

MARKETING IMPLICATION RELATING TO IDENTIFIED FACTORS
THAT INFLUENCE CUSTOMER'S LOYALTY TOWARDS L'OREAL
COSMETICS AT SIAM PARAGON MALL IN BANGKOK



MARKETING IMPLICATION TO IDENTIFIED FACTORS THAT INFLUENCE
CUSTOMER'S LOYALTY TOWARDS L'OREAL COSMETICS AT SIAM
PARAGON MALL IN BANGKOK

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INFLUENCING CUSTOMER'S LOYALTY TOWARDS L'OREAL
COSMETICS AT SIAM PARAGON MALL IN BANGKOK

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ABSTRACT

The cosmetics industry compete each other's with plenty of strategies in order to attract customers and, one of the strategies that the marketer could consider as an important strategy is to increase loyal customers. The purpose of this study is to find the factors influencing customer's loyalty towards L'Oreal cosmetics. Quantitative approach is used for this study and descriptive research is the method for collecting the data from the respondents who are the customers of L'Oreal Cosmetics. All respondents were registered for L'Oreal Loyalty Cards hence, considered them as the loyalty customer of L'Oreal Cosmetics in order to investigate the factors that influencing customer loyalty towards L'Oreal Cosmetics at Siam Paragon Mall in Bangkok. The result of this study has shown that when customers consider to purchase cosmetics products, the most concerned factor of the customers of L'Oreal cosmetics in term of loyalty is price and, followed by factors are; Quality of Customer Service, Quality of Products and Satisfaction. In order to increase the number of cosmetics customers, the marketer can study this research for supporting the marketing strategy. Cosmetic companies are capable to truly comprehend their customers, they can provide better product

and services more efficiently and continuously in order to improve the proposal to supplement competitive advantages.

Keywords: L'Oreal, customer behavior, customer loyalty, customer's satisfaction, price factor, service quality, product quality



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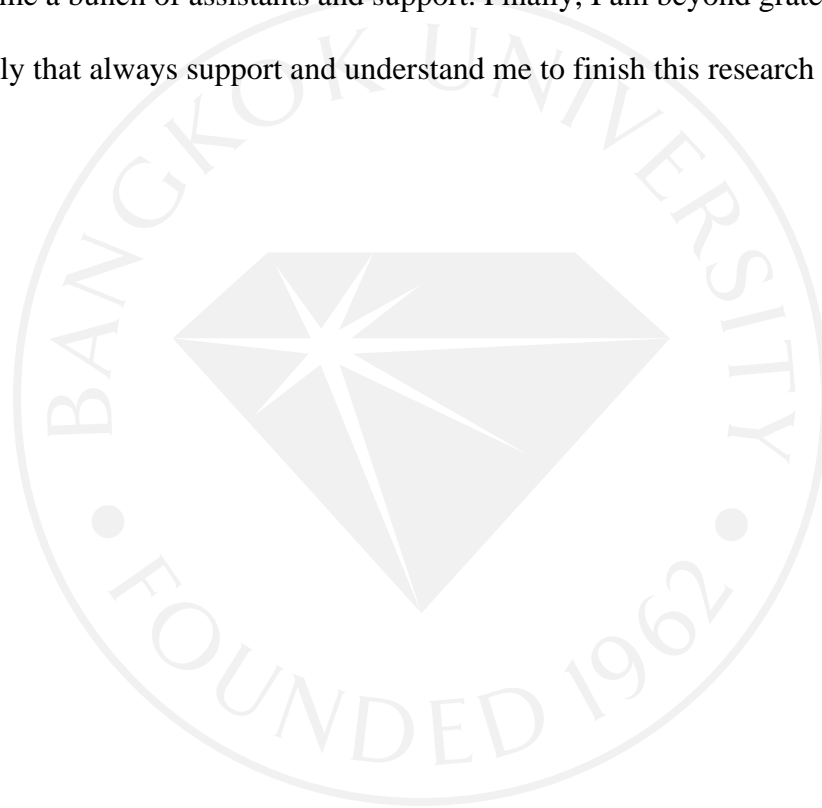


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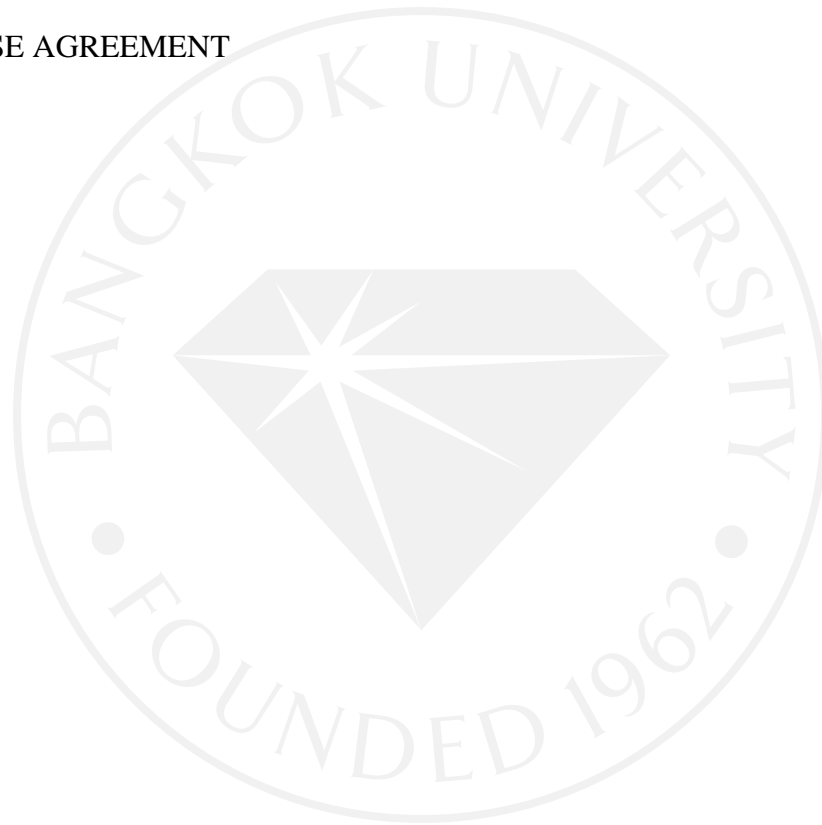
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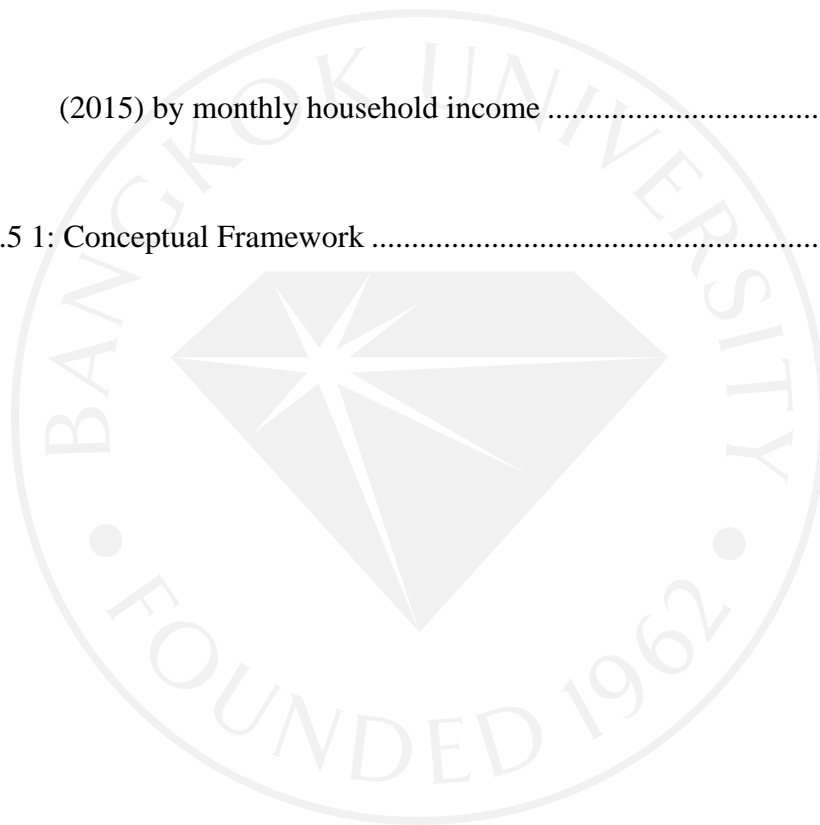
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CHAPTER 1

INTRODUCTION

1.1 Background

Cosmetics play an important role nowadays, as people use cosmetics to enhance their personal appearance and to encourage more confidence. In 2015 the industry generated \$56.2 billion in the United States (The Statistics Portal, 2016). According to The Statistics Portal, the largest market of cosmetics industry is in The United States, with the forecasted total revenue of about 62.46 billion U.S. dollars employing about 63,816 people in 2016 (The Statistics Portal, 2016).

L'Oreal is the largest cosmetics and beauty company in the world which is based in Paris. Eugene Schueller a young chemist started to build with a new development of a hair dye in 1909. Now, L'Oreal is producing several types of cosmetics focusing on hair color, haircare, skincare, sun protection, perfumes, and makeup. The company is also the leading nanotechnology patent-holder in the United States (L'Oreal.com, 2018). Moreover, they currently manufacture over 500 brands and thousands of individual products in all sections of beauty and scents that making them the big company, they have 82,600 employees worldwide.

According to L'Oreal annual report (Figure 1.1), the consolidated sales of L'oreal worldwide from 2009 to 2017 had been continually growing at the good rate. There are 17,473 million euros in 2009 and has been continued increasing to 26,024 million euros in 2017 and they are expected to continue growing stronger. According to, the beauty expert is forecast to generate sales of approximately 28.61 trillion euros all global market programs from L'Oreal that encourage consumer to purchase more product and they get

the point and rewards and more that the rewards the customer is allowed to donate their reward points to the charity program called L'Oreal's signature philanthropy program (L'Orealparis.com). L'Oreal has very high consumers loyalty. Regarding to, Mohsin Altaf research showed that L'Oreal has the maximum frequency of purchasing than all other cosmetics brands (Altaf, 2012).

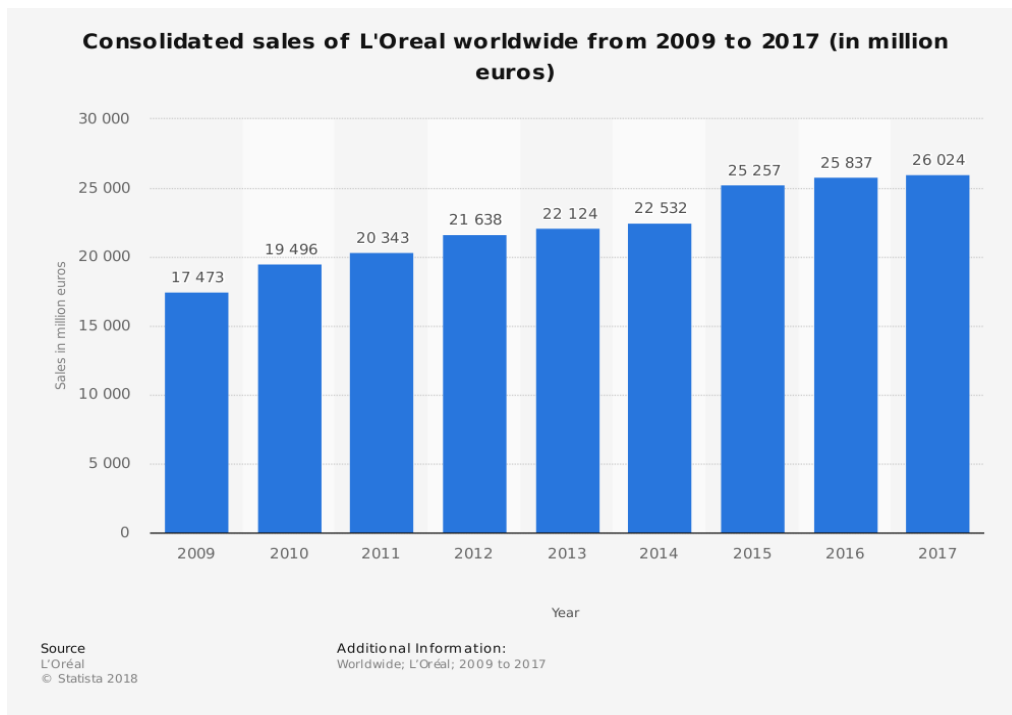


Figure 1.2: Consolidated sales of L'Oreal worldwide from 2009 to 2017.

L'oreal is the extremely interesting brand to investigate because it is the largest brand of the cosmetics industry. Moreover, this study focuses on the factors that affecting to consumers loyalty, understanding the consumers loyalty of L'Oreal cosmetics is beneficial to a lot of the cosmetic brands to do the marketing for their own brands.

