinctive characteristic of the product such as "long lasting of powder " customer can add the powder only one time and the powder can stay with the face. Moreover, physicals of customer are also important such as; skin type, skin tone, skin problem. The future research should study about these thing to more understanding about the problem of customer that how product can solve their problem.

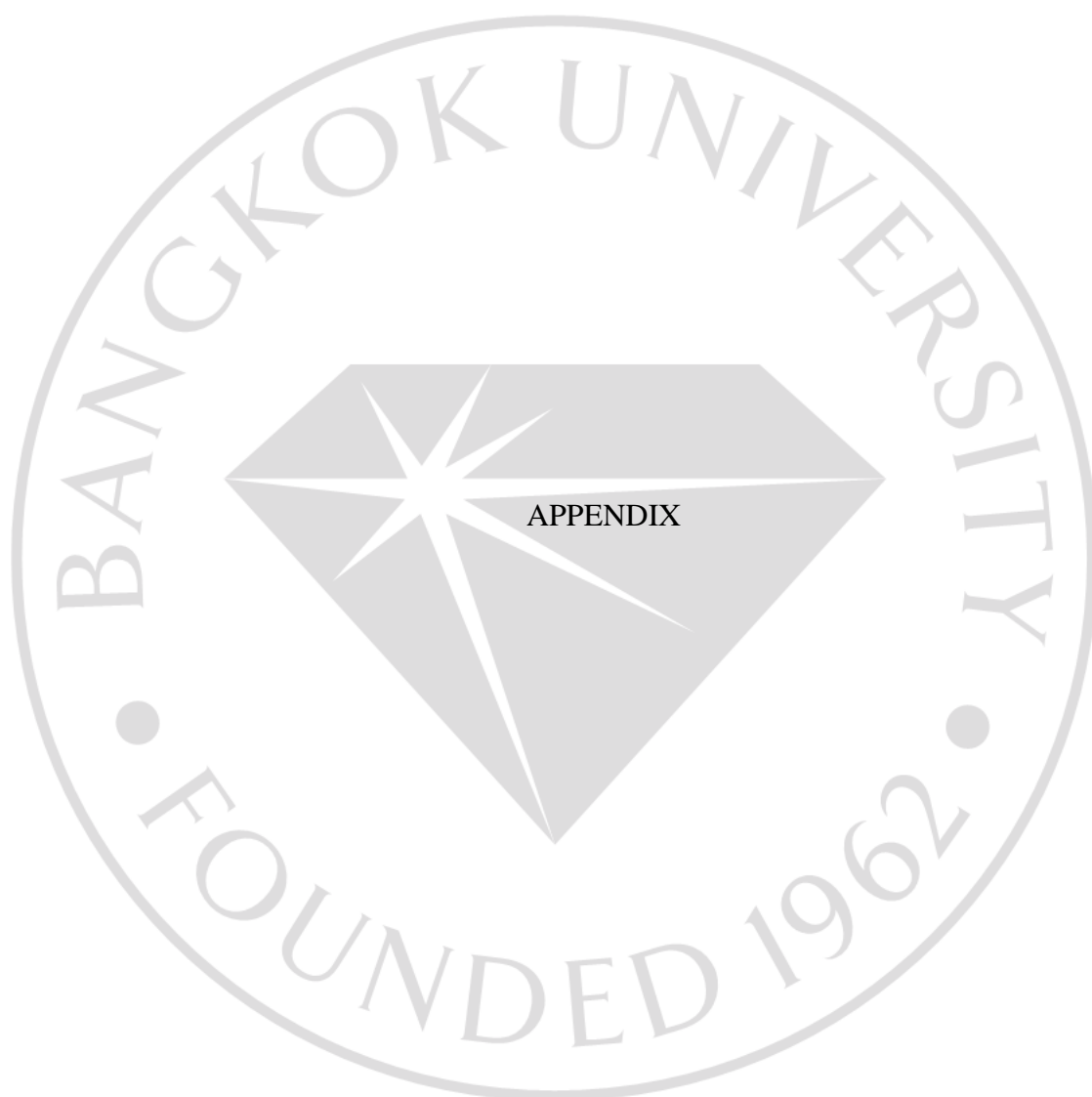


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Pre-Test Reliability from 49 respondents

