

PRICE AWARENESS, SOCIAL INFLUENCE, SALES PROMOTION AND BRAND
AWARENESS AFFECTING PURCHASE INTENTION OF COSMETIC IN
BANGKOK



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BANGKOK

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ABSTRACT

This independent study was aimed to explore price awareness, social influence, sales promotion and brand awareness affecting purchase intention of cosmetic in Bangkok. The survey questionnaire was used as an instrument for collecting the primary data. The sample size was 370 respondents in Bangkok. The statistics of data analysis were reliability analysis, descriptive statistical analysis, and multiple regression analysis. The results were found that the majority of respondents were females with 20-30 years of age. They were private enterprises employee and earned an average monthly income more than CNY 9,000. Most of them completed a bachelor's degree. Based on the findings, the price awareness, social influence, sales promotion and brand awareness had influence on purchase intention of cosmetic in Bangkok.

Keywords: Cosmetic, Price Awareness, Social Influence, Sales Promotion

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CHAPTER 1

INTRODUCTION

Price awareness, social influence, sales promotion and brand awareness affecting purchase intention of cosmetic in Bangkok.

1.1 Background of cosmetic market

With the development of the times, people began to focus on their appearance, whether poor or the rich, they all began to use cosmetics to cover the flaws. Cosmetics have become a necessity for most people. People's living standards have also enhanced significantly, the requirement for cosmetics and the demand has also been increased year by year and cosmetics market also bigger and bigger. Regarding the statistical data of Tech-marketing Research Institution, it was reported that, in 2017, the growth of global cosmetic market is 4.9% comparing to the previous year. Also, this is the largest increase in the past 5 years. The cosmetic market is rapidly growing from 2013-2017. Moreover, the new brands of the multiple cosmetics have been increasingly entering into this market. Therefore, cosmetic market is highly competitive.

1.2 Statement of the research problems

According to high competition, each of cosmetic brand needs the appropriate strategies to fight with others. Those strategies are established by focusing on how to encourage the costumer to purchase the products because of their brand awareness. Ueda (2012) pointed that it is widely accepted that short-term price promotions can

generate tangible extra sales immediately. Furthermore, Charlotte Mills (2015), Gina Winsky (2015), Stephen Caine(2017) found that consumers are aware of product's prices. It's important for them to consider what they are purchasing and whether the money asked for is fair. In addition to this, Richard Chinomona (2013), Abu Bakar Abdul Hamid and Ali Abdul Hamid (2015) Amin Asadollahi and Mohammad Jani (2013) they have found that brand satisfied led the customers believe in the benefits of products and services, then they were willing to buy or use those products and services again, except this, they will also willingness suggest others to buy. Regarding the cosmetic business, it is very interesting for the present research to study about price awareness, social influence, sales promotion and brand awareness, since all of them are related to the development of the cosmetic operation. The study would be essential for establishing the cosmetic brand strategies of customers' loyalty. Therefore, it is important to understand how the price awareness, social influence, sales promotion and brand awareness impact on purchase intention.

1.3 Summary

As mentioned, the researcher would like to study price awareness, social influence, sales promotion and brand awareness impact on purchase intention of cosmetic. Consequently, the researcher can understand the relationships among price awareness, social influence, sales promotion, brand awareness and purchase intention. Moreover, the research findings are also contributed to the cosmetic brand business for establishing its competitive strategies to attract more consumers.

1.4 Purposes of The Study

The purposes of this present study are demonstrated as follows:

1. To investigate the customer's attitude toward price awareness, social influence, sales promotion, brand awareness and purchase intention.
2. To investigate the impact of price awareness, social influence, sales promotion, brand awareness on purchase intention.
3. To investigate the relationship between price awareness, social influence, sales promotion, brand awareness and purchase intention.

1.5 Contribution of The Study

The findings of this present study can be contributed to the individuals, and the related organizations in terms of academic performance and business managerial implication as follows:

1. According to business practices, the finds of the research can help cosmetic business to increase sales. The benefits that business organization can take advantages would be attracting more consumers.
2. According to the academic performance, the findings of this research can enhance the knowledge about the new factors which are price awareness, social influence, sales promotion, brand awareness that influence purchase intention.

CHAPTER 2

LITERATURE REVIEW

The researcher has conducted the documentary reviews from the related issues including the theories and previous researches in order to describe the characteristics of the research variables and investigate the relationship among variables. Regarding these concerns, the contents of questionnaire, the research hypothesis and the conceptual framework were generated from this review.

2.1 Related Literature/Theories

2.1.1 Price awareness

Consumers' price perception depends on internal reference prices (Thaler, 1985). This is based on past experiences which acted as a reference price for present stimuli (Janiszewski & Lichtenstein, 1999; Kalyanaram & Winer, 1995). Cressman (2012) attributed consumers' price awareness to perception towards availability of substitutes, value of product, switching costs, inability to make comparisons, quality, related expenditure, benefits, shared costs, fairness, and inventory effects. Jeffrey and Joan (2012) used Cressman's framework to understand price awareness and willingness to pay. Availability of substitutes, quality, fairness, and unique value influenced price awareness. Raghubir and Corfman (1999) posited that consistency with past promotions, distinctiveness, and consumer expertise moderate promotion related price perceptions. The price promotions should appear consistent to the consumer as it had the effect on brand evaluations. Price perceptions included consumers' susceptibility to lucrative offers and deals.

The degree to which buyers are knowledgeable of the prices of alternative products and services that they are interested in buying.

According to (Zeithaml, 1988), some consumers use price as a signal of higher quality but when there is a price variation on the assortment of products for a tiny quality difference the consumers prefer products with lesser price.