1.2 Statement of problem

The aim of the problem statement is to indicative the statement that summarizes

the topic that is specific and to aim the goals of the document (Washington.edu.com, 2018). Moreover, it is typically included in the introduction to provide the reader a precise, substantial understanding what the document is covering and what the reader can gain from reading it (Washington.edu.com, 2018). At present, there are really high competition in cosmetics and beauty business, plenty of new cosmetics companies that appear to have a chance in this business all the time. In order to succeed in this business it is necessary to truly understand customer behavior. Getting a lot of customers is the goal in every business and the important type of customer is the loyalty customers. Regarding to Pilelienė, creating customer loyalty is the main goal of marketing communications, based on various inducements what companies can earn from a loyal customer (Pilelienė and Zikienė, 2010). According to Mohsin Altaf, L'Oreal gain the most of consumers loyalty in cosmetics industry than all other cosmetics brands (Altaf, 2012). Therefore, the researcher need to study what is the implication of the factors influencing consumer's loyalty of cosmetic products towards L'Oréal cosmetics?

1.3 Intention and reason why study

In the cosmetics market strategies, there are plenty of keys to gain more customers. The interesting group of consumer that should study and understand is the loyal customers because they are the permanent customer who keep purchasing the products in the good frequency. And to increase and getting permanent customers is the good outcome for every kind of business. That's why the researcher intend to study and analyze about the consumers loyalty. Thus the topic of this research is investigated about the consumers loyalty towards L'oreal cosmetics.

1.4 Research objective

Research objective is the necessary stage of the processing of a research. To understanding the accurate solution of the right problem research objectives should be contained a measurement objective, specifying what researcher is trying to measure. (snapsurveys.com, 2012). The main objective leads the researcher into the right direction. The research objective should be considered as an important key to the reader as well (snapsurveys.com, 2012). In this research the researcher needed to study about the factors influencing customer's loyalty towards L'Oreal cosmetics in Bangkok. Regarding to Gregory Ciotti, customer loyalty really is the new marketing. Today's customers have access to an endless amount of information about the business, and research shows that they're ready and willing to stop dating around and stick with companies who go above and beyond to create a fantastic customer experience (Ciotti, 2018). The objectives of this study are discussed as follows.

1. To study the factors that influencing customer's loyalty towards L'oreal cosmetics.
2. To study the impacts of the consumers loyalty programs of L'oreal cosmetics.
3. Formulating recommendations to the general of cosmetic brands.

1.5 Research Assumption

An assumption is a realistic expectation. However, there are not sufficient evidence exists to support the theory (plato.stanford.edu, 2017). In other words, an assumption is an act of belief which does not have empirical evidence to support. Assumptions provide a basis to develop theories and research instrument, therefore, influence the development implement of the research process. According to

MarketingLand, loyalty programs are becoming more sophisticated and stimulate over the conventional spend-and-get model, to Omni channel and multichannel programs that know customers for every interaction they do with a brand (“MarketingLand”, 2018).

1.6 Benefits of the Research

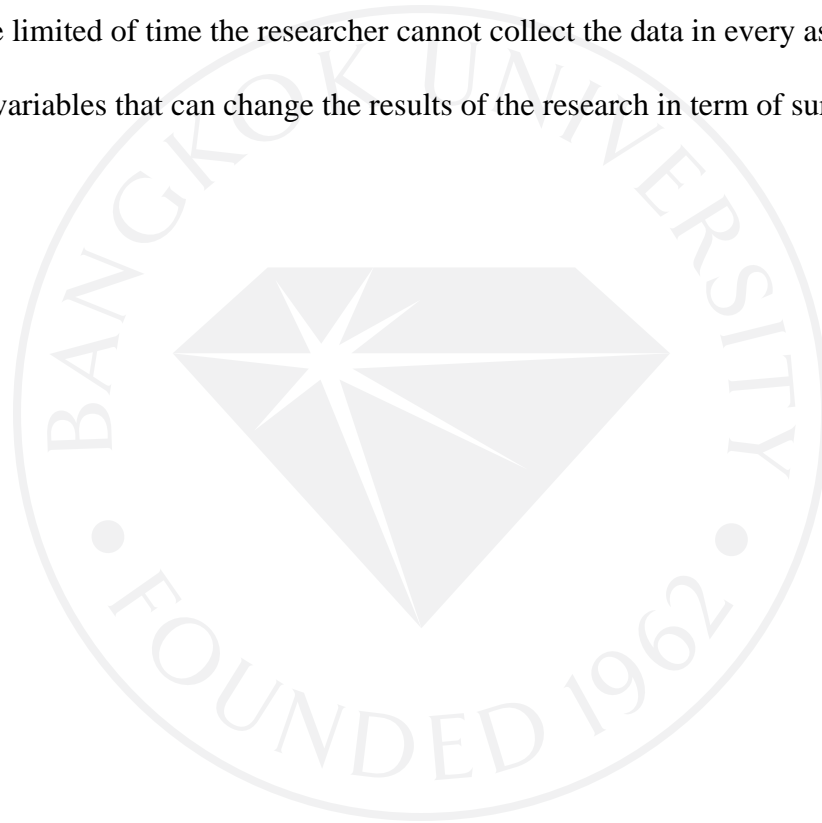
The benefits of research is how grateful of the project is and the meaningful of the data that can be useful for the readers. This paper is majority beneficial for being a study of customer loyalty in regarding to L’oreal cosmetics. The result of this study will clarify attitude purchasing decision of consumer in term of customer loyalty towards L’oreal cosmetics. Moreover, it will help to guide the marketing strategy for the cosmetics market to develop effective of the purchase frequency and build the trust of customers to gain more the number of customers.

1.7 Scope

According to Brandon Carter, customer loyalty is when a person transacts with a brand (or purchases a specific product) on an ongoing basis (Carter, 2018). The focus of this research is on consumers loyalty towards L’Oreal cosmetics at fourth floor of Siam Paragon Mall in Siam, Bangkok by using the survey questionnaire to collect the data from customers who enrolled for L’Oreal Loyalty cards at fourth floor, Siam Paragon Mall on 12th – 17th of April, 2017. The study is restricted only to clarify and generate the factors that influencing to customers loyalty towards L’oreal cosmetics. Study and analyze how to gain more attention from customers base on L’oreal consumers loyalty projects.

1.8 Limitations of research

A limitation study needs to include the most obvious and largest limitations first, before more complex issues are discussed (reference.com, 2018). The researcher would like to study in every angles of the consumer loyalty towards L'Oreal cosmetics however, this study is only limited to collect the data from the customer who registered for L'Oreal Loyalty cards at fourth floor, Siam Paragon Mall, Bangkok on 12th – 17th of April, 2017. With the limited of time the researcher cannot collect the data in every aspects, there are several variables that can change the results of the research in term of survey.



CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This literature review will discuss related literature, theoretical, previous studies and related researches that related to this research problem. People do not supposed to judge a book by its cover, but that doesn't stop them from judging one another by their looks. At present, appearance become an important key to human life, people consider other appearance as the easiest thing to analyze how they are. Cosmetic is one of the interesting choice for enhance the personality looks. Cosmetics have been with human so long time. Cosmetics were used from the Predynastic Period in Egypt (c. 6000 - c. 3150 BCE) through Roman Egypt (30 BCE-646 CE), the entire length of ancient Egyptian civilization (Mark, 2017). Nowadays, there are skincare, haircare, makeup, perfumes and hygiene products these are 5 categories of cosmetics that should be concerned as the main products in the cosmetics industry. Skin care is the biggest main product of all categories, the number for 36.4 percent of the global market in 2016 ("The Statistics Portal", 2018). L'Oréal cosmetics, the greatest cosmetics brand in the world and cover all the lines of cosmetics. The company founded by Eugene Schueller the french chemist and entrepreneur developed marketable hair dye in 1909 and started to sell it to parisian hairdresser. Their product was the first that did not use henna or mineral salts and created a more subtle color ("L'Oreal.com", 2018). Schueller named his product as 'Oreal' which derivative of French words for 'golden' and 'halo'. The original company name 'Safe hair dye company of French' was a mouthful and thus the company became "L'Oreal". In 1957 François Dalle takes over the helm at L'Oréal on Eugène Schueller's death, the

company has been success till present they has an annual revenue of 25 billion euros in 2017 (“L’Oreal Finance”,2018). Moreover, L’Oreal owned the most brands in cosmetics industry with a total of 39 beauty brands, including major brands like Lancôme, Maybelline, Urban Decay, Garnier, and Essie (Willett and Gould, 2017). L’Oreal also expanded into Asia pacific by buying South Korean make-up and fashion firm Nanda, the foreign cosmetic industry leaders push for a slice of one of the world’s most innovative beauty markets (Deals, 2018). By 2020, L’Oreal expect to acquire 1 billion new women and men consumers who will purchase their beauty innovation product and Veronika Sirova, did the analyze and found it is possible that they will be able to get 1 billion new customers by 2020 (Sirova, 2015).

2.2 Principle of consumer loyalty

When determining about how to increase more customers there are many keys to achieve this goal but an interesting method here is customers loyalty. There are plenty of description from plenty of researchers or writers that clarify the principle of customer loyalty or brand loyalty in the different point of view. An interesting citation about customer loyalty to the brand from Aaker defined the action of brand loyalty that “As brand loyalty increase, the vulnerability of the customer base to competitive action is reduced” and brand loyalty, which is an essential dominant in marketing, is a measure of the connection of consumer to the brand (Aaker, 1991). Another excellent describe of customer loyalty from Alan S Dick and Kunal Bazu “Customer loyalty is viewed as the strength of the relationship between an individual's relative attitude and repeat patronage” (Dick and Basu, 1994). Robert Passikoff said that when the customer decided to purchase the product or service the incentive that affect for making decision is from emotional at

70 % (Passikoff, 2006). In the same direction of theory with Sandra Loureiro, who found after did the research about brand emotional connection and loyalty that the customer's attachment to brand significantly influence to gaining trust and creating continually purchasing behaviour. Moreover, with high possibility that the brand get faith and strong relationship from consumer (Loureiro, 2012).

Consumer loyalty is one of the important strategy of the marketing. Consumers loyalty can be an attitude and behavior liability of the customers in order to define the performance of the brand itself. According to Ruyter and Bloemer, getting a customer loyalty in the business there is the goal of being the good competitor in the competitive business, and if customer behavior is shifting infrequent purchase into a replicate purchase that means a huge objective of marketing and strategy (Ruyter and Bloemer, 1999). Furthermore, customer's loyalty provides a flow of business for current and potential products from customers that believe in the value of the brand's offerings and will not spend time evaluating options with lower prices (Aaker, 2016).

Here we focus on customer loyalty towards L'oreal cosmetics. Aaker defined that the inclusion of loyalty in the conceptualization of brand equity allows marketers to justify giving loyalty priority in the brand building budget (Aaker, 2016). Richard L Oliver said it is really difficult to create customers who have commitment and loyal for purchasing in long term especially, the competitors always have appear with the market strategies to attract your customers (Oliver, 1999).

2.3 Levels of Customer Loyalty

According to Aaker's theory of customer loyalty, there are 5 different levels of

customer loyalty that will be discussed in this chapter. These levels are the tool for marketers to understand consumer. Each stage generate the different levels of customer loyalty in order to indicate each different marketing strategy and different type of investment to manage the business. Moreover, according to Aaker it contribute to specific the product class or market (Aaker, 1991).



Figure 2.3: The loyalty pyramid

Source: Aaker, D. (1991). *Managing Brand Equity*. USA: Simon and Schuster

Switcher: the first level of the loyalty pyramid showed non-loyal customers who are completely indifferent to the brands, each brand being perceived to be adequate if the price or quality is accepted.

Habitual: The second level, customer in this level it is basically no reason to change.

And includes both who satisfied or at least not dissatisfied buyers with no dimension of

dissatisfaction adequate to encourage a change but not secure enough to competitors that be able to comprehend benefit in the case of switching.

Satisfied: The third level include both of satisfied purchaser and switching costs (loss of time, money, or acquired loyalty advantages, performance risks associated with switching incentives from competitors must compensate the switching costs). Regarding to Aaker, “To attract these buyers, competitors need to overcome the switching costs by offering an inducement to switch or by benefit large enough to compensate” (Aaker,1991).

Likes the brand: The fourth level is the type of consumer who genuinely like the brand moreover, they have highly positive attitude to the brand. It be generated by emotional involve such as buyers may feel that the relationship between them and the brand is a friendship.

Committed to the brand: This final stage the customers completely loyal with the brand. Buyers are proud to purchase the product or service of the brand and they do not want to change into other brands and willing to pay or support the brand. However, this type of consumer commonly expect to get extraordinary rewards for their loyalty. Certainly, in this level is highest goal of every brands in the world.