➔ Reliability

Scale: ALL VARIABLES

Reliability
respondents

from 401

Case Processing Summary

	N	%
Cases Valid	25	83.3
Excluded ^a	5	16.7
Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.877	49

➔ Reliability

[DataSet1] C:\Users\User.User-PC\Desktop\IS\edit Korea cosmetic.sav

Scale: ALL VARIABLES

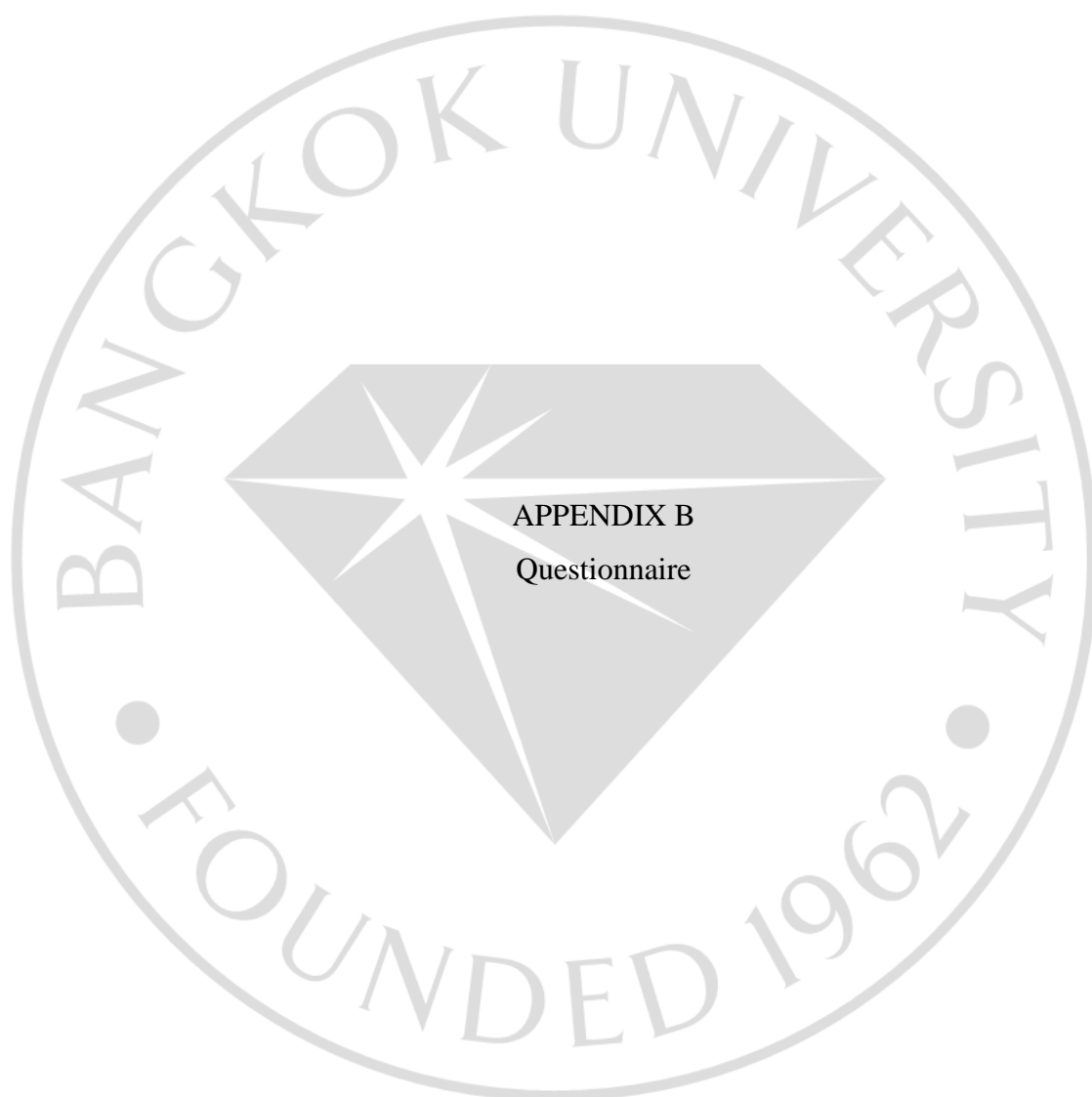
Case Processing Summary

	N	%
Cases Valid	401	100.0
Excluded ^a	0	.0
Total	401	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.860	49



Questionnaire

Thai Women Purchase Decision of Korea Cosmetic in Bangkok Area

Instruction: This questionnaire has 5 parts

Part 1: Personal Information

Part 2: Consumer Behavior

Part 3: Brand

Part 4: Marketing Mix (Product, Price, Channel, Promotion)

Part 5: Country of Origin Effect (Country Image, Trend, K-Pop Effect, Korea Celebrity Effect)

Part 1: Personal Information

Instruction: Please mark X in ☐ for the most possible answer

1.1 Age

☐ 1. Under 20

☐ 2. 21–25

☐ 3. 26–30

☐ 4. 31–35

☐ 5. 36–40

☐ 6. 41 and Above

1.2 Education

☐ 1. High School/ Diploma

☐ 2. Bachelor Degree

☐ 3. Master Degree or Higher

1.3 Occupation

☐ 1. Student

☐ 2. Self Employed

☐ 3. Governor

☐ 4. Employee

☐ 5. Others

1.4 Income

☐ 1. Under 10,000 Baht

☐ 2. 10,001–20,000 Baht

☐ 3. 20,001–30,000 Baht

☐ 4. 30,001 Baht or Above

Part 2: Consumer Behavior

Instruction: Please mark ✓ in ☐ for the most possible answer

2.1 Why do you to purchase Korean cosmetic? (Please choose the most orrected answer)

- | | |
|---|---|