Moreover, Mayhew and Winer (1992) used scanner data of both memorized prices and observed prices on shelf tags to analyze multiple reference prices. Their research suggested that both reference prices had significant effects on purchase intention.

2.1.2 Social influences

Now, consumers choose to be part of a group that they feel comfortable with. There are many types of group with various types of social power. Beside family, which has most influence power, 5 social power can be categorized. First is referent. This group compose of people who share the same lifestyle. Second is legitimate, created to achieve something with order and direction. Third is expert, this group share or give an information on expert expertise field. Forth is reward, this group provide reward to member who exceed the condition, Last one is coercive, penalty for misbehave members usually use in military (Friesner, 2014).

Social influence has been proposed by previous studies as a significant factor that affects individuals' attitudes and intentions toward a certain behavior (Chuan-Chuan Lin & Wang, 2011). People tend to believe that certain behavior is sensible when they observe many others are doing it. Also, people tend to find more information before

purchasing products or services in order to get the most suitable one by searching through consumers experience, feedback, promotion, and etc. (Friesner, 2014).

According to Rashotte (2007), social influence is about changing of feelings, attitude, thoughts and behavior, intentionally or unintentionally influenced by the other person. It is due to the interaction with other people that know each other such as parents and peers.

People tend to follow others' choices instead of making their own decisions to reduce the cognitive effort when faced with too much online information. In addition, consumers search for product and company information on social media sites because they find these sources more reliable than information provided by marketers (Sinclair & Vogus, 2011).

According to Kotler and Armstrong (2007), consumers' action is being influenced by people surrounding them. They would seek for suggestion, advice as well as experiences of people that already purchase and use the smartphones.

2.1.3 Sales Promotion

Price promotions are common strategies for attracting consumers and increasing sales in business. Price promotions are “reduce the price for a given quantity or increase the quantity available at the same price, thereby enhancing value and create an economic incentive to purchase” (Raghubir & Corfman, 1999). Companies usually use consumer promotions to increase trials, attract brand switchers, motivate price sensitive buyers, encourage repeat usage, or provide added value (Huff & Alden, 2000). It is widely accepted that short-term price promotions can generate tangible extra sales immediately, presumably due to increased numbers of buyers, some of whom companies hope will be converted into repeat buyers (Ueda, 2012). Thus, it is important to understand the effects of price promotions, including their influence on consumer purchase behaviors. A positive product evaluation may help to retain consumers and encourage repeat purchases, whereas a negative evaluation may reduce consumer purchasing behavior when the promotion ends (Ueda, 2012).

Sales promotion is a short term strategy to derive demand and also an especial marketing offer which provides more profit than what consumers receive from the sale position of a product and also has sharper influence on sales (J.econ, 2015).

Hence, there are large benefits associated with its usage in a short- term period, such as the direct impact on the promoted product increasing its current sales (Ar & Leone, 1988; Inman & McAlister, 1993), accelerate purchase decisions (Nijs, Dekimpe, Steenkamp, Hanssens, & Hanssens, 2001).

Most studies conclude that sales promotion can significantly impact the behavior of consumers and their purchasing decisions, although the effect of its various components might be different (Neslin, 2002) .

2.1.4 Brand awareness

Brand awareness is recognized as a critical brand performance measure for companies (Chaudhuri & Holbrook, 2001), since it contributes to increased repurchase chance of consumer; better acquisition rates from positive word-of-mouth communication (Aksoy, Buoye, Aksoy, Larivière, & Keiningham, 2013); lower customers' price awareness (Chaudhuri & Holbrook, 2001); reduced cost and capital investment requirements (Oliver, 1999), and improved company's profitability.

Recent studies showed that consumers differentiate brands based on the relationships that they develop with them and highlight the importance of maintaining strong relationships with customers as a long-term marketing strategy (Cleopatra, 2015). Therefore, it is important for companies to develop some sustainable competitive advantages of their brands in this highly competitive market.

The more positive the brand awareness is, the higher the consumers' purchase intention toward the brand would be (Wang & Yang, 2008).

Brand is a name or symbol, such as a logo, that differentiates a business from its competitors (Aaker, 1991).

Brand awareness is very important because if there will be no brand awareness no communication and no transaction will be occur (Percy, 1987). Some of the consumers can make rule to purchase only those brands which are famous in the market (Keller, 1993).

Meanwhile, non-monetary costs can be in term of time cost, search cost and psychic cost when it comes to make decision whether to purchase or re-purchase products. Therefore, consumers will sacrifice not only in term of monetary but also non-monetary costs such as time, effort and energy in finding the information about different brand awareness of products in advance before making decision to purchase

product. This can be supported by previous research done by Sok (2005), there was positive significant relationship between brand awareness and purchasing intention among consumers.

2.1.5 Purchase intention

Purchase intention is a bond between consumers behavior and purchased product or service. Good experience and satisfaction that consumers sense from products or services will lead to purchase intention. Moreover, consumers may continue to use the same product or service, repurchase, and recommended product or service to others (Papagiannidis, See-To, & Bourlakis, 2014). Intention has ability to form a solid choice of action in the future base on past experience (Magistris & Gracia, 2008). Purchase intention can determine the probability of purchasing products by consumers, more purchase intention mean more enthusiasm to purchase.

Is planning in advance to buy certain goods or services in the future, not necessarily to implement the purchase intention due to it is depends on individual's ability to perform (Warshaw & Davis, 1985 in Qun et al., 2012).