2.4 Factors Influencing Customer Loyalty

2.4.1 Previous and Related Study about Factors Influencing Customer

Loyalty

“Brand Loyalty raises profit” (East,1997). Well describe from East R, if the brand has a lot of amount of customers with loyalty it will definitely raise the profit to the brand (East,1997). With the duplicate explaining from Roger Hollowell research that examine

about the relationship of customer satisfaction, customer loyalty and customer profitability. Roger Hollowell claims that increasing of consumer satisfaction has shown the positive affect to business profitability (Hollowell, 1996). That's why nowadays, a lot of company trying to create the strategies to gain more loyalty customers. Richard L. Oliver said it is really difficult to create customers who have commitment and loyal for purchasing in long term especially, the competitors always have appear with the market strategies to get your customers (Oliver, 2010). However, it worth for the marketer to create the strategies for increasing the number of loyalty customers according to Hossein and others found out from their study about factors influencing customer loyalty towards fast food restaurants in Malaysia that it indicated that product quality, customer satisfaction and brand trust is the dominant variable that affect the customer loyalty to purchase fast food restaurants (Hossein, Asgari and Kuan, 2011). And Hamza Salim Khraim investigate the purchasing behaviour of female consumer in the Emirate of Abu Dhabi toward cosmetic products with seven factors of brand loyalty are brand name, product quality, price, design, promotion, service quality and store environment (Khraim, 2011). Hamza Salim Khraim found that brand name has a consistent relationship with brand loyalty. Moreover, he claims that it is positive and productive relationship between factors of brand loyalty with cosmetic brand loyalty (Khraim, 2011).

The author would like to analyze the factors that influencing customer loyalty into 3 main categories. First main factor is personal factor that generate into 5 sub factors which is contribute to analyze the personal factors as follows,

2.4.2 Demographic Factors

Demographics factors is a common strategy that several socioeconomic characters

are applied to classify customers, including age, gender, marital status, race, income, and occupation (Neil, 2018). At present, with the diversity or background of experience there are many different of limitation or needs for each of consumer. The demographic factors are the individual factors to the consumers that strongly influences their buying behaviors. An interesting research from Christian Humberg who investigated about personal characteristic between customer satisfaction and consumer loyalty at John Wiley & Sons, Inc., and as a result Humberg found that the attachment between customer satisfaction and loyalty is powerful influenced by characteristics of the consumer. Specifically, variety seeking, age, and income has shown to be essential moderators of the satisfaction and loyalty relationship (Homburg, Koschate and Hoyer, 2005) There are several factors that has shown for being the tools to identify the influencing factors of customer loyalty, another interesting research of Mai Ngoc Khuong and Hoang Thi My Duyen, study about demographic factors effect on men customer in the age between 20-50 years old in HCM City, Vietnam. And the results reveal that four personal factors of self-image, skin's health attention, body attraction, and aging process are the important effects on male consumer purchase decision (Khuong and Duyen, 2016). From Peerapatra Chaovalit research shows that demographic factors has variously significant to consumer who is purchasing cosmetics products (Chaovalit, 2014). These factors vary from person to person that results in a different set of perceptions, attitudes and behavior towards certain goods and services but we can generate the factors that affect to the customers by these follow.

Gender

There is an interesting research about consumption of buying behaviour between

men and women towards cosmetics and Victor Hugo Pacagnelli Infante who is one this research, concluded that among men and women have different motivation in order to purchase the cosmetics products (Infante et al., 2016). Wan Yu Lui and other study about the differences on gender of cosmetic consumer behaviour in order to investigate that among men and women really have the differences in perception and satisfaction through online financial transaction of cosmetics (Lui et al., 2013). As the result of the study Wan Yu Lui and other claim that in terms of the process of considering to purchase the cosmetics products among the differences of gender, there are completely different whether “the most recent online purchase of cosmetics”, “the time spent on cosmetics” or even in the important assignment such as “brand reputation” and “reasonable price”(Lui et al., 2013).

Age

Latha examine about the factors that influencing on consumer behavior on cosmetic in Chennai city, India. DS Latha revealed that age of the customer have an important significant to purchasing behavior of consumer (Latha, 2017). Nilesh Anute examine the purchasing behavior of customer towards cosmetics products and from the result of his research surprisingly reveal that from 200 respondents, 130 respondents or 65% of the respondent are teenagers that purchasing cosmetics products. The rest of respondent is 35% which is the youth, middle age and upper middle age (Anute et al., 2015). In contrast, Puripunyanich, from the result of her research which is study about factors influencing Thai women on cosmetics and skincare products from online market. And from the result has shown that more than half of online shopping respondents are aged 26-39 years old (Puripunyanich, 2016).

Income

A great article from Chand that mention about people nowadays income. “When income increases, aggregate demand for goods and services also increases. People spend more and the price level rises. On the contrary, with the decline in income, the aggregate demand falls. People spend less and the price level falls” (Chand, 2017). Therefore, in the business consumer income is extremely important according from Ramli Saad, Hadzli Ishak and Nur Rashidi Johari research which analyze about the impact of demographic factors toward customer loyalty, especially study on credit card users (Saad et al., 2013). Focusing the relationship between demographic factors (age, gender, income level, occupation and lifestyle) and customer loyalty, the consequences reveal that only income is positively relationship with customer loyalty when related to the rest of four demographic factors. Moreover, they claim that their result is in same direction with East who point out that the high income buyers is less concern about the price and more loyal than the less income who more concern about the price and they are also less loyal consumer (East et al., 1995). For example, Alice Tsang wrote the article about China’s skincare and cosmetics distribution channels towards characteristics of female consumers which is really interesting because China is a huge market. From the figure 2.4.2 it clarify about the average spending on skincare and cosmetic products in the past year (2015) by monthly household income (Tsang, 2016). It shows that the more income of the consumer the more they spend and high income consumer also spend more than overall average on the other hand, less income consumer spend less and they do not spend more than overall average. For instance, the consumer who has income below than 10,000 RMB (RMB is renminbi which is the official currency of the People's Republic of China)

purchase in total at 4,766 RMB which is not over than the overall average whereas the higher income consumer who has 12,000-20,000 RMB per month they purchase higher than overall average in total at 4,828 RMB (Tsang, 2016).

**Average Spending on Skincare and Cosmetics Products in the Past Year,
by Monthly Household Income**

(RMB)	Overall	Monthly Household Income				
		Below RMB10,000	RMB10,000- 12,000	RMB12,000- 20,000	RMB20,000- 40,000	Over RMB40,000
Physical store	2,608	1,724	2,122	<i>2,650</i>	<i>3,301</i>	<i>3,543</i>
Online	2,158	1,297	1,714	<i>2,178</i>	<i>2,763</i>	<i>3,227</i>
Total spending	4,766	3,021	3,836	<i>4,828</i>	<i>6,064</i>	<i>6,770</i>

Base: All female respondents (2,400)

Remarks: Figures in red italics denote percentages that are higher than the overall average

Figure 2.4.2: The average spending on skincare and cosmetic products in the past year (2015) by monthly household income (Tsang, 2016)

Therefore, income is one of the essential factors that worth to consider as the knowledge for marketers to concern for the marketing plans. While income is the main effective of purchasing decision in China but in Saudi Arabia, K. R. Poranki and others and other that examine consumer buying attitude towards cosmetics products in Saudi Arabia and they found that income does not have impact of consumer attitude on cosmetic products in Saudi Arabia (Poranki et al., 2014).

Occupation

Madalena Pereira and others research about the influencing of personal factors of consumer purchasing behavior towards fashion clothes and the significant results reveal that the most differences are professional occupation, after marital status, literary qualifications, age and the last factor is gender on consumer buying decisions for fashion clothes (Pereira et al., 2010). This research has shown that the occupation is an essential

factor that the marketer need to concern about in order to working on the effective strategy plan and gain more customer (Pereira et al., 2010). Moreover, the company does not necessary waist their resources and money with indirect target of consumer. Anute, Deshmukh and Khandagale found out from their survey of research about customer buying behavior on cosmetics products in Pune city, India and from 200 respondents, there are teenager, employed and self-employed. And 110 respondents or 55% are students (Anute, Deshmukh and Khandagale, 2015).

2.4.3 Quality of products and Services Factor

Product quality

According to the survey of women interested in beauty and cosmetics that purchased makeup at least once per week, 95 percent of those aged 18 to 29 said they considered quality as one of the most important features (“Statista.com”, 2017). Kruti Bhatt and Peenal Sankhla analyze the consumer purchasing behavior towards cosmetics products in Navsari city, India and as the result of the research they claim that product quality is the most valuable factor when customer decide to buy cosmetic products (Bhatt and Sankhla, 2017). In the same direction Hamsa Salim Khaim explored about the Influence of brand loyalty on cosmetics purchasing behavior of UAE female consumer and found from 382 respondents that there are positive and significant of several factors that influence customer loyalty and product quality is one of the important factor that should be concerned (Khaim, 2011). And another concerned research that analyze about the consumer purchasing behavior towards cosmetic products. As the result of the study indicate that there are diverse factors that influencing consumer loyalty and product quality is one of the factors as well. But in Asif Mahmud Onik and other study that focus

on product quality and consumer buying behavior in Bangladesh reveal that product quality is the main factor that customer judge the brand (Onik et al., 2015). The same direction of result from Ramesh and M.S. Siram that study about the determinant of consumer satisfaction on cosmetics products and discover that quality of product is the most important factors that consumer concern about (Rames and Siram, 2017)

Services quality

A service is an act or performance, which is offered by one party to another, in other words; service is an economic activity that creates value and provides benefits to the customer (Lovelock and Wirtz, 2006). “In a fast-moving, highly competitive environment customer loyalty is a major challenge. The customer service and customer relations management teams contribute to the expansion of brands by increasing sales and building customer loyalty through customer relations campaigns tailored to the various customer sectors” this is an interesting article that L’Oreal reveal in their website (“L’Oreal.com”, 2018). Service quality is an essential dimension that the marketers need to focus on.

2.4.4 Price factor

“Price is a major parameter that affects company revenue significantly” well defined from Shugan (Shugan and Radas, 2017). Price is the one the important factor that affected to customer purchasing decision, Shugan indicate describe that the diversity of consumer and the differences of consumer perception can create the factors of the price quality relationship of the products (Shugan and Radas, 2017). The same direction with Tulwin and Katarzyna, that reveal from her research pricing is need to have knowledge of customer price perception and the variation of the price sensitivity moreover, from

Tulwin research result mentioned that consumer is willing to purchase the cheaper price of their favorite products even it is less absorptive (Tulwin and Katarzyna, 2014). To pricing is extremely necessary for marketers because pricing is the key factor for company's financial that it determine the profit, revenue and the long term growth rate of the company (Bonnici and Channon, 2015). Pharanya study indicated that price is one of the effective factor of the customers in Bangkok when purchasing skincare products by online shopping (Paiboonthavornying, 2015).

2.4.5 The relationship between customers satisfaction factor and customer loyalty

David A. Aaker defines brand loyalty as: a measure of the attachment that a customer has to a brand. It reflects how likely a customer will be to switch to another brand, especially when that brand makes a change, either in price or in product features (Aaker,1993). In the cosmetics and beauty industry if customers repeat to purchase the products, it is not just the quality of the products; it is also about the strategies of company to gain the consumers loyalty. Nischay K. Upamannyu claims from his research that overall satisfaction does effect on customer loyalty and Upamannyu suggest that marketer should also focus on developing brand image in order to create consumer loyalty (Upamannyu and Bhakar, 2014). In the other hand, Andreassen and Lindestad have a different result and claim from the result of his research that between complex services, corporate image and customer satisfaction are not two separate route to customer loyalty. Furthermore, Andreassen claims that customer satisfaction does not have an effect on customer loyalty but corporate image do. These results contradict with the disconfirmation paradigm that predicts customer satisfaction is the primary route to

customer loyalty (Andreassen and Lindestad, 1998). Chan Yin Yee and Shaheen Mansori study about the most influential factors relating to brand loyalty of cosmetic products in Malaysia and to clarify about the attachment between the cosmetic brand loyalty and consumer satisfaction. (Yee and Mansori, 2016). And the result of their research shown that consumer satisfaction effect on brand loyalty (Yee and Mansori, 2016). S. Y. Lam and others, investigate about Customer satisfaction and loyalty in online and offline environments and as the result they found that whereas the levels of customer satisfaction for a service chosen online is not different from when it is chosen offline (Lam et al, 2004). However, loyalty to the brand is higher when the service of the brand is chosen online than offline. And they also found that satisfaction and loyalty have a reciprocal relationship as that they positively support each other (Lam et al, 2004). And overall attachment between consumer satisfaction and loyalty is powerful in online (Lam et al, 2004).