| <input type="checkbox"/> 1. For beauty | <input type="checkbox"/> 2. Increasing confidence |
| <input type="checkbox"/> 3. Trend | <input type="checkbox"/> 4. Low price |
| <input type="checkbox"/> 5. High quality | <input type="checkbox"/> 6. Good packaging |
| <input type="checkbox"/> 7. Skin treatment ingredeant | <input type="checkbox"/> 8. Others..... |

2.2 Who does influence you to purchase Korean Cosmetic?

- | | |
|---|---|
| <input type="checkbox"/> 1. Yourself | <input type="checkbox"/> 2. Brand presenter |
| <input type="checkbox"/> 3. Family | <input type="checkbox"/> 4. Friends |
| <input type="checkbox"/> 5. Cosmetic seller | <input type="checkbox"/> 6. Blogger |

2.3 The frequency of purchasing Korean cosmetic

- | | |
|---|--|
| <input type="checkbox"/> 1. Once a month | <input type="checkbox"/> 2. 2–3 times a month |
| <input type="checkbox"/> 3. More than 3 times a month | <input type="checkbox"/> 4. Once in three months |

2.4 How much do you purchase on Korean cosmetic?

- | | |
|--|--|
| <input type="checkbox"/> 1. Under 1,000 Baht | <input type="checkbox"/> 2. 1,001–2,000 Baht |
| <input type="checkbox"/> 3. 2,001–3,000 Baht | <input type="checkbox"/> 4. More than 3,001 Baht |

2.5 Where do you mostly purchase Korean cosmetic?

- | |
|---|
| <input type="checkbox"/> 1. Korean cosmetic counter in department store |
| <input type="checkbox"/> 2. Retail–wholesale Korean cosmetic store |
| <input type="checkbox"/> 3. Online shopping |
| <input type="checkbox"/> 4. Others..... |