Purchase intention refers to an individual's intention to purchase a specific brand which he/she has chosen for him/herself after a confident evaluation (Laroche & Sadokierski, 1994; Laroche et al., 1996; Mackenzie et al., 1986). In order to understand one's purchase intention of a specific brand, there has to be an assessment and consideration of all brands available in the market (Teng et al., 2007). Purchase intention is also a measure of the willingness to buy a product (Dodds et al., 1991). However, a brand with high awareness and a good image can promote brand loyalty to consumers. The higher the brand awareness is, the higher the brand trust and purchase intention are to consumers (Aaker & Keller, 1990)

2.2 Hypothesis Statement

Hypothesis 1: There is positive effect of price awareness on purchase intention. Mayhew and Winer (1992).

Mayhew and Winer (1992) used scanner data of both memorized prices and observed prices on shelf tags to analyze multiple reference prices. Their research suggested that both reference prices had significant effects on purchase intention.

Hypothesis 2: There is positive effect of social influence on purchase intention. Kotler and Armstrong (2007).

According to Kotler and Armstrong (2007), consumers' action is being influenced by people surrounding them. They would seek for suggestion, advice as well as experiences of people that already purchase and use the smartphones.

Hypothesis 3: There is positive effect of sales promotion on purchase intention. (Neslin, 2002).

Most studies conclude that sales promotion can significantly impact the behavior of consumers and their purchasing decisions, although the effect of its various components might be different (Neslin, 2002)

Hypothesis 4: There is positive effect of brand awareness on purchase intention. Sok (2005).

Meanwhile, non-monetary costs can be in term of time cost, search cost and psychic cost when it comes to make decision whether to purchase or re-purchase products. Therefore, consumers will sacrifice not only in term of monetary but also non-monetary costs such as time, effort and energy in finding the information about different brand awareness of products in advance before making decision to purchase product. This can be supported by previous research done by Sok (2005), there was

positive significant relationship between brand awareness and purchasing intention among consumers.

2.3 Conceptual Framework

As shown in the figure 2.1, It depicts, the important variables of this research include price awareness, social influence, sales promotion and brand awareness as independent variables and customer's purchase intention as dependent variable.

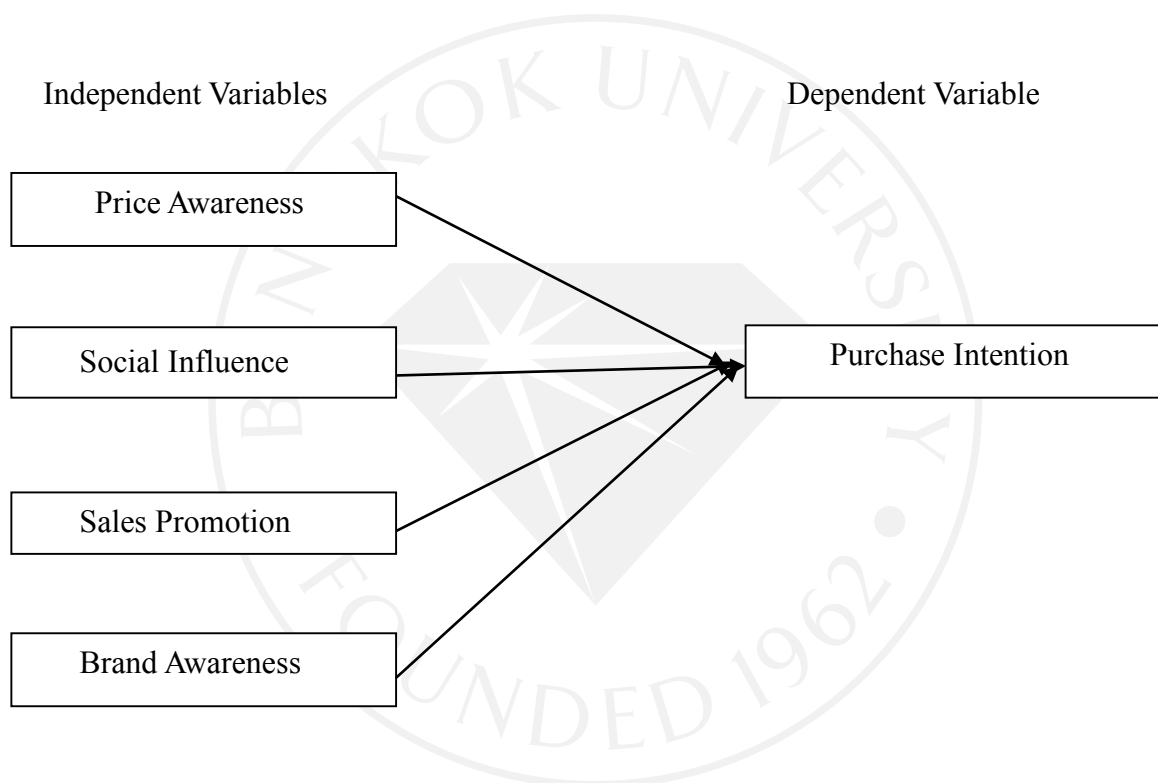


Figure 2.1: Theoretical framework for Purchase Intention

1. Price awareness

Price awareness can impact on customer's purchase intention. According to Zeithaml (1988), some consumers use price as a signal of higher quality but when there is a price variation on the assortment of products for a tiny quality difference the consumers prefer products with lesser price.

2.Social Influence

Social influence can impact on customer's purchase intention. According to Sinclaire & Vogus (2011), people tend to follow others' choices instead of making their own decisions to reduce the cognitive effort when faced with too much online information. In addition, consumers search for product and company information on social media sites because they find these sources more reliable than information provided by marketers.