2.5 The Conceptual Framework

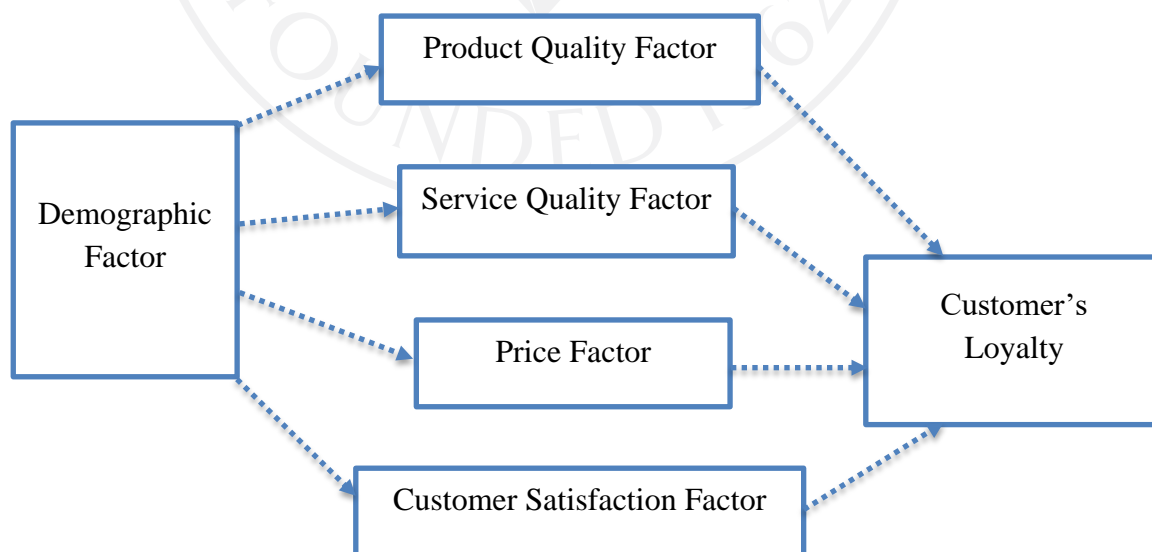
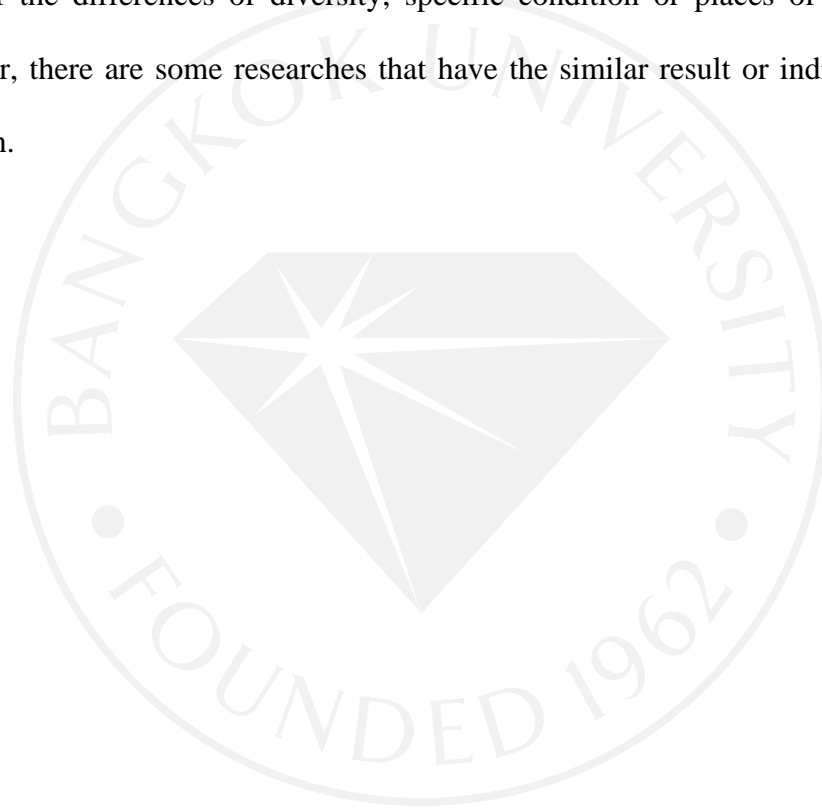


Figure 2.5: Conceptual Framework

2.6 Conclusion

This chapter reviewed the related literatures about consumer behavior and, the factors influencing customer's loyalty in general and towards cosmetics. Moreover, this research focus in 3 main factors and the first factor is Demographic Factor, the second is Quality of products and services Factor and the last factor is Satisfaction. This chapter reveal that some factor have differences result or conclusion from various studies in terms of the differences of diversity, specific condition or places of the respondents. However, there are some researches that have the similar result or indicate in the same direction.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

In this chapter include the research methodology that clarify the study and also reveal the research method used that conduct in this research as follow research question, hypothesis testing, and method of inquiry, survey development, coding structure and reporting.

3.2 Literature Review

3.2.1 Research Methodology

“Marketing research is a critical part of such marketing decision making” well definition from Paurav who claimed that marketing research that it is important on marketing decision making (Shukla, 2008). Paurav also clarify that marketing research is support for improving management decision making by providing relevant, accurate and timely information (Shukla, 2008). The focusing of marketing research understands the consumer, the company, and the competition. These relationships are at the core of marketing research. Succeed company must understand and be able to provide what customers need from the product and another important variable is competitor (Stahl et al, 2012). Moreover, marketing research is really beneficial at any stage of a business, but it is critical for new start-ups (DeTienne, 2010). And in order to see the big picture of business which helps to clarify what kind of product and service may cause a profit (Francis and White, 2010). There are several different processes of accomplish the marketing research. According to Michael and Jeremy, correctly conducted marketing

research requires careful attention to intricacies (Hyman and Sierra, 2015). Furthermore, they also showed six stages of marketing research process.

Stage 1: Identifying the problem

When the marketers want to do the research, the first step is to clearly know what the problem of the research is. Regarding from Lumen, brainstorming actual research question that the marketers want to explore, it is extremely helpful for comprehend the research problem (“lumenlearning.com”, 2018). Moreover, in this stage is the foundation of the research, in order to start to study knowing the problems it is the first step of the study. Therefore understanding what problem requires a solution is essential because otherwise marketers would be doing research over something that does not necessary to the customers at all and then their feedback would not be on point (Dutta, 2018).

According to the statement of problem (Chapter 1) stated that in this study researcher need to study what is the implication of the factors influencing consumer’s loyalty of cosmetic products towards L’Oréal cosmetics? Due to the study of Mohsin Altaf who claimed that L’Oreal gain the most of consumers loyalty in cosmetics industry than all other cosmetics brands (Altaf, 2012).

Stage 2: Designing the study

Hyman and Sierra defined the research design as “The research design is the master plan for the research that follows” (Hyman and Sierra, 2015). In this stage is necessary for specific the method to to conduct the research. Knowing the type of questions that need the answers and about the source if the researcher conduct the survey they need to create the issue that related the questionnaire and data correction method (Hyman and Sierra, 2015). Furthermore, the researcher must concern about the timing

that the research will be completed and the number of questions for asking the respondents (Hyman and Sierra, 2015).

Stage 3: Selecting sample

There are several factors that marketers must consider for sample selection such as the data source and in this stage is to explore the unit of analysis and a sample that the complements are consistent with that unit of analysis (Hyman and Sierra, 2015). There are many questions about sample size related to accurate and the larger population effect to the samples (Hyman and Sierra, 2015).

Stage 4: Gathering the data

“When conducting a research, arguably the most important stage is the data collection stage” Hyman and Sierra describe the important fact that marketing researchers need to understand in order to complete the marketing research (Hyman and Sierra, 2015). As the same direction from website My Market Research Method.com defined this stage as “This is the meat and potatoes of the project” (“MyMarket Research Method.com”, 2019). The researcher has some basic issues to consider about how to collect the data. First step is to target the respondents who give the researcher an interview (Hyman and Sierra, 2015). The second step is to decide on a time horizon for finish the research because the horizon may control various aspects of the study (Hyman and Sierra, 2015).

Stage 5: Analyzing the result

“Data without analysis is rubbish” Michael and Jeremy mentioned about analyzing the result of the study (Hyman and Sierra, 2015). There are various concern factors that the marketing need to pay attention for example, the researcher must decide how the data will be edited and coded, how to categorize the data is affected to the ability

of analyzing and this step is depend on the type of data, and the software will be used for analyzing the data such as SPSS or SAS that capacitate in many type of statistical analysis.

Stage 6: Communicating the Findings and Their Implications

Presenting the study is extremely important as Michael and Jeremy describe that “Even the best conceived and conducted study is useless if its results are not presented meaningfully” (Hyman and Sierra, 2015). The marketing researchers should contemplate various factors in order to build the type of report. Most of readers expect well-constructed graphical display for the details of tables and spacious demonstrations (Hyman and Sierra, 2015). Moreover, if the presentation is required the researcher must acknowledge about the audiences and the number of the presentation for concerning about the budgeting process (Hyman and Sierra, 2015).

3.2.2 Research Question

According to Arwa, defined a research question as the key word or the whole research that help to realize how important of research question is (Arwa, 2017). As the same direction with Khoo who give a research question as the most necessary stage, she even suggested that “The formulation of a question is often more important than its solution” (Khoo, 2005). To start to create a research question the researcher has to select a regular topic, and conduct initial research on this topic in current periodicals and journals to know what the study has already been done (“Duke Writing Studio”, 2014). This way encourages defining what types of questions the topic generates. After that researcher should have built up the research questions and perceived that research question is a question that the researcher created to answer the problem statement

therefore, a research question need to be accurate and explicit defined (Feldt and Chalmers 2007). Next step is considering about the path of the answer might take for instance, if the answers are the arguments then what researcher should concern about is what to say, the necessary of the argument and the source for supporting the argument (Kidd, 2008).

3.2.3 Methods of Inquiry

Regarding to Robert, the term of inquiry means “search for truth” which also refer that the researcher must be able to investigate the truth (Michael, 2002). Moreover according to the National Research Council, “Inquiry requires identifying assumptions, use of critical and logical thinking, and consideration of alternative explanations” (Taylor, 2000). Bartleby.com “Basically methods of inquiry are ways that an investigator gathers the information for the case that they are investigating” (“Bartleby.com”, 2012).

3.2.4 Sampling Design

“A sample design is the framework or road map” well describe from Lavrakas (Lavrakas, 2008). A sample design stimulates as a foundation of a survey sample and also influenced to various other necessary aspects of the survey (Lavrakas, 2008). According to Stephen, A sample design is a statically process which aim to accomplish an exact trusting level (Reamer, 2010). The articles from the Center for Innovation in Research and Teaching, there are two main categories of sampling design which are probability and non-probability sampling. Probability Sampling apply randomization and make a move to approve that all member of population have an opportunity to be examine. (The Center for Innovation in Research and Teaching, 2018). There are several type of probability sampling as these follow, Random sampling which all members have a

chance, Stratified sampling that population separate into subgroups and each group select the members Randomly and systematic sampling that apply a particular system to select members for instance choosing the members from the alphabet list (the Center for Innovation in Research and Teaching, 2018). And non-probability the second type of sampling, in this type of sampling the researcher should concern about the bias because normally this method will be used when the randomization not approve to search for members (the Center for Innovation in Research and Teaching, 2018). There are many different type of non-probability as these follow, Convenience or accidental sampling that member selecting base on availability, Purposive sampling means choosing members by intention from the specific group and Expert sampling which members are contemplated as high quality participants (the Center for Innovation in Research and Teaching, 2018).

3.2.5 Survey Development

Survey Development guide the design and analysis phases of the research study (Testa and Simonson, 2009). Keith described survey that “Surveys can be an effective means to collect data needed for research and evaluation” (Diem, 2002). In addition, the researcher must create specific survey to generate the research purpose and the questionnaire need to be a clearly collection of questions (Aaker, Kumar, and Day, 1999, p.306). There are several stages for building the collection of questionnaires as these following, first stage is determine the purpose and considering about measuring, the second stage is targeting the appropriate population, the third stage is selecting an appropriate data collection method, selecting a collection procedure between anonymous and confidential and the final stage is to create the questionnaire (Diem, 2002). Besides, Keith suggested that the researcher should use the plain languages, be brief, set the most

important question up front and assure that questions match the measurement scale selected, and the answer categories are accurate (Diem, 2002).

3.2.6 Coding Structures

Heather suggested that “Coding is a process used in the analysis of qualitative research, which takes time and creativity. Three steps will help facilitate this process” (Stuckey, 2015). In addition, Heather claimed that there are three steps to accomplish coding as following.

Step 1: The researcher must read through the data and building a storyline.

Step 2: Acknowledge the data into codes.

Step 3: Apply the record for explanation and clearance (Stuckey, 2015).

3.2.7 Reporting

Jaideep said about research report that “Research report is a research document that contains basic aspects of the research project” (Jaideep, 2018). Moreover, Jaideep also mentioned that research report need to be systematic, articulate, and orderly presentation of the research working which is shown by written form (Jaideep, 2018). Rosaline has an interesting theory which is generated into three type of readers as follow, the reader who will read only the executive summary, the reader who will read the summary and the findings and the reader who will read the whole report and appendix (Moody, 2013). And Rosaline also suggested the format for a marketing research reports as these following, title page, table of contents, executive summary, research objectives, concise statement of method, summary of key findings, conclusion and recommendations, introduction, research method and procedures, data analysis and findings, conclusions and recommendations, limitations, and, appendixes (Moody, 2013).

3.3 Statement of Research Method

Research Methodology

This study is a quantitative approach and the researcher use descriptive research method to collect the data from the respondents who are the customers of L'Oreal for examine the data from the respondents who are the customers of L'Oreal for examine consumer loyalty. According to Gerard Dallal the standard level of significance used to justify a claim of a statistically significant effect is 0.05 hence; the researcher selected a significance level 0.05, which is the most commonly used significance level (Dallal, 2012). And to measure the collected data, the researcher will apply T-Test and Cronbach alpha test of data.