2.6 Where do you mostly receive information?

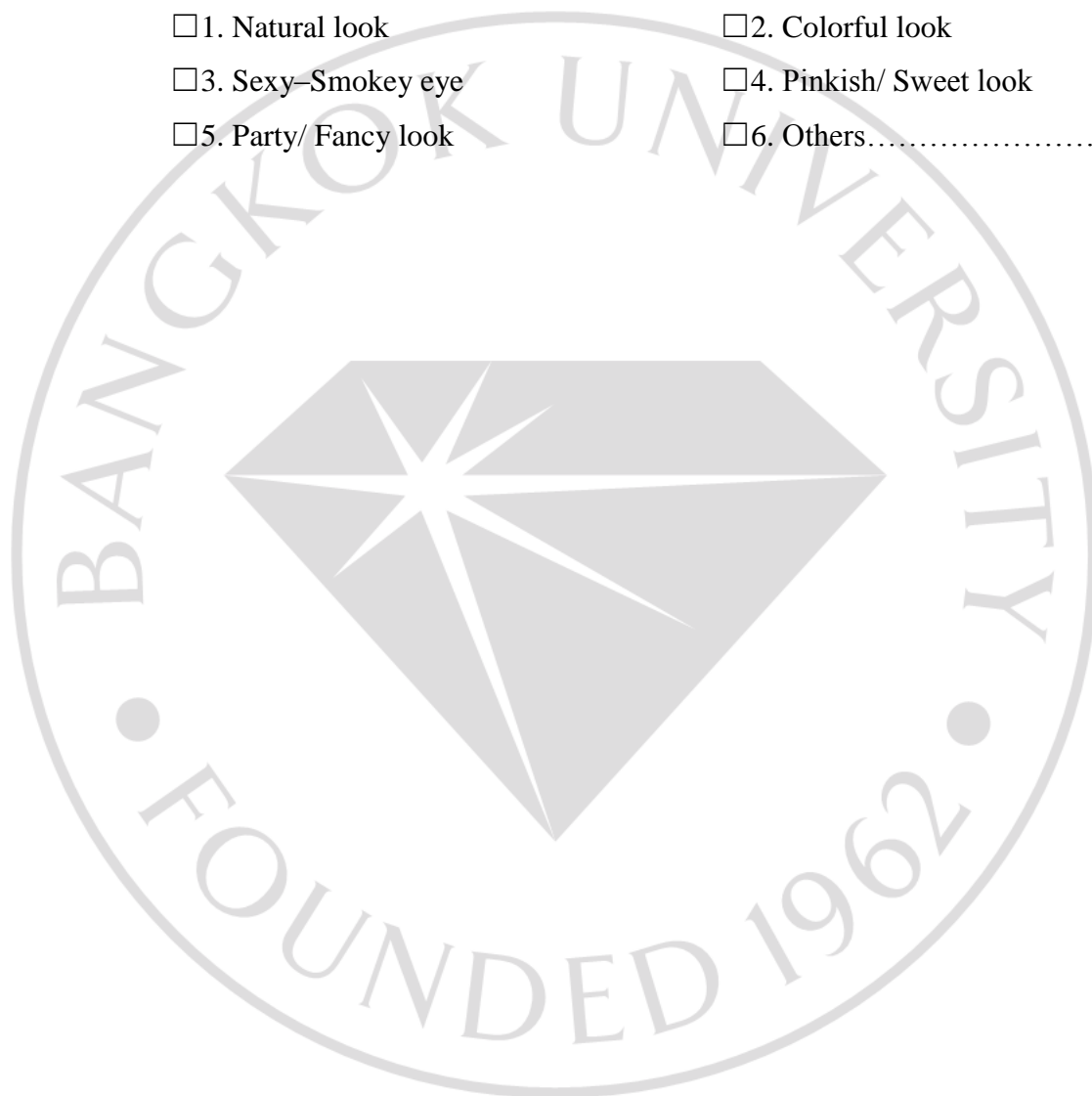
- | |
|--|
| <input type="checkbox"/> 1. Advertisement (TV, radio) |
| <input type="checkbox"/> 2. Publicaitons (magazines, journals) |
| <input type="checkbox"/> 3. People around you |
| <input type="checkbox"/> 4. Website |
| <input type="checkbox"/> 5. Social media (Facebook, Instagram) |
| <input type="checkbox"/> 6. Blogging websites |