3.Sales Promotion

Sales promotion can impact on customer's purchase intention. According to Ar & Leone (1988); Inman & McAlister (1993). Hence, there are large benefits associated with its usage in a short- term period, such as the direct impact on the promoted product increasing its current sales, accelerate purchase decisions (Nijs, Dekimpe, Steenkamp, Hanssens, & Hanssens, 2001),

4.Brand Awareness

Brand awareness can impact on customer's purchase intention. According to Percy (1987), Brand awareness is very important because if there will be no brand awareness no communication and no transaction will be occur. Some of the consumers can make rule to purchase only those brands which are famous in the market (Keller, 1993).

CHAPTER 3

RESEARCH METHODOLOGY

The present research has applied the technique of quantitative research to attain the purposes of the study. The questionnaire, which was used as the research instrument, was constructed by applying the related theories and was approved by the expertise. The samples of the research were selected from the population which included the people who had the direct experiences of using or well understanding of the product specified by this study. Moreover, the samples were randomly selected regarding purposive sampling method. The statistical techniques used for data analysis and interpretation included descriptive and inferential statistics. The details as mentioned above were described as these followings

3.1 Research Instrument

The researcher designed the questionnaire as the research instrument by applying the explanations and evidences of the related theories and the previous research findings. The questionnaire which consisted of three parts were as follows:

Part 1: The close-ended demographic questions consisted of gender, age, education, occupation, and salary.

Part 2: The close-ended questions about price awareness, social influence, sales promotion and brand awareness. There were 4 statements as follows:

Price awareness (PA)

Social influence (SI)

Sales promotion (SP)

Brand awareness (BD)

Part 3: The close-ended questions about “Purchase intention of cosmetic of consumers in Bangkok” consisted of 1 statements as follows:

Purchase Intention (PI)

Regarding part 2 and part 3, the researcher exercised on the liker’s 5-point scale for measuring the statistical mean range for mean interpretation as follows:

$$\begin{aligned} \text{Range} &= \frac{\text{Maximum-Minimum}}{\text{Scale level}} \\ &= \frac{5 - 1}{5} = 0.80 \end{aligned}$$

Table 3.1: The Range of Mean Interpretation

Range	Interpretation
1.00 - 1.80	Strongly disagree
1.81 - 2.61	Rather disagree
2.62 - 3.42	Moderate
3.43 - 4.23	Rather agree
4.24 - 5.00	Strongly agree

3.2 Measurement of Instrument

3.2.1 Content Validity

The researcher has measured the content validly by considering the comments of experts specialized in the fields of this study. The validity was reviewed by the experts toward each statement of questionnaire. The statements of questions in the questionnaire were developed according to the comments. After the questionnaire was approved and be able to be used for this study.

3.2.2 Reliability

The value of Cronbach's alpha coefficient was conducted for measuring the reliability of the questionnaire. Consequently, the questionnaire would be approved when the alpha value must be 0.65-1.00 (Nunnally, 1978). The researcher conducted a pilot kept for this concern by using 40 qualified people who were not in the group of samples of this study.

Table 3.2 illustrated that each part of the questionnaire had accepted value of the Cronbrash's alpha coefficient. The results indicated that the questionnaire had an acceptable reliability value which was equal to or more than 0.65 (Nunnally, 1978).

Table 3.2: The Reliability Value of Each Part of The Questionnaire

Statements of each part	Alpha coefficient	Accepted/ Not
Price awareness (PA)	0.659	Accepted
Social Influence (SI)	0.669	Accepted
Sales Promotion (SP)	0.788	Accepted
Brand awareness (BD)	0.824	Accepted
Purchase Intention (PI)	0.742	Accepted
Total value	0.736	Accepted

3.2.3 Population and Sample

1. Population

Population included the individuals who had experiences in using cosmetic products in Bangkok.

2. Sample and Sampling Method

The sample size was calculated based on 40 sets of pilot test questionnaires (Cohen, 1977). Then G*Power version 3.1.9.2 (Erdfelder, Faul, & Buchner, 1996) was applied with the Power ($1 - \beta$) of 0.85, Alpha (α) of 0.15, number of test predictor of 4, effect size of 0.02627258. A total sample size of 368 was gained for the field survey. Thus, 370 samples who were using cosmetic products had been collected for this survey. All of samples who living in Bangkok, were randomly selected from each location. The specific locations where the researcher chose were illustrated in Table 3.3:

Table 3.3: The locations of data collection

Locations	Quota (n = 370)
Central Plaza Rama 9	163
Siam Paragon	89
CentralWorld shopping mall	118
Total	370

3.3 Data Analysis

The statistical techniques applied for data analysis were as follows:

1. Descriptive Statistics. It was used for analyzing the following data

1.1 Demographic data including gender, age, education, occupation, and salary were measured by using percentage ratio and frequency counting

1.2 Respondents' attitudes toward dependent and independent variables of this study, including price awareness, social influence, sales promotion, brand awareness, purchase intention, were measured by using the value of mean and standard deviation.

Table 3.4 illustrated the summary of descriptive statistics for data analysis of each variable.

Table 3.4: Summary of Descriptive Statistics for Data Analysis

Variable	Type of Variable	Descriptive Statistics
Demographic	Independent	Percentage / Frequency
Price awareness (PA)	Independent	Mean and Standard Deviation
Social influence (SI)		
Sales promotion (SP)		
Brand awareness (BD)		
Purchase Intention (PI)	Dependent	Mean and Standard Deviation

2. Inferential Statistics

Multiple Regression technique was used for analyzing the relationship between independent variables and dependent variable. The purpose of conducting this relationship analysis was to find out the degree of influence of the independent variables on the dependent variable. However, such relationship was proposed in each hypothesis of this study Moreover, the analysis was conducted at 0.05 level of statistical significance.