Research Question

Major question;

What are the factors that influencing customer's loyalty towards cosmetic products?

Sub-question;

1. What is the relationship between demographic data and customer loyalty?
2. What is the relationship between customer's satisfaction and customer loyalty?
3. What is the implication of the factors influencing consumer's loyalty of cosmetic products towards L'Oréal cosmetics?

Hypothesis Testing

From the literature review and conceptual framework that has mentioned to factors in Chapter 2, in this stage the researcher continue the study contents into the hypothesis of this study. There are 8 hypotheses are resolved and explored as follow;

H1: There is relationship between Product Quality and Demographic Data.

H1o: There is no relationship between Product Quality and Demographic Data.

H2: There is relationship between Service Quality and Demographic Data.

H2o: There is no relationship between Service Quality and Demographic Data.

H3: There is relationship between Price and Demographic Data.

H3o: There is no relationship between Price and Demographic Data.

H4: There is relationship between Satisfaction and Demographic Data.

H4o: There is no relationship between Satisfaction and Demographic Data.

H5: There is relationship between Product Quality and Customers Loyalty.

H5o: There is no relationship between Product Quality and Customers Loyalty.

H6: There is relationship between Service Quality and Customers Loyalty.

H6o: There is no relationship between Service Quality and Customers Loyalty.

H7: There is relationship between Price and Customers Loyalty.

H7o: There is no relationship between Price and Customers Loyalty.

H8: There is relationship between customers satisfaction and Customer Loyalty.

H8o: There is no relationship between customers satisfaction and Customer Loyalty.

According to Gerard Dallal the standard level of significance used to justify a claim of a statistically significant effect is 0.05 hence; the researcher selected a significance level 0.05, which is the most commonly used significance level (Dallal, 2012). And to measure the collected data, the researcher will apply T-Test and Cronbach alpha test of data.

Methods of Inquiry

The researcher uses descriptive research design to collect the primary data, and

the respondents distribute the questionnaires by self-administered survey participation. The questionnaire is collected online which the respondents will be able to cooperate in several channels such as, Facebook, Twitter and Email.

Sampling design

Population

According to L'Oreal Thailand.com L'Oreal Thailand is the largest branch in ASEAN in 2018 (L'Oréal Thailand.com, 2017). Moreover, there are a huge amount of customers in Siam Paragon Mall. The sampling population of this research is from 15,000 L'Oreal cosmetics customers on average in the Beauty Parade Fair at fourth floor, Siam Paragon Mall on 12th – 21st of April, 2017. In order to get the special gift from L'Oreal Cosmetics, the customer needed to register for L'Oreal Loyalty Card. There were 500 customers who signed up for the L'Oreal Loyalty cards, hence the population criteria is 500 customers.

Sampling Technique

According to 3.2.4 Sampling Design, Random sampling is all members have a chance equally (the Center for Innovation in Research and Teaching, 2018). Hence, the sampling technique of this research use the correct terminology technique that is the random sampling which all of the respondents are equally selected from the population criteria.

Sample Size

Yamane sample size formula is used to calculate population (Yamane, 2009). And for a precise sample the researcher select +5% at the 95% confidence level as the amount of the population indicate that the number of the customers of L'Oreal who registered for

L'Oreal Cosmetics Loyalty Cards at Siam Paragon mall is 500 on 12th – 21st of April, 2017. According to Yamane formula is (Yamane, 2009)

$$n = \frac{N}{1 + N(e)^2}$$

Where n = Sample size

N = Population size

e = Level of precision or Sampling of Error

Which is +/- 5% then the result of this calculation is as this follow;

$$n = 500 / (1 + 500(0.05)^2)$$

$$n = 222$$

The researcher used Yamane formula and calculated 222 as the sample size. Moreover, regarding from table 3.3 of Yamane Taro sample size table shows that if the size of population is 500 then the researcher needs to collect the data from 222 respondents at +/- 5% for precision of the sample size.

Table 3.3: The sample size

Pop. Size	Error (e)					
	± 1%	± 2%	± 3%	± 4%	± 5%	± 10%
500	*	*	*	*	222	83
1,000	*	*	*	385	286	91
1,500	*	*	638	441	316	94
2,000	*	*	714	476	333	95
2,500	*	1,250	769	500	345	96
3,000	*	1,364	811	517	353	97
3,500	*	1,458	843	530	359	97
4,000	*	1,538	870	541	364	98
4,500	*	1,607	891	549	367	98
5,000	*	1,667	909	556	370	98
6,000	*	1,765	938	566	375	98

Source: Yamane, T. (1967). *The Sample Size*. Retrieved from

captive.wifi.com/index.php?target_url=www.msftconnecttest.com

Survey Development

The collection of the questionnaire is used as the research implement in this study that is the questionnaire is designed in English and the researcher translates to Thai language in order to test if the questionnaire is in the same understanding for all respondents. There are three main parts of the research questionnaire as these following;

Part 1: Demographic data which is included the specific question about gender, age, income and occupation.

Part 2: The data of consumer purchasing behavior that is contained of the question about cosmetic brands that the respondent usually purchase. Furthermore, the researcher need to know about the respondent's motivation of purchasing cosmetics, the frequency of purchasing L'Oreal cosmetics and other brands cosmetics, the normally average spending for cosmetics, and the effective sources information of the respondents.

Part 3: The attitude about service and product quality factors from the respondents to L'Oreal Cosmetics moreover, the price factor if the respondents consider about repurchase L'Oreal cosmetics and the satisfaction of the respondents after purchasing cosmetics products.

Coding Structures

In this study is generated the factors that influenced to consumer loyalty into five main different sections which are Demographic factor, Quality of product factor, Quality of service factor, Price factor and Customers Satisfaction. Furthermore, the researcher creates one more table in order to know the consumer purchasing behavior towards cosmetics in general.

Reporting

The researcher analyzes the data with applying the descriptive statistic program named Statistical Package for The Social Sciences Program (SPSS Program). The study report will be directly presented to explain the research question which is the result that explaining about the customer's loyalty towards L'Oréal cosmetics. See more in the Appendix (p.76).

Pilot Study

In order to validate the data collected from the survey, the researcher decided to conduct the pilot study. According to Ahmed Reda, "Pilot study is a small sized study which may be used before larger scale study of any type. It aims to test procedures, steps and methodology before beginning the larger study to detect if its feasibility" (Reda, 2017). According to Isaac and Michael suggested that "samples with N's between 10 and 30 have many practical advantages" (Isaac and Michael, 1995). Hence, in this study the researcher decided to send 30 surveys to the respondents that they are the customers of L'Oreal who registered for L'Oreal Loyalty card at Siam Paragon mall is 500 on 12th – 17th of April, 2017. The researcher gained 12 completed responses.

3.4 Conclusion

There were the presentations of the method about the process of collecting the data and revealed information of the research methodology. In next chapter will present the information from the survey that collected from the respondents.

CHAPTER 4

DATA PRESENTATION

4.1 Introduction

In this chapter there are the data presentations from the survey questionnaire. Regarding from the Sample Size of chapter 3 (p. 33) showed that 222 is an actual number that the researcher need to collect the data from. However, after the researcher sent the surveys to all 222 customers who are the customers of L'Oreal cosmetics that registered for L'Oreal Loyalty Cards at Siam Paragon mall, fourth floor, Bangkok, and, 85 respondents completed the survey and sent them back to the researcher. There are 2 main method of data presentation. Part 1 is the descriptive data presentation which indicates the information about Demographic data and Consumer purchasing Behavior. Part 2 is Analytical Statistic that shows the analyzed result about quality of service and product, satisfaction and price factors towards L'Oreal cosmetics.

4.2 Demographic data

4.3 Consumer purchasing behavior

4.4 The attitude and opinion data of the respondents about L'Oreal cosmetics

4.5 Data presentation of Measuring Variables

4.5 Hypothesis Testing and Analysis

4.6 Conclusion

4.2 Demographic Information of Respondents Table

The demographic data was collected from 400 respondents; there are questions number 1 to 4 from the survey that is the demographic questions.

Table 4.2: demographic data of Respondents

Demographic Characteristics		Frequency	Percent
Gender	Female	73	85.9
	Male	12	14.1
	Total	85	100
Age	Below 20 years	5	5.9
	21-30 years	66	77.6
	31-40 years	9	10.6
	41-50 years	4	4.7
	Over 51 years old	1	1.2
	Total	85	100
Occupation	Student	18	21.2
	Business Owners	4	4.7
	Private Company's Employee	37	43.5
	Government Officer	11	12.9
	Housewife	5	5.9
	Others	10	11.8
	Total	85	100
Income	Below 10,000	21	24.7
	11,000-20,000	38	44.7
	21,000-30,000	17	20

(Continued)

Table 4.2 (Continued): demographic data of Respondents

Demographic Characteristics		Frequency	Percent
Income	31,001-40,000	4	4.7
	41,000-50,000	1	1.2
	Over 50,000	4	4.7
Total		85	100

According from the table 4.2 show that

- **Gender**, 73 respondents or 85.9% of the respondents are female in the other hand, still 12 respondents or 14.1 percent are male.
- **Age**, From all 85 respondents 66 respondents or 77.6% is 21 to 30 years old that is the average age of L'Oreal consumer. The second range of L'Oreal consumer is 31 to 40 years old which is 10.6% or 9 respondents and, 5.9% or 5 respondents whose below 20 years old. Next, 4.7% or 4 respondents with the age range at 41 to 50 years old and the rest is 1.2% of the respondents that over than 51 years old.
- **Occupation**, the highest number of L'Oreal consumer career is private company employees with 43% or 37 respondents. Next, is 21.2%, 18 respondents whose is the student. Then, as these following order are; Government officer; 11 respondents or 12.9%, House wife; 5 respondents or 5.9%, Business Owner; 4 respondents or 4.7% and the rest are the other occupation which is 10 respondents or 11.8%
- **Income**, 38 respondents or 44.7% is the first range of income of L'Oreal consumer which is 11,000 to 20,000 Baht. Next, as these following order are

below; below 10,000 Baht; 21 respondents or 24.7%, 21,000 to 30,000 Baht; 17 respondents or 20%, over 50,000 Baht; 4 respondents or 4.7%, 31,000 to 40,000 Baht; 4 respondents or 4.7, and 41,000 to 50,000 Baht; 1 respondents or 1.2 percent.

4.3 The respondent's data about consumer purchasing behavior

Table 4.3.1: The effective influencing source of purchasing cosmetics

What is the effective influencing source of purchasing decision cosmetics?	Frequency	Percent
Beauty influencers	26	30.6
Actors or Actress	3	3.5
Online Advertising	25	29.4
Offline advertising	10	11.8
Friend	17	20
Others	4	4.8
Total	85	100

Regarding from table 4.3.1, it is a result table of questions that ask for the sources that influence cosmetics product purchasing. First influencing factor with 26 respondents or 30.6% is Beauty Influencer and, Online Advertising is the second mostly result that indicate that 25 respondents or 29.4% is affected by Online Advertising of making decision of purchasing process. Next, as these following order are Friends; 17

respondents or 20%, Actors or Actresses; 3 respondents or 3.5%, Offline Advertising; 19 respondents or 1.8 percent and the last factor Other; 4 respondents or 4.8%.

Table 4.3.2: The cosmetic brands that the respondents usually purchase

The cosmetic brands that the respondent usually purchase.	Frequency	Percent
L'Oréal (Biotherm, Maybelline, NYX etc,)	53	62.3
Estee Lauder	2	2.4
Revlon	16	18.8
Clarings	1	1.2
Chanel	4	4.7
AVON	2	2.4
Others	7	8.2
Total	85	100

From the table 4.3.2, has shown the responses of the cosmetic brands that respondents usually buy and, 53 respondents or 62.3% from all respondents is usually purchase L'Oreal cosmetics brand. Next, there are as these following order Revlon; 16 respondents or 18.8%, other several cosmetic brands; 7 respondents or 8.2, Chanel; 4 respondents or 4.7%, AVON; 2 respondents or 2.4%, Estee Lauder; 2 respondents or 2.4%, and the last brand Clarings; 1 respondents or 1.2%.

Table 4.3.3: The frequency of purchasing L'Oréal cosmetic and other cosmetic brands.

The frequency of purchasing L'Oreal cosmetics and other cosmetic brands	Frequency	Percent
Everyday	5	5.9
Once a week	6	7.1
Once a month	55	64.7
Once a year	15	17.6
Others	4	4.7
Total	85	100

From the table 4.3.3 indicate the result of the frequency of purchasing cosmetics that 55 respondents or 64.7% usually purchase cosmetic products for once a month. Next, as these following orders are once a year; 15 respondents or 17.6%, once a week; 6 respondents or 7.1%, everyday; 5 respondents or 5.9% and other frequency; 4 respondents or 4.7%.