2.7 How do you like to spend your free time for your hobby?

- | | |
|--|---|
| <input type="checkbox"/> 1. Movie/ Music | <input type="checkbox"/> 2. Internet |
| <input type="checkbox"/> 3. Shopping | <input type="checkbox"/> 4. Exercise |
| <input type="checkbox"/> 5. Reading | <input type="checkbox"/> 6. Others..... |

2.8 What kind of make up style do you like the most?

- | | |
|---|---|
| <input type="checkbox"/> 1. Natural look | <input type="checkbox"/> 2. Colorful look |
| <input type="checkbox"/> 3. Sexy–Smokey eye | <input type="checkbox"/> 4. Pinkish/ Sweet look |
| <input type="checkbox"/> 5. Party/ Fancy look | <input type="checkbox"/> 6. Others..... |



Part 3: Brand

(Evaluation Principle: 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree)

Brand					
	(5) Strongly Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) Strongly Disagree
Brand value					
3.1 Brand is Outstanding and up-to-date.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2 Rememberable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.3 Quality and reliability.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.4 Communication of information to consumer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.5 I will purchase other products under this brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.6 I will recommend the brand that I always use to my friends.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.7 Brand has effects on my purchasement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

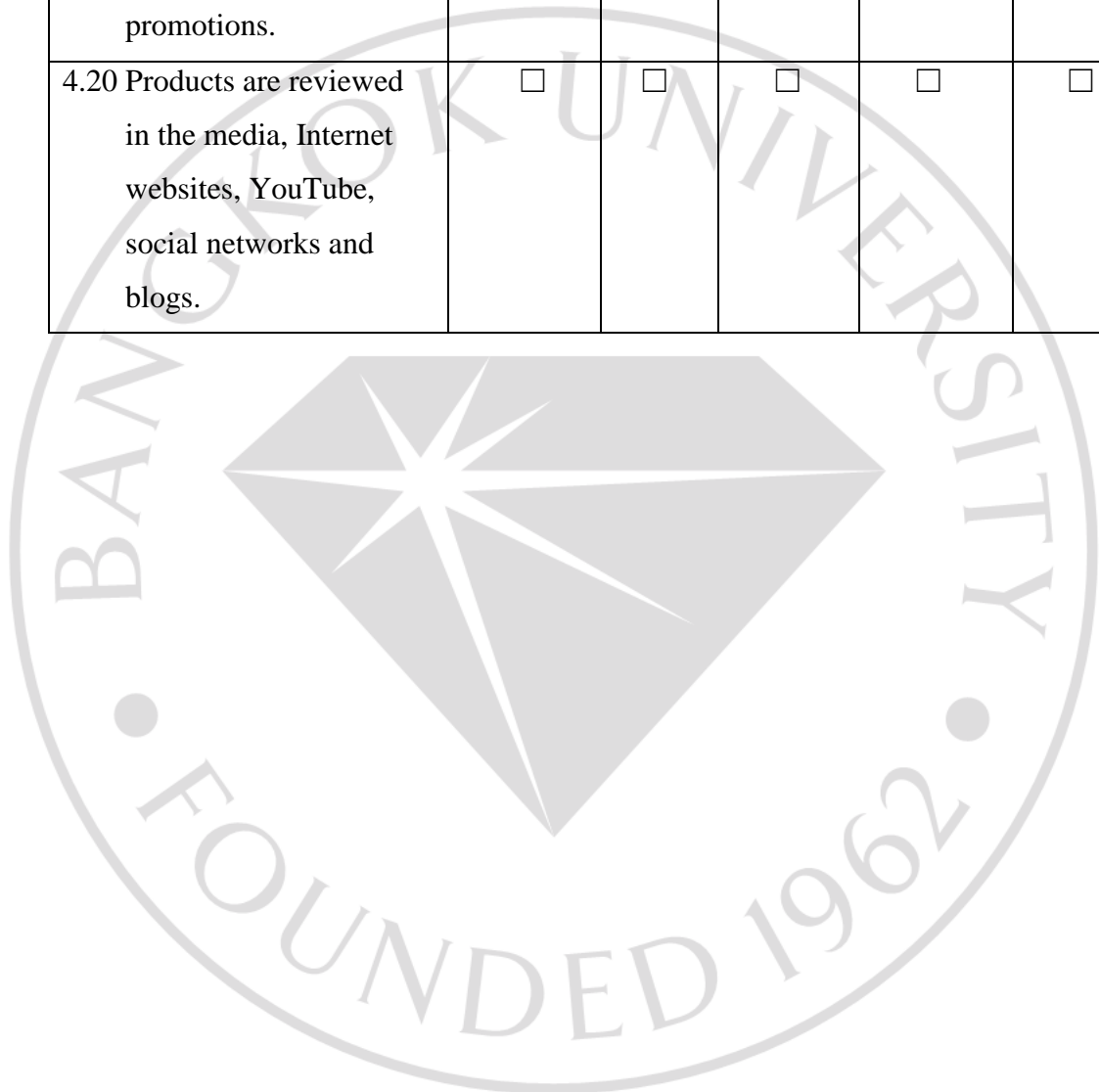
Part 4: Marketing Mix (Product, Price, Channel, Promotion)