CHAPTER 4

DATA ANALYSIS

4.1 Demographic Data

The research findings of this part presented the respondents' personal data including gender, age, education, occupation, and salary. The statistical techniques used for data analysis were percentage ratio and frequency counting. The findings were presented in Table 4.1 as follows:

Table 4.1: Summary of Demographic Data (n = 370)

Demographic Data	Frequency	Percent
Gender:		
Male	167	45.1
Female	203	54.9
Age:		
Below 20	28	7.6
20 – 30	251	67.8
31 – 40	71	19.2
41 – 50	10	2.7
Above 50	10	2.7
Monthly income: (CNY)		
less than 3,000	106	28.6
3,001 – 5,000	75	20.3
5,001 – 7,000	39	10.5
7,001 – 9,000	7	1.9
more than 9,000	143	38.6

(Continued)

Table 4.1 (Continued) : Summary of Demographic Data (n = 370)

Demographic Data	Frequency	Percent
Education background:		
Below bachelor's degree	55	14.8
Bachelor's degree	225	60.8
Master's degree	90	24.3
Doctor's degree	0	0
Occupation		
Student	88	23.8
State enterprises employee	20	5.4
Private enterprises employee	157	42.4
Self-employed	76	20.5
Retired	0	0
Other	29	7.8

Table 4.1 illustrated that most respondents were female (54.9%), aging between 20 – 30 years (67.8%), having monthly income between above 9000 CNY (38.6%). Moreover, it was also found that most respondents' education background were Bachelor's degree (60.8%) while working in private enterprises (42.4%).

4.2 The analysis of price awareness

Table 4.2: Mean and Standard Deviation of Price Awareness

Price Awareness	Mean	Std.Deviatio n	Interpretation
1 I always compare prices among different brands while selecting cosmetic products.	3.60	.766	Rather agree
2 I always compare the price with the quality of cosmetic products.	3.22	1.234	Moderate
3 Price of cosmetic product is one of the important factors to me when purchasing.	3.49	1.034	Rather agree
4 I tend to focus on the cheap price when I have to buy the cosmetic products.	3.43	1.065	Rather agree
Total	3.44	1.025	Rather agree

According to the customer's attitude most respondents rather agreed that they always compare prices among different brands while selecting cosmetic products (Mean=3.60, S.D.=.766), followed by "Price of cosmetic product is one of the important factors to me when purchasing." (Mean=3.49, S.D.=1.034), "I tend to focus on the cheap price when I have to buy the cosmetic products." (Mean=3.43, S.D.=1.065) and "I always compare the price with the quality of cosmetic products" (Mean=3.22, S.D.=1.234) respectively.

4.3 The analysis of social influence

Table 4.3: Mean and Standard Deviation of Social Influence

Social Influence	Mean	Std.Deviatio n	Interpretation
1 I always use the cosmetic product when I have to contact with other persons.	3.82	.701	Rather agree
2 I can get along with others when I use the cosmetic products.	4.27	.641	Strongly agree
3 I always believe my family member's suggestion while considering buying the cosmetic products.	3.88	.826	Rather agree
4 I always buy the cosmetic products which its brand is very famous in the society.	4.13	.734	Rather agree
Total	4.03	.726	Rather agree

According to the customer's attitude most respondents rather agreed that they can get along with others when I use the cosmetic products (Mean=4.27, S.D.=.641), followed by "I always buy the cosmetic products which its brand is very famous in the society." (Mean=4.13, S.D.=.734), "I always believe my family member's suggestion while considering buying the cosmetic products." (Mean=3.88, S.D.=.826) and "I always use the cosmetic product when I have to contact with other persons" (Mean=3.82, S.D.=.701) respectively.

4.4 The analysis of sales promotion

Table 4.4: Mean and Standard Deviation of Sales Promotion

Sales Promotion	Mean	Std.Deviatio n	Interpretation
1 I like to take part in promotions because it can save my money.	3.77	.925	Rather agree
2 I will buy the cosmetic product if I can get the discount of special bonus.	3.96	.920	Rather agree
3 I intend to buy the cosmetic products which have brand reputation.	3.78	.993	Rather agree
4 I use the discount coupon from cosmetic shops when I have the chance.	4.24	.772	Strongly agree
Total	3.94	.903	Rather agree

According to the customer's attitude most respondents rather agreed that they would use the discount coupon from cosmetic shops when have the chance (Mean=4.24, S.D.=.772), followed by "I will buy the cosmetic product if I can get the discount of special bonus." (Mean=3.96, S.D.=.920), "I would like to purchase at the same shops because of their cheaper prices." (Mean=3.78, S.D.=.993) and "I like to take part in promotions because it can save my money" (Mean=3.77, S.D.=.925) respectively.

4.5 The analysis of brand awareness

Table 4.5: Mean and Standard Deviation of Brand Awareness

Brand Awareness	Mean	Std.Deviatio n	Interpretation
1 I am going to buy cosmetic products which have famous brand name.	4.16	.743	Rather agree
2 I think that cosmetic products which have famous brand names always have good quality.	4.13	.726	Rather agree
3 I am familiar with the specific brand of cosmetic products which I have good experiment with them.	4.03	.739	Rather agree
4 I choose cosmetic products based on its brand reputation.	4.09	.727	Rather agree
Total	4.1	.734	Rather agree

According to the customer's attitude most respondents rather agreed that they are going to buy cosmetic products which have famous brand name (Mean=4.16, S.D.=.743), followed by "I think that cosmetic products which have famous brand names always have good quality." (Mean=4.13, S.D.=.726), "I choose cosmetic products based on its brand reputation." (Mean=4.09, S.D.=.727) and "I am familiar with the specific brand of cosmetic products which I have good experiment with them" (Mean=4.03, S.D.=.739) respectively.