Table 4.3.4: The normally average spending for cosmetics

The normally average spending for cosmetics per month.	Frequency	Percent
Below 500	17	20
600-1,000	34	40
1,100-2,000	24	28.2
2,100-3,000	7	8.2

(Continued)

Table 4.3.4 (Continued): The normally average spending for cosmetics

The normally average spending for cosmetics per month.	Frequency	Percent
3,100-4,000	7	3.5
Over than 4,100	3	0
Total	85	100

According to the table 4.3.4 reveal the result of average spending for cosmetics and the top of the most spending is 600-1,000 Baht which is 34 respondents or 40%. Next, there are as these following order 1,100-2,000 Baht; 24 respondents or 28.2%, Below 500 Baht; 17 respondents or 20%, 2,100-3,000 Baht; 7 respondents or 8.2%, 3,100-4,000 Baht; 3 respondents or 3.5% and Over than 4,100 Baht; 0 respondents.

4.4 The attitude and opinion factor

Table 4.4.1: The Service Quality Factor Table

Rate the quality of customer service of L'Oreal cosmetics	Frequency	Percent
Very Good	53	62.4
Good	21	24.7
Fair	8	9.4
Bad	3	3.5
Total	85	100

Regarding from table 4.4.1 indicate the result of the consumer attitude about service quality towards L'Oreal cosmetics that 53 respondents or 62.4% of the

respondents rated the service quality as 'Very Good'. The rest are as these following order; 'Good'; 21 respondents or 24.7%, Fair; 8 respondents or 9.4%, Bad; 3 respondents or 3.5%.

Table 4.4.2: The Products Quality Factor Table

Rate the quality of the products of L'Oreal cosmetics	Frequency	Percent
Very Good	48	56.5
Good	30	35.2
Fair	5	5.9
Bad	2	2.4
Total	85	100

According to table 4.4.2 show the result of the consumer attitude about products quality of L'Oreal Cosmetics that 48 respondents or 56.5% rated the product quality of L'Oreal Cosmetics as 'Very Good'. And the rest of result by order are 'Good'; 30 respondents or 35.2%, Fair; 5 respondents or 5.9 and Bad; 2 respondents or 2.4%.

Table 4.4.3: Satisfaction Factor Table

Rate an impression score on L'Oreal cosmetics that can meet the overall needs of customers.	Frequency	Percent
Very Good	43	50.6
Good	29	34.1
Fair	9	10.6

(Continued)

Table 4.4.3 (Continued): Satisfaction Factor Table

Rate an impression score on L'Oreal cosmetics that can meet the overall needs of customers.	Frequency	Percent
Bad	4	4.7
Total	85	100

From the table 4.4.3 reveal the result of the respondents' satisfaction that all respondents rated their satisfaction attitude for L'Oreal Cosmetics. 43 respondents or 50.6% rated their satisfaction for L'Oreal Cosmetics as 'Very Good' and, the rest of result by order are 'Good'; 29 respondents or 34.1%, Fair; 9 respondents or 10.6 and Bad; 4 respondents or 4.7%.

Table 4.4.4: The Price Factor Table 1

Do the respondents think the price of L'Oreal Cosmetics are reasonable?	Frequency	Percent
Yes	54	63.5
Sometimes	30	35.3
No	1	1.2
Total	85	100

Regarding from the table 4.4.4 indicate the result of the consumer attitude towards the reasonable price factor of L'Oreal Cosmetics that 54 respondents or 63.5% considered as "Yes". And the rest of result are Sometimes; 30 respondents or 35.3% and "No"; 1 respondents or 1.2%.

Table 4.4.5: The Price Factor Table 2

Do the respondents think the price of L'Oreal cosmetics is stable.	Frequency	Percent
Yes	43	50.6
Sometimes	40	47
No	2	2.4
Total	85	100

From table 4.4.5 show the result of the consumer attitude towards the stable price factor of L'Oreal Cosmetics that 43 respondents or 50.6% think as "Yes" Next, 40 respondents or 47% think as Sometimes and the last choice is No which is 2 respondents or 2.4%.

Table 4.4.6: Consumer attitude Table 1

Prefer to purchase L'Oreal cosmetics than other cosmetic brands.	Frequency	Percent
Absolutely	44	51.8
Sometimes	35	41.2
No	6	7
Total	85	100

According to table 4.4.6 reveal the result of the consumer attitude that asking about the respondent's attitude of purchasing L'Oreal Cosmetics than other brands. There are 44 respondents or 51.8% whose 'Absolutely' prefer to purchase the products, 35

respondents or 41.2% that reply as ‘Sometimes’ and, 6 respondents or 7% that answer ‘No’ for purchasing just only one cosmetic brand.

Table 4.4.7: Consumer attitude Table 2

Prefer to repurchase the products of L’Oreal	Frequency	Percent
Absolutely	52	61.1
Sometimes	31	36.5
No	2	2.4
Total	85	100

From table 4.4.7 has shown the results of the consumer attitude about repurchase L’Oréal Cosmetics products that 52 respondents or 61.1 is ‘Absolutely, want to repurchase the products’. Next, 31 respondents or 36.5% considered as ‘Sometimes’ and, 2 respondents or 2.4% answer ‘No’ which means they do not want to repurchase L’Oreal Cosmetics products.

Table 4.4.8: Consumer attitude Table 3

Consider L’Oreal cosmetics as the best cosmetic brands?	Frequency	Percent
Absolutely	52	61.2
No	33	38.3
Total	85	100

According to table 4.4.8 reveal the result of consumer attitude about considering L’Oreal cosmetic as the best cosmetics brand that have 52 respondents or 61.2% answer ‘Absolutely’ and 33 respondents or 38.3 whose answer ‘No’.

Table: 4.4.9: Consumer attitude Table 4

Does the respondent have a member card of L’Oreal loyalty program?	Frequency	Percent
Yes	85	100
No	0	0
Total	85	100

From table 4.4.9, the result of the question about having a member card of L’Oreal Cosmetics reveal that 85 respondents or 100% have a member card of L’Oreal Cosmetics regarding from the population criteria in chapter 2 (p.32) of this study from 222 customers who registered for L’Oreal Loyalty cards then, all of the respondents are loyalty members of L’Oreal Cosmetics.

Table 4.4.10: Consumer attitude Table 5

Great to receive an email about new products or promotions from L’Oréal.	Frequency	Percent
Yes	47	55.3
Sometimes	22	26
No	16	18.7
Total	85	100

According to table 4.4.10, the result of the question about willingness of receiving an email from L’Oreal Cosmetics reveal that 47 respondents or 55.3% answer ‘Yes’, 22 respondents or 26% answer ‘Sometimes’ and 16 respondents or 18.7 answer ‘No’.

Table 4.4.11: Consumer attitude Table 6

Would like to recommend L'Oreal cosmetics to other	Frequency	Percent
Absolutely	70	82.4
No	15	17.6
Total	85	100

From table 4.4.11, it is the result of the question that asking if the respondents willing to recommend L'Oreal Cosmetics to other and the result indicate that 70 respondents or 82.4 answer 'Absolutely'. The rest of the results have 15 respondents or 17.6 %.

4.5 Data presentation of Measuring Variables

In this part of data presentation present the data which is operated by SPSS. Mean and STD deviation are used to indicate the measuring variables for the data summary in table 4.5.1 and 4.5.2

Table 4.5.1: Data presentation of Measuring Variables (Demographic data)

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Gender	85	1.12	.324	.035
Age	85	2.24	.797	.086
Occupation	85	2.69	1.205	.131
Income	85	2.73	1.554	.169

There are the result of the variables of the demographic data that indicated from the table 4.5.1 as follow; from question A: Gender and mean of Gender is equivalent to

1.12 and the standard deviation is 0.324, Question B: Age, the average mean is 2.24 and Standard deviation is 0.797, Question C: Occupation, the average mean is 2.69 and Standard deviation is 1.205, Question D: Income, the average mean is 2.73 and Standard deviation is 1.554.

Table 4.5.2: Data presentation of Measuring Variables (Influencing factors)

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Rate the quality of customer service of L' Oreal cosmetics	85	1.76	.766	.083
Rate the quality of the products of L' Oreal cosmetics	85	1.78	.777	.084
Rate an impression score on L' Oreal cosmetics that can meet the overall needs of customers.	85	1.80	.737	.080
If you think the price of L' Oreal cosmetics is reasonable.	85	1.73	.956	.104
If you think the price of L' Oreal cosmetics is stable.	85	1.94	1.004	.109

There are the result of the variables of the influencing factors that indicated from the table 4.5.2 as follow; Question F1: Rate the quality of customer service of L' Oreal Cosmetics, the average mean is 1.76 and Standard deviation is 0.766, Question F2: Rate the quality of products of L' Oreal Cosmetics, the average mean is 1.78 and Standard deviation is 0.777, Question F3: Rate an impression score on of L' Oreal Cosmetics that can meet the overall of customers, the average mean is 1.80 and Standard deviation is 0.737, Question F4: If you think the price of L' oreal Cosmetics is reasonable, the average mean is 1.73 and Standard deviation is 0.956 and Question F5: If you think the price of L' oreal Cosmetics is stable, the average mean is 1.94 and Standard deviation is 1.004.

4.6 Hypothesis Analysis

There are 8 hypotheses in this research. In order to analyze the hypothesis the researcher apply the data with SPSS program for the most precise of the research analysis result and perform the hypothesis test by used T-Test for the measuring variables (p.52) and applied ANOVA and Cronbach alpha for data testing. Regarding from Hypothesis testing (Chapter 3) that indicated about the standard level of significance used to justify a claim of a statistically significant effect is 0.05 hence; the researcher selected a significance level 0.05, which is the most commonly used significance level (Dallal, 2012). Furthermore, in order to test the reliability of data, the researcher applied to SPSS Reliability Analyze. From the table 4.6 the reliability statistics has high score of precise at 0.779 and it is greater than 0.70 which considered as reliability.

Table 4.6: Reliability statistics (Cronbach Alpha)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.807	.829	7

(Ref. Reliability statistics from calculating by SPSS software version 19)

From the table 4.6 the reliability statistics has high score of precise at 0.829 and it is greater than 0.70 which considered as reliability.

H1: There is relationship between Product Quality and Demographic Data.

H1o: There is no relationship between Product Quality and Demographic Data.

Table 4.6.1: The relationship between Product Quality data

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.024	4	2.256	4.325	.003 ^a
	Residual	41.729	80	.522		
	Total	50.753	84			

a. Predictors: (Constant), Income, Gender, Occupation, Age

b. Dependent Variable: Rate the quality of the products of L'Oreal cosmetics

From table 4.6.1 it showed that the significant is 0.003 which lower than 0.05 significant level. Then it means that null hypothesis was rejected at the 0.003 significant levels and the alternate hypothesis (H1) is accepted.

H2: There is relationship between Service Quality and Demographic Data.

H2o: There is no relationship between Service Quality and Demographic Data

Table 4.6.2: The relationship between Service Quality and Demographic Data.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.607	4	2.902	6.160	.000 ^a
	Residual	37.687	80	.471		
	Total	49.294	84			

a. Predictors: (Constant), Income, Gender, Occupation, Age

b. Dependent Variable: Rate the quality of customer service of L'Oreal cosmetics

From table 4.6.2 it showed that the significant is 0.000 which lower than 0.05 significant level. Then it means that null hypothesis (H2o) was rejected at the 0.000 significant levels and the alternate hypothesis (H2) is accepted.

H3: There is relationship between Price and Demographic Data.

H3o: There is no relationship between Price and Demographic Data.

Table 4.6.3: The relationship between Price and Demographic Data.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.833	4	4.458	6.051	.000 ^a
	Residual	58.943	80	.737		
	Total	76.776	84			

a. Predictors: (Constant), Income, Gender, Occupation, Age

b. Dependent Variable: If you think the price of L'Oreal cosmetics is reasonable.

From table 4.6.3 it showed that the significant is 0.000 which lower than 0.05 significant level. Then it means that null hypothesis (H3o) was rejected at the 0.000 significant levels and the alternate hypothesis (H3) is accepted.

H4: There is relationship between Satisfaction and Demographic Data.

H4o: There is no relationship between Satisfaction and Demographic Data.

Table 4.6.4: The relationship between Satisfaction and Demographic Data.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.210	4	3.302	8.156	.000 ^a
	Residual	32.390	80	.405		
	Total	45.600	84			

a. Predictors: (Constant), Income, Gender, Occupation, Age

b. Dependent Variable: Rate an impression score on L'Oreal cosmetics that can meet the overall needs of customers.

From table 4.6.4 it showed that the significant is 0.000 which lower than 0.05 significant level. Then it means that null hypothesis (H4o) was rejected at the 0.000 significant levels and the alternate hypothesis (H4) is accepted.

H5: There is relationship between Product Quality and Customers Loyalty.

H5: There is no relationship between Product Quality and Customers Loyalty.

Table 4.6.5: The relationship between Product Quality and Customers Loyalty.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.926	1	4.926	31.161	.000 ^a
	Residual	13.121	83	.158		
	Total	18.047	84			

a. Predictors: (Constant), Rate the quality of the products of L'Oreal cosmetics

b. Dependent Variable: Prefer to repurchase the products of L'Oreal.

From table 4.6.5 it showed that the significant is 0.000 which lower than 0.05 significant level. Then it means that null hypothesis (H5o) was rejected at the 0.000 significant levels and the alternate hypothesis (H5) is accepted.