(Evaluation Principle: 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree)

Marketing Mix	(5) Strongly Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) Strongly Disagree
Product					
4.1 Quality and reliable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.2 Nice and trendy packaging.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.3 Design and colours meet the requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.4 There is skin treatment in ingredient.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.5 High quality of production.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.6 Quality is as good as advertised.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price					
4.7 Prices are reasonable for the quality of the product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.8 Cheaper than other country imported products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.9 Payment can be made by credit card.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.10 Prices are clear.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Marketing Mix					
	(5) Strongly Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) Strongly Disagree
Channel					
4.11 Can be purchased easily at the mall or general stores.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.12 Product display/ stores has an interesting appeal when seen.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.13 Place has enough space and proportion.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.14 Easily order on the internet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promotion					
4.15 Counter staff are available to provide appropriate advice that meet consumer needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.16 The product can reach consumers through variety and consistency advertisement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.17 Distributed product trials (tester) are given to customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.18 Other participations activities for consumers, such as makeup class, attracted.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Marketing Mix					
	(5) Strongly Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) Strongly Disagree
4.19 Discounts or promotions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.20 Products are reviewed in the media, Internet websites, YouTube, social networks and blogs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Part 5: Country of Origin Effect (Image, Trend, K–Pop)

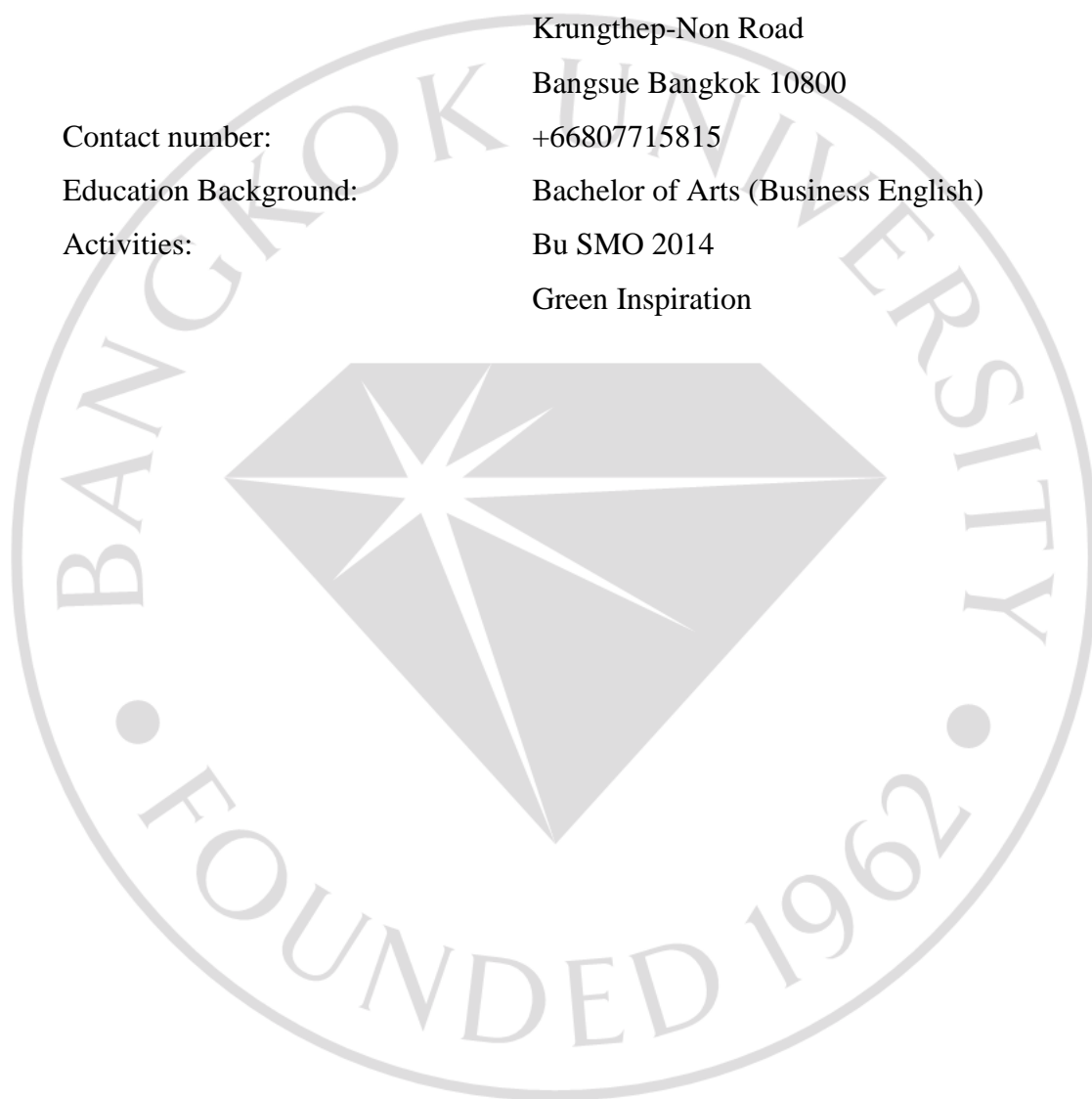
(Evaluation Principle: 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree)

Country of Origin Effect					
	(5) Strongly Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) Strongly Disagree
Image, Trend					
5.1 Korea is developed and more reliable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2 Korea has a modern fashion.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.3 Korea is leader of beauty.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.4 Korean people give interest to beauty. Korea is a cosmetics manufacturer reputation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.5 Korea has suitable resources for ingredeints in cosmetic production.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.6 Korea is developed and more reliable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K–Pop					
5.7 Having actors, singers or celebrities as product presenters has effects in product purchasement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Country of Origin Effect					
	(5) Strongly Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) Strongly Disagree
5.8 Having actors, singers or celebrities using the products has effects in product purchasement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.9 Products are owned by actors, singers or celebrities are more trustworthy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.10 Seeing products through medias has effects on product purchasement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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