4.6 The analysis of purchase intention

Table 4.6: Mean and Standard Deviation of Purchase Intention

Purchase Intention	Mean	Std.Deviatio n	Interpretation
1 Until now, I intend to buy cosmetic products.	4.05	.738	Rather agree
2 I intend to buy the cosmetic product even I have to pay more money.	4.12	.741	Rather agree
3 I intend to buy the cosmetic products which have brand reputation.	3.96	.801	Rather agree
4 I intend to buy the cosmetic products because it is worth for me to use.	4.01	.725	Rather agree
Total	4.03	.751	Rather agree

According to the customer's attitude most respondents rather agreed that they are going to buy cosmetic products even they have to pay more money (Mean=4.12, S.D.=.741), followed by "Until now, I intend to buy cosmetic products." (Mean=4.05, S.D.=.738), "I intend to buy the cosmetic products because it is worth for me to use." (Mean=4.01, S.D.=.725) and "I intend to buy the cosmetic products which have brand reputation." (Mean=3.96, S.D.=.801) respectively.

Part 2 : Attitude toward purchase intention of cosmetic

The research findings of this part presented the respondents' attitudes toward purchase intention of cosmetic. The values of mean and standard deviation were used for data analysis of the attitudes. The findings were shown in Table 4.6 as follows:

Table 4.7: Mean and Standard Deviation of Independent Variables and Dependent Variables

Statements	Mean \bar{x}	S.D.	Interpretation
Price awareness	3.43	0.729	Rather agree
Social Influence	4.02	0.518	Rather agree
Sales Promotion	3.94	0.707	Rather agree
Brand awareness	4.10	0.587	Rather agree
Purchase Intention	4.29	0.589	Strongly agree
Total	3.96	0.626	Rather agree

Table 4.7 showed that most respondents strongly agreed that purchase intention should be concerned with brand awareness ($\bar{x} = 4.10$, S.D. = 0.587) and social influence ($\bar{x} = 4.02$, S.D. = 0.518).

Part 3 : Relationship between independent variables and dependent variable.

The research findings of this part presented the relationship in terms of the degree of the effect of price awareness, social influence, sales promotion, brand awareness on purchase intention. The Multiple Regression Analysis was used for analyzing such relationship. The findings were presented in Table 4.7 as follows.

Table 4.8: The Relationship Between Independent Variables and Dependent Variable

Independent Variables	b	Beta	T	Sig
Price awareness	0.148	0.183	4.465	.000*
Social Influence	0.300	0.264	6.358	.000*
Sales Promotion	0.245	0.295	6.219	.000*
Brand awareness	0.275	0.275	6.256	.000*

Adjusted R-square =0.496, F =91.893, *p≤0.05

Table 4.8 showed that sales promotion (Beta =0.295, Sig =.000), brand awareness (Beta =0.275, Sig =.000), social influence (Beta =0.264, Sig = .000) and price awareness Beta =0.183, Sig = .000) affected purchase intention at respectively 0.05 level of statistical significance. The summary of the results of hypothesis testing was illustrated in Table 4.8.

Table 4.9: Summary of Hypothesis Testing

Hypothesis	Result
Hypothesis 1: There is positive relationship between price awareness and purchase intention.	Supported
Hypothesis 2: There is positive relationship between social influence and purchase intention.	Supported
Hypothesis 3: There is positive relationship between sales promotion and purchase intention.	Supported
Hypothesis 4: There is positive relationship between brand awareness and purchase intention.	Supported

Table 4.9 showed that both hypothesis 1, hypothesis 2, hypothesis 3 and hypothesis 4 were supported.

CHAPTER 5

CONCLUSION AND DISCUSSION

The purpose of this study was to explore the relationship in terms of the effect of the independent variables which were price awareness, social influence, sales promotion, brand awareness on the dependent variable which was purchase intention of cosmetic of consumers in Bangkok. As this study was a quantitative research, the close-ended questionnaire was designed to collect the data. The 370 samples were randomly selected from the consumers who living in Bangkok. Regarding to the purpose of the study, multiple regression analysis technique was used to analyze the data. Moreover, percentage ration, frequency, mean, and standard deviation were also applied to analyze the demographic data, and the samples' altitudes toward the independent and dependent variables. The research findings of the study were concluded in this chapter. Moreover, the discussion of research findings, the recommendation for managerial implication and future research were also included.

5.1 Conclusion

5.1.1. Demographic Data

Most respondents were female, aging between 20 – 30 years, having monthly income above 9000 CNY. Moreover, it was also found that most respondents' education background was Bachelor's degree while most of them have been working for private enterprises.

5.1.2 Conclusion from questionnaire

5.1.2.1 Price Awareness (PA)

Regarding to Table 4.2. Researcher find that customers always compare prices among different brands while selecting cosmetic products. Which means PA effects purchase intention.

5.1.2.2 Social Influence (SI)

Regarding to Table 4.3. Researcher find that customers can get along with others when she/he uses the cosmetic products. Which means SI effects purchase intention.

5.1.2.3 Sales Promotion (SP)

Regarding to Table 4.4. Researcher find that customers use the discount coupon from cosmetic shops when she/he has the chance. Which means SP effects purchase intention.

5.1.2.4 Brand Awareness (BA)

Regarding to Table 4.4. Researcher find that customers were going to buy cosmetic products which have famous brand name. Which means BA effects purchase intention.