H6: There is relationship between Service Quality and Customers Loyalty.

H6o: There is no relationship between Service Quality and Customers Loyalty.

Table 4.6.6: The relationship between Service Quality and Customers Loyalty.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.043	1	4.043	23.964	.000 ^a
	Residual	14.004	83	.169		
	Total	18.047	84			

a. Predictors: (Constant), Rate the quality of customer service of L'Oreal cosmetics

b. Dependent Variable: Prefer to repurchase the products of L'Oreal.

From table 4.6.6 it showed that the significant is 0.000 which lower than 0.05 significant level. Then it means that null hypothesis (H6o) was rejected at the 0.000 significant levels and the alternate hypothesis (H6) is accepted.

H7: There is relationship between Price and Customers Loyalty.

H7o: There is no relationship between Price and Customers Loyalty.

Table 4.6.7: The relationship between Price and Customers Loyalty.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.944	1	2.944	16.182	.000 ^a
	Residual	15.103	83	.182		
	Total	18.047	84			

a. Predictors: (Constant), If you think the price of L'Oreal cosmetics is reasonable.

b. Dependent Variable: Prefer to repurchase the products of L'Oreal.

From table 4.6.7 it showed that the significant is 0.000 which lower than 0.05 significant level. Then it means that null hypothesis (H7o) was rejected at the 0.000 significant levels and the alternate hypothesis (H7) is accepted.

H8: There is relationship between customers satisfaction and Customer Loyalty.

H8o: There is no relationship between customers satisfaction and Customer Loyalty.

Table 4.6.8: The relationship between customers satisfaction and Customer Loyalty.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.751	1	2.751	14.927	.000 ^a
	Residual	15.296	83	.184		
	Total	18.047	84			

a. Predictors: (Constant), Rate an impression score on L'Oreal cosmetics that can meet the overall needs of customers.

b. Dependent Variable: Prefer to repurchase the products of L'Oreal.

From table 4.6.8 it showed that the significant is 0.000 which lower than 0.05 significant level. Then it means that null hypothesis (H8o) was rejected at the 0.000 significant levels and the alternate hypothesis (H8) is accepted.

4.7 Conclusion

The researcher presented the data presentation that collected from the survey moreover, support the result of the data and presented reliability statistics. Next chapter (chapter 5) will be showed the analysis of the data.



CHAPTER 5

DATA ANALYSIS

5.1 Introduction

This chapter will describe and analyze the data from data presentation (Chapter 4) and, clarify the most effective factor that influenced to consumer loyalty behavior towards cosmetic products and L'Oréal cosmetics. Moreover, the data will be used for answer 3 sub questions. SPSS program version 19 was used for the regression analysis. Furthermore, in this study the standard level of significance used to justify a claim of a statistically significant effect is 0.05 so, the researcher chose a significance level 0.05, which is the most commonly used significance level, regarding from the hypothesis testing in Chapter 3 (Dallal, 2012).

5.2 Discussion

5.2.1 Demographic Factors

According to the literature review chapter 2 about the demographic data, demographics factors is a common strategy that several socioeconomic characters are applied to classify customers, including age, gender, marital status, race, income, and occupation (Neil, 2018). For this study demographic data collected from the survey question A, B, C and D that have 5 characters of demographic factors which are Gender, Age, Occupation and Income. And theses demographic data will be used to answer the sub question 'What is the relationship between demographic data and customer loyalty?' and to formulate the recommendation in chapter 6.

Question A: Gender generated into Female and Male, as the result from 85 respondents who is the customer of cosmetics products. Most of the customers at 85.9% who purchase cosmetics is female and Male is just 14.1%.

Question B: Age, point out that more than half of all respondents or 77.6% of the respondents are average of age at 21-30 years old next, 31-40 years old is at 20.310.6% and, 5.9% whose below 20 years old, 4.7% with the age range at 41 to 50 years old and the rest is 1.2% of the respondents that over than 51 years old.

Question C: Occupation, refer to the literature review in chapter 2 reviewed that Occupation is one of the importance demographic data that the marketer **can target the group of the consumer** (Madalena Pereira and others, 2010). In this research survey have found that the respondents are mostly working in the private company (43%) and the second occupation of the respondents is Student at 21.2% Then, as these following orders are Government officer; 12.9%, House wife; 5.9%, Business Owner; 4.7% and the rest are the other occupation which is 11.8%.

Question D: Income, refer to table 4.2, has showed that most of the respondents at 44.7% has the average income at 11,000-20,000 Baht next, as these following order are below 10,000 Baht; 24.7%, below 21,000 to 30,000 Baht; 20%, over 51,000 Baht; 4.7%, 31,000 to 40,000 Baht; 4.7%, and 41,000 to 50,000 Baht; 1.2%.

5.2.2 What is the relationship between demographic data and customer loyalty?

According to the hypothesis testing in chapter 4 that revealed the testing result about the relationship between demographic data and all 4 influencing factors which are

service quality factor, product quality factor, satisfaction factor and price factor, and from hypothesis testing presented that the null hypothesis of H1-H4 were rejected then the result has shown as follow; (H1) there is a significant relationship between Product Quality and Demographic Data and (H2) there is a significant relationship between Service Quality and Demographic Data. Further, (H3) there is a significant relationship between Price and Demographic Data and (H4) there is a significant relationship between Satisfaction and Demographic Data. These result has shown that there are a significant relationship between demographic data and customer loyalty. Moreover, from table 4.5.1 Data presentation of Measuring Variables of Demographic data, presented the demographic data result from One-Sample Statistics. There was 4 sectors of the demographic data as mentioned above; gender, age, occupation and income. From the table 4.5.1 revealed that income got the highest mean score at 2.73 than other demographic sectors and this result also point out that income is the most effective demographic data that influenced customer loyalty.

5.2.3 What is the relationship between customer's satisfaction and customer loyalty?

For a successful business, a huge numbers of customers it is really necessary Kabu Khadka & Soniya Maharjan defined that “and loyalty should be incorporated along the long-term goals” (Khadka & Maharjan, 2017). According to what the researcher already mentioned in the literature review (Chapter 2) that Upamannyu and Bhakar claimed from their research that overall satisfaction does effect on customer loyalty (Upamannyu and Bhakar, 2014). And in the same direction with Yee and Mansori, 2016) study about the most influential factors relating to brand loyalty of cosmetic products in

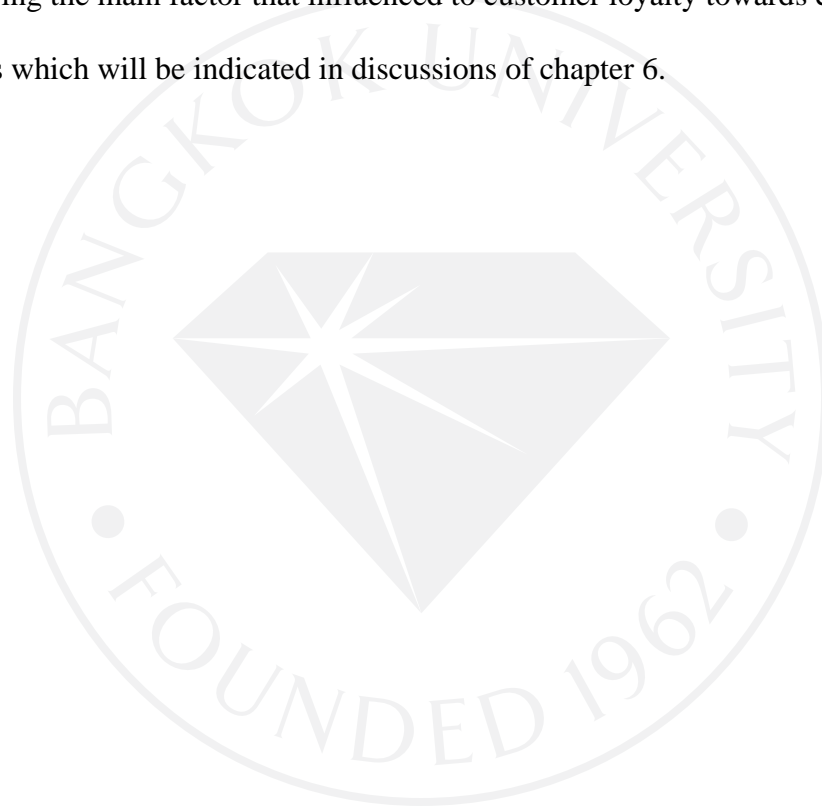
Malaysia and revealed that that consumer satisfaction effect on brand loyalty (Yee and Mansori, 2016). Regarding from table 4.6.8 (Chapter 4) showed that the significant is 0.000 which lower than 0.05 significant level. Then the null hypothesis (H8o) was rejected at the 0.000 significant levels and the alternate hypothesis (H8) is accepted. Therefore, it means that customers satisfaction has relationship with Customer Loyalty. And from question F3 and table 4.4.3, 50.6% of the respondents rated the overall satisfaction of L'Oreal cosmetics as 'Very Good' and rated as 'Good' for 34.1%. That point out the relationship of Customer satisfaction and customer Loyalty.

5.2.4 What is the implication of the factors influencing consumer's loyalty of cosmetic products towards L'Oréal cosmetics?

Refer to result of the survey in table 4.4.2 the researcher found that 62.3% of the respondents considered L'Oreal cosmetics as the cosmetics brand that they usually purchase more often than other brands then basically generated them as the loyalty consumer of L'Oreal cosmetics brand. And the most effective factor that influence cosmetic consumer is Price. From question F4, 63.5% of the respondents considered that the price of L'Oreal cosmetics is reasonable to purchase and this is the highest percentage of all factors. Furthermore, from the result of the hypothesis testing indicated from table 4.6.7 showed the null hypothesis (H7o) was rejected at the 0.000 significant levels and the alternate hypothesis (H7) is accepted. Hence, there is a significant relationship between Price and Customers Loyalty. And from table 4.5.2 revealed that the mean score of price is the highest score from the rest of the factors at 1.94. These results pointed out that price is most effective factor that influenced to consumer loyalty toward cosmetics products and L'Oreal cosmetics.

5.3 Conclusion

The overall of this chapter analyzed the data from chapter 4 and answer the question of the research. The sub-question are finding the implication of the factors influencing consumers loyalty of cosmetic products towards L'Oréal cosmetics, 'What is the relationship between demographic data and customer loyalty?' and 'what is the relationship between customers satisfaction and customer loyalty?'. The main question is discovering the main factor that influenced to customer loyalty towards cosmetic products which will be indicated in discussions of chapter 6.



CHAPTER 6

CONCLUSION AND RECOMMENDATION

6.1 Introduction

In this chapter will summarize the data from all previous chapters and support the recommendation for the general cosmetic business and L'Oreal cosmetics base on the results of the research. Regarding from literature review, chapter 2 revealed that the search result of consumer purchasing behavior towards cosmetics products could be able to specific the target of cosmetics consumer in order to gain more consumer loyalty. And the marketer will has ability to focus on the group of the consumer target.

6.2 Findings

In summary, to explore the customer loyalty towards L'Oreal Cosmetics, the researcher suggested the background, scope and statement of problem in chapter 1 (p.1-7). In chapter 2 there was the literature review and 4 influencing factors that based on the literature review including the conceptual framework (p.8-22). For research methodology in chapter 3 revealed that this study was quantitative research, random sampling method is used for select the sample and conducted questionnaire to collect the data (p.30-36). To target the population the researcher decided to choose L'Oreal cosmetics customers who registered for L'Oreal loyalty cards at Paragon Mall and SPSS version 19 is used for analyzing the data. In this study the data is presented by frequency, mean and standard deviation for descriptive analysis and ANOVA testing for hypothesis test in chapter 4 (p.38-58). In chapter 5 is the data analyze which is the discussion of the study outcome. First, there is a significant relationship between demographic data and customer loyalty

furthermore, from the table 4.5.1 revealed that income gained the highest mean score at 2.73 than other demographic sectors and this result also point out that income is the most effective demographic data that influenced customer loyalty. Second, had an acceptable outcome as there is a significant relationship between customer satisfaction and customer loyalty and 50.6% of the respondents rated the overall satisfaction of L'Oreal cosmetics as 'Very Good' it point out the relationship of Customer satisfaction and customer Loyalty. Finally, the alternate hypothesis (H7) is accepted which means there is a significant relationship between Price and Customers Loyalty and 63.5% of the respondents considered that the price of L'Oreal cosmetics is reasonable to purchase and it is the highest percentage of all factors. Hence, these results pointed out that price are most effective factor that influenced to consumer loyalty toward cosmetics products and L'Oreal cosmetics (p.59-63). In chapter 6, the researcher applied the information in the discussions part for summarize the whole the research including indicated the outcome from all research questions. Furthermore, there are the presentation of the recommendations for future research and research conclusion.

6.3 What are the factors that influencing customer's loyalty towards cosmetic products?

According from the information of the finding (6.2) has shown the result of the hypothesis testing and the frequency that indicated there is a significant relationship between price and customer loyalty. Furthermore, from table 4.5.2 (Chapter 4) the data presentation of Measuring Variables (Influencing factors) presented price has the highest of mean and the standard deviation. Then the researcher can assume that price is the factor that influences customer loyalty the most from all factors.