5.1.3 Conclusion of hypothesis results according to the purpose of the present study.

5.1.3.1 Price Awareness can positively affect Purchase Intention.

5.1.3.2 Social Influence can positively affect Purchase Intention.

5.1.3.3 Sales Promotion can positively affect Purchase Intention.

5.1.3.4 Brand Awareness can positively affect Purchase Intention.

5.2 Discussion

5.2.1 According to the survey result. Researcher find that Price Awareness affects Purchase Intention. This result was related to Zeithaml (1988) who found that some consumers used price as a signal of higher quality but when there was a price variation on the assortment of products for a tiny quality difference the consumers prefer products with lesser price.

5.2.2 According to the survey result. Researcher find that Social Influence affects Purchase Intention. This result was related to Chuan-Chuan Lin and Wang (2011). Who explained that Social influence had been proposed by previous studies as a significant factor that affects individuals' attitudes and intentions toward a certain behavior.

5.2.3 According to the survey result. Researcher find that Sales Promotion affects Purchase Intention. This result was related to Neslin (2002). Who depicted out that most studies conclude that sales promotion can significantly impact the behavior of consumers and their purchasing decisions, although the effect of its various components might be different.

5.2.4 According to the survey result. Researcher find that Sales Promotion affects Purchase Intention. This result was related to Sok (2005). Who explained that consumers would sacrifice not only in term of monetary but also non-monetary costs such as time, effort and energy in finding the information about different brand awareness of products in advance before making decision to purchase product.

5.3 Recommendations for Managerial Implications

Regarding the research findings, the recommendations for managerial implication were contributed as follows:

The research shows that social influence could play an important role in consumers purchase intention, in other words, people will adjust their attitudes with respect to others to whom they feel similar or important to them. Therefore, it is very important to provide better service and products to satisfy consumers since if you offend one consumer, you might lose more consumers because of him/her.

Cosmetic companies should focus on how to enhance brand awareness, since the result from this research shows that there is a positive relationship between brand awareness and purchase intention. Brand trust is how consumers associate the brand with the particular product that they aim to own. Consumer receives brand awareness via effective marketing communication channel such as television, hand phone and online advertising as it gives assurance of product quality and its credibility which helps to reduce risk in product evaluation and selection while buying a product.

5.4 Recommendations for future research

The researcher would like to recommend the additional interesting issues for future research in order to enhance the knowledges which were important to the academic concerns as follows:

The variables from this research can explain the influence on purchase intention of cosmetic of consumers in Bangkok at 49.6%, therefore, other researchers should find out other factors that might effect on purchase intention of cosmetic of consumer in Bangkok in the future researches.

Future researches can also include data collection in other big cities like Chiangmai to compare the results. Also, the data can be collected, compared, and analyzed between Thai and foreigners.



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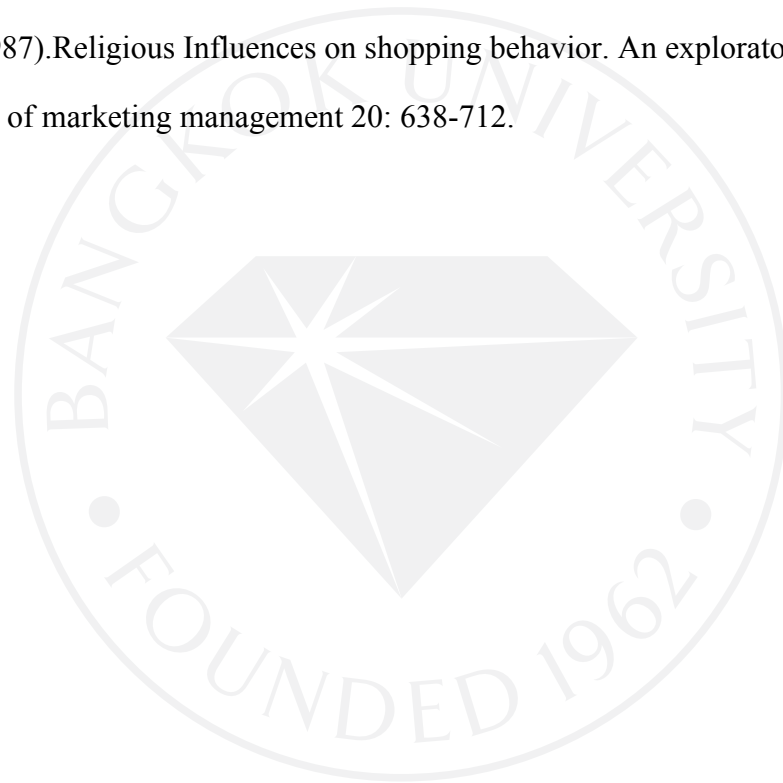
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APPENDIX A:

English Survey Questionnaire

QUESTIONNAIRE:

Price Awareness, Social Influence, Sales Promotion, Brand Awareness affecting purchase intention of cosmetic in Bangkok

This survey research was aimed to comprehend price awareness, social influence, sales promotion and brand awareness affecting purchase intention of cosmetic in Bangkok. This study is a part of BA715: Independent Study, Graduate School and Bangkok University. I would be appreciated if you could contribute any fact and useful information truthfully by filling out the questionnaire. The information provided will be treated highly confidential and will be used solely for the purpose of academic resources.

Thank you very much for your kind cooperation.

MBA Student, Bangkok University

Part 1: Consumer Information

Explanation: Please mark ✓ into that matches your information the most.