6.4 Recommendation

“Worth It Rewards.” is L’Oreal loyalty program and for cosmetic brands looking for creative ways to generate customer loyalty, there are a few lessons they can learn from L’Oreal’s loyalty program (Sullins, 2017). The research that is going to study more about customer loyalty towards L’Oreal cosmetics, they may focus the behavior of the customers after received the loyalty card from L’Oreal cosmetics and the the intention of purchasing cosmetics products that affected from the loyalty card or not. Therefore, the company will be able to know if they can maintain the customers loyalty.

6.5 Conclusion

This chapter had showed the summaries of the answer for this research and, given the recommendations for cosmetics business which is based on the results and analysis of the survey that collected the data from the L’Oreal customers at Siam Paragon mall.

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Coding of questionnaire

Table 1: Demographic Data

Variable	Coding
A. Gender	1 = Male 2 = Female
B. Age	1 = Below 20 years 2 = 20-30 years 3 = 31-40 years 4 = 41-50 years 5 = Over 50 years
C. Occupation	1 = Student 2 = Business Owners 3 = Private Company's Employee 4 = Government Officer 5 = Housewife 6 = others
D. Income	1 = Below 10,000 2 = 10,000-20,000 3 = 21,000-30,000 4 = 31,001-40,000 5 = 41,000-50,000 6 = Over 50,000

Table 2: The data of consumer purchasing behavior

Variable	Coding
1. What is the effective influencing source of purchasing decision cosmetics?	1 = Beauty influencers 2 = Actors or Actress 3 = Online Advertising 4 = Offline

(Continued)

Table 2 (Continued): The data of consumer purchasing behavior

Variable	Coding
2. The cosmetic brands that the respondent usually purchase.	1 = L'Oreal (Biotherm, Maybelline, NYX etc.) 2 = Estée Lauder 3 = Revlon 4 = Clarings 5 = Chanel 6= AVON 7 = Others
3. The frequency of purchasing L'Oreal cosmetics and other brands cosmetics.	1 = Everyday 2 = Once a week 3 = Once a month 4 = Once a year 5 = Others
4. The normally average spending for cosmetics.	1 = Below 500 2 = 500-1,000 3 = 500-1,000 4 =2,100-3,000 5 =3,100-4,000 6 = Over than 4,000

Table 3: The data about quality of service and product, satisfaction and price factors towards L'Oreal cosmetics. (F)

Variable	Coding
1. Rate the quality of customer service of L'Oreal cosmetics	1 = Very good 2 = Good 3 = Fair 4 = Bad

(Continued)

Table 3 (Continued): The data about quality of service and product, satisfaction and price factors towards L'Oreal cosmetics. (F)

Variable	Coding
2. Rate the quality of the products of L'Oreal cosmetics	1 = Very good 2 = Good 3 = Fair 4 = Bad
3. Rate an impression score on L'Oreal cosmetics that can meet the overall needs of customers.	1= Very good 2 = Good 3 = Fair 4 = Bad
4 If you think the price of L'Oreal Cosmetics are reasonable.	1 = Yes 2 = Sometimes 3 = No
5. If you think the price of L'Oreal cosmetics is stable.	1 = Yes 2 = Sometimes 3 = No
6. Prefer to purchase L'Oreal cosmetics than other cosmetic brands.	1= Absolutely 2 = Sometimes 3 = No
7. Prefer to repurchase the products of L'Oreal.	1= Absolutely 2 = Sometimes 3 = No

Table 3 (Continued): The data about quality of service and product, satisfaction and price factors towards L'Oreal cosmetics. (F)

Variable	Coding
8. Consider L'Oreal cosmetics as the best cosmetic brands.	1= Absolutely 2= No
9. Are you a member card of the L'Oréal loyalty program?	1 = Yes 2 = No
10. Are you satisfied with receiving email about new products or promotions of L'Oreal Cosmetics?	1 = Yes 2 = Sometimes 3 = No
11. Would like to recommend L'Oréal cosmetics to other.	1 = Absolutely 2 = No

Customer Loyalty survey

Part 1: Demographic data

1. Gender

- Female
- Male

2. Age

- Below 20 years
- 20-30 years
- 31-40 years
- 41-50 years
- Over 50 years

3. Occupation

- Student
- Business Owners
- Private Company's Employee
- Government Officer
- Housewife
- others

4. Income

- Below 10,000
- 10,000-20,000
- 21,000-30,000
- 31,001-40,000

- 41,000-50,000
- Over 50,000

Part 2: The data of consumer purchasing behaviour

1. What is the effective influencing source of purchasing decision cosmetics?

- Beauty influencers
- Actors or Actress
- Online Advertising
- Offline advertising
- Friends
- Others

2. The cosmetic brands that the respondent usually purchase.

- L'Oreal (Biotherm, Maybelline, NYX etc,)
- Estée Lauder
- Revlon
- Clarings
- Chanel
- AVON
- Others

3. The frequency of purchasing L'Oreal cosmetics and other brands cosmetics.

- Everyday
- Once a week

- Once a month
- Once a year
- Others

4. The normally average spending for cosmetics.

- Below 500
- 500-1,000
- 500-1,000
- 2,100-3,000
- 3,100-4,000
- Over than 4,000

Part 3: The data about quality of service and product, satisfaction and price factors towards L'Oreal cosmetics.

1. Rate the quality of customer service of L'Oreal cosmetics.

- Very good
- Good
- Fair
- Bad

2. Rate the quality of the products of L'Oreal cosmetics.

- Very good
- Good
- Fair
- Bad

3. Rate an impression score on L'Oreal cosmetics that can meet the overall needs of customers.

- Very good
- Good
- Fair
- Bad

4. If you think the price of L'Oreal cosmetics is reasonable.

- Yes
- Sometimes
- No

5. If you think the price of L'Oreal cosmetics is stable.

- Yes
- Sometimes
- No

6. Prefer to purchase L'Oreal cosmetics than other cosmetic brands.

- Absolutely
- Sometimes
- No

7. Prefer to repurchase the products of L'Oreal.

- Absolutely
- Sometimes
- No

8. Consider L'Oreal cosmetics as the best cosmetic brands.

- Absolutely
- No

9. Do you have a member card of L'Oreal loyalty program?

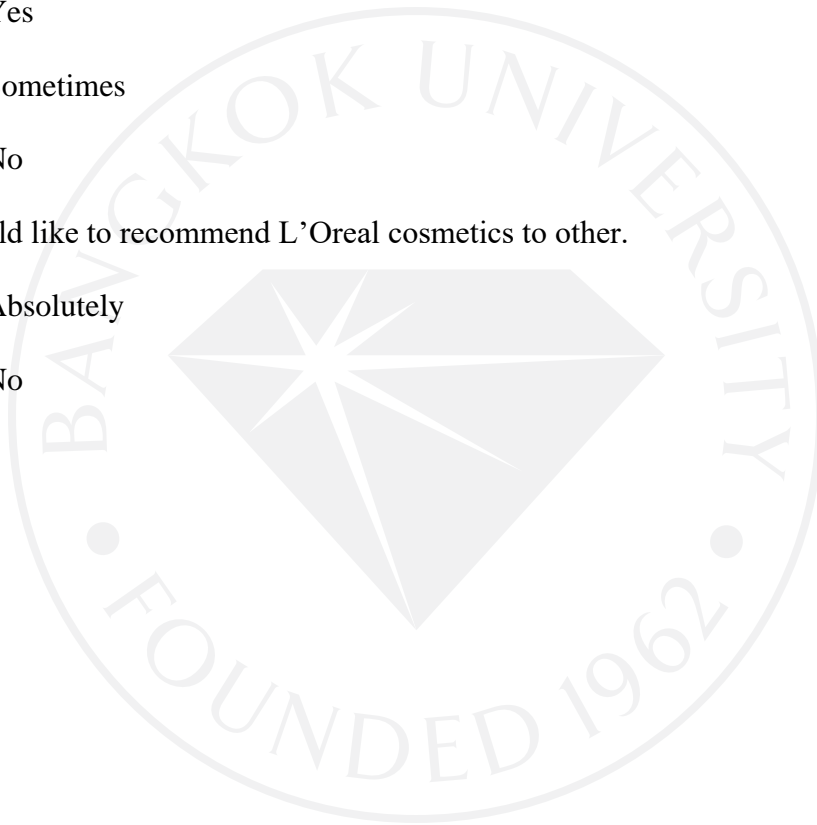
- Yes
- No

10. Great to receive an email about new products or promotions from L'Oreal.

- Yes
- Sometimes
- No

11. Would like to recommend L'Oreal cosmetics to other.

- Absolutely
- No



Customer Loyalty survey: แบบสอบถามความภักดีของลูกค้า

Part 1 : Consumer demographics

1. เพศ

- หญิง
- ชาย

2. อายุ

- ต่ำกว่า 20 ปี บริบูรณ์
- ระหว่าง 21-30 ปี
- ระหว่าง 31-40 ปี
- ระหว่าง 41-50 ปี
- ระหว่าง 50-60 ปี
- เท่ากับหรือมากกว่า 60 ปี บริบูรณ์

3. อาชีพ

- นักเรียน
- เจ้าของกิจการ
- พนักงานเอกชน
- พนักงานราชการ
- แม่บ้าน
- อื่นๆ

4. รายได้

- ต่ำกว่า 10,000 บาท
- 10,001 – 20,000 บาท
- 20,001 – 30,000 บาท
- 30,001 – 40,000 บาท
- 40,001 – 50,000 บาท 6. 50,000 หรือสูงกว่า

Part 2: ข้อมูลพฤติกรรมการซื้อของผู้บริโภค

1. สิ่งที่มีอิทธิพลต่อการซื้อเครื่องสำอางคืออะไร

- ผู้มีชื่อเสียงด้านเชี่ยวชาญเกี่ยวกับความงาม
- นักแสดง
- โฆษณาทางอินเทอร์เน็ต
- โฆษณาในช่องทางต่างๆที่ไม่ผ่านทางอินเทอร์เน็ต
- Friends เพื่อนๆ
- อื่นๆ

2. แรนด้อมเครื่องสำอางที่ผู้ตอบแบบสอบถามมักจะซื้อคืออะไร

- L'Oreal (Biotherm, Maybelline, NYX etc.)
- Estée Lauder
- Revlon
- Clarings
- Chanel
- AVON
- Others

3. เครื่องสำอางของ L'Oreal และเครื่องสำอางยี่ห้ออื่น ๆ เป็นอย่างไร

- ทุกวัน
- ทุกสัปดาห์
- ทุกเดือน
- ทุกปี
- อื่นๆ

4. โดยปกติแล้วการใช้จ่ายเฉลี่ยต่อการซื้อเครื่องสำอางต่อเดือนเป็นเท่าไร

- ต่ำกว่า 500 บาท
- 500-1,000 บาท
- 500-1,000 บาท
- 2,100-3,000 บาท
- 3,100-4,000 บาท
- มากกว่า 4,000 บาท

Part 4: ข้อมูลเกี่ยวกับคุณภาพของบริการและผลิตภัณฑ์ความพึงพอใจและปัจจัยด้านราคาที่มีต่อ

เครื่องสำอาง L 'Oreal

1. ให้คะแนนคุณภาพการบริการลูกค้าของแบรนด์เครื่องสำอาง L 'Oreal

- ดีมาก
- ดี
- ปานกลาง

- แย่
2. ให้คะแนนคุณภาพของผลิตภัณฑ์เครื่องสำอาง L'Oreal
- ดีมาก
 - ดี
 - ปานกลาง
 - แย่
3. ให้คะแนนความประทับใจต่อการตอบสนองความต้องการโดยรวมของลูกค้าได้
- ดีมาก
 - ดี
 - ปานกลาง
 - แย่
4. คุณคิดว่าราคาเครื่องสำอาง L'Oreal สมเหตุสมผลหรือไม่
- ใช่
 - เป็นบางครั้ง
 - ไม่
5. คุณคิดว่าราคาเครื่องสำอาง L'Oreal คงที่หรือไม่
- ใช่
 - เป็นบางครั้ง
 - ไม่
6. คุณต้องการซื้อเครื่องสำอาง L'Oreal มากกว่าเครื่องสำอางอื่น ๆ

- ใช่
- เป็นบางครั้ง
- ไม่

7. คุณต้องการซื้อซ้ำผลิตภัณฑ์ของ L'Oreal

- แน่นอน
- เป็นบางครั้ง
- ไม่

8. คิดว่าเครื่องสำอาง L'Oreal เป็นแบรนด์เครื่องสำอางที่ดีที่สุด

- แน่นอน
- ไม่

9. คุณมีบัตรสมาชิกของ L'Oreal หรือไม่

- ใช่
- ไม่

10. ต้องการรับอีเมลเกี่ยวกับผลิตภัณฑ์หรือโปรโมชั่นใหม่จาก L'Oreal

- ใช่
- เป็นบางครั้ง
- ไม่

11. คุณจะแนะนำเครื่องสำอาง L'Oreal ให้ผู้อื่นด้วยหรือไม่

- แน่นอน
- ไม่

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