1. Gender:

- 1) Male 2) Female

2. Age:

- 1) Under 17 years old 2) 17 – 25 years old
 3) 26 – 35 years old 4) 36 – 45 years old
 5) Above 45 years old

3. Educational level:

- 1) Below bachelor's degree 2) bachelor's degree
 3) Over bachelor's degree

4. Occupation:

- 1) Student 2) State enterprise' employee
 3) Private Company employee 4) Self-employed
 5) Retired
 6) Other (please specify)

5. Monthly income:

1) Below 3,000 CNY

2) 3,000 - 5,000 CNY

3) 5,001-7,000 CNY

4) 7,001-9000 CNY

5) Above 9,000 CNY

**Part 2: Price awareness, Social influence, Sales promotion, Brand awareness
affecting purchase intention of cosmetic in Bangkok**

Explanation: Please mark ✓ the choices that correspond to your opinions. Indication of your opinion: 5 = strongly agree, 4 = rather agree, 3 = moderate, 2 = rather disagree, and 1 = strongly disagree

Price awareness, Social influence, Sales promotion, Brand awareness affecting purchase intention of cosmetic in Bangkok	Level of opinions				
	Strongly Agree	←	→	Strongly Disagree	
Price awareness: PA					
1. I always compare prices among different brands while selecting cosmetic products.	(5)	(4)	(3)	(2)	(1)
2. I always compare the price with the quality of cosmetic products.	(5)	(4)	(3)	(2)	(1)
3. Price of cosmetic product is one of the important factors to me when purchasing.	(5)	(4)	(3)	(2)	(1)
4. I tend to focus on the cheap price when I have to buy the cosmetic products.	(5)	(4)	(3)	(2)	(1)
Social influence: SI					
1. I always use the cosmetic product when I have to contact with other persons.	(5)	(4)	(3)	(2)	(1)
2. I can get along with others when I use the cosmetic products.	(5)	(4)	(3)	(2)	(1)
3. I always believe my family member's suggestion while considering buying the cosmetic products.	(5)	(4)	(3)	(2)	(1)
4. I always buy the cosmetic products which its brand is very famous in the society.	(5)	(4)	(3)	(2)	(1)
Sales promotion: SP					
1. I like to take part in promotions because it can save my money.	(5)	(4)	(3)	(2)	(1)
2. I will buy the cosmetic product if I can get the discount of special bonus.	(5)	(4)	(3)	(2)	(1)
3. I would like to purchase at the same shops because of their cheaper prices.	(5)	(4)	(3)	(2)	(1)
4. I use the discount coupon from cosmetic shops when I have the chance.	(5)	(4)	(3)	(2)	(1)

Price awareness, Social influence, Sales promotion, Brand awareness affecting purchase intention of cosmetic in Bangkok	Level of opinions				
	Strongly Agree \longleftrightarrow Strongly Disagree				
Brand awareness: BD					
1. I am going to buy cosmetic products which have famous brand name.	(5)	(4)	(3)	(2)	(1)
2. I think that cosmetic products which have famous brand names always have good quality.	(5)	(4)	(3)	(2)	(1)
3. I am familiar with the specific brand of cosmetic products which I have good experiment with them.	(5)	(4)	(3)	(2)	(1)
4. I choose cosmetic products based on its brand reputation.	(5)	(4)	(3)	(2)	(1)

Part 3: Purchase intention of cosmetic in Bangkok

Explanation: Please mark \checkmark the choices that correspond to your opinions. Indication of your opinion: 5 = strongly agree, 4 = rather agree, 3 = moderate, 2 = rather disagree, and 1 = strongly disagree

Purchase intention of cosmetic in Bangkok: PI	Level of opinions				
	Strongly Agree \longleftrightarrow Strongly Disagree				
1. Until now, I intend to buy cosmetic products.	(5)	(4)	(3)	(2)	(1)
2. I intend to buy the cosmetic product even I have to pay more money.	(5)	(4)	(3)	(2)	(1)
3. I intend to buy the cosmetic products which have brand reputation.	(5)	(4)	(3)	(2)	(1)
4. I intend to buy the cosmetic products because it is worth for me to use.	(5)	(4)	(3)	(2)	(1)

**** Thank you for your kind cooperation****

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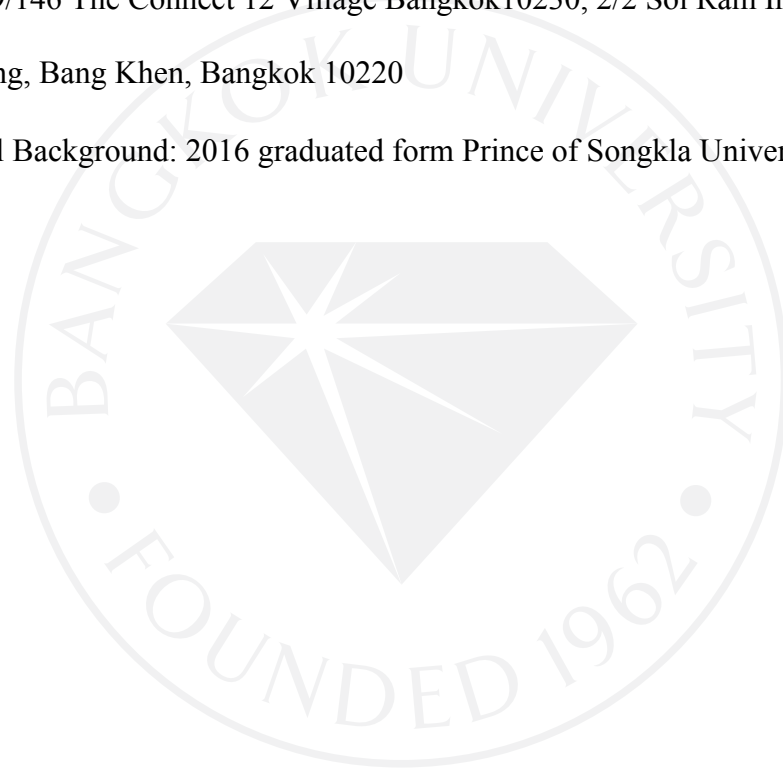
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