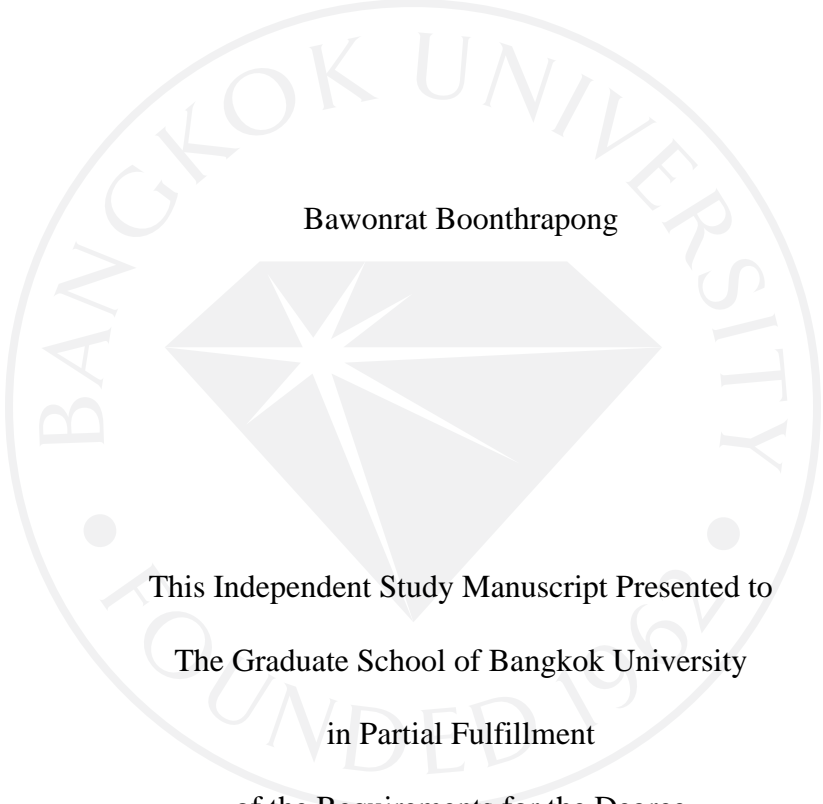


**FACTORS POSITIVELY AFFECTING TRUST IN “A” HEALTH AND BEAUTY  
CHAIN STORES OF CUSTOMERS IN SUKHUMVIT AREA**



FACTORS POSITIVELY AFFECTING TRUST IN “A” HEALTH AND BEAUTY  
CHAIN STORES OF CUSTOMERS IN SUKHUMVIT AREA

Bawonrat Boonthrapong



This Independent Study Manuscript Presented to  
The Graduate School of Bangkok University  
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Master of Business Administration

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**This Independent Study has been approved by  
the Graduate School  
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CHAIN STORES OF CUSTOMERS IN SUKHUMVIT AREA

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Factors Positively Affecting Trust in “A” Health and Beauty Chain Stores of Customers in Sukhumvit area (82 pp.)

Advisor: Penjira Kanthawongs, Ph.D.

### **ABSTRACT**

The purpose of this research was to examine the positive effect of satisfaction with price levels, perceived image of the assortment, loyalty towards the commercial chain, loyalty of store brands, previous positive experience with the store brand, lifestyles, visual appeal and physical cues of the stores, and price-conscious decisions and effective promotion towards trust in “A” health and beauty chain stores of customers in Sukhumvit area in Bangkok, Thailand. The data from the total samples of 249 respondents were analyzed using Multiple Regression Analysis and the results found that loyalty towards the commercial chain, visual appeal and physical cues of the stores, and satisfaction with price levels, and price-conscious decisions and effective promotion had the positive impact towards trust in “A” health and beauty chain stores of customers in Sukhumvit area respectively with statistical significance. This research findings could be applied with practical recommendations for the retail business such as the health and beauty chain stores may strengthen the loyalty with their customers by promoting the customers to apply for the membership of the stores.

*Keywords: Health and Beauty Chain Stores, Loyalty, Trust, Thailand*

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Rationale and Problem statement**

Thailand's health and beauty care products' markets were accounted around 6.2 billion US dollars or approximately 217 billion baht in 2018 and had expected to reach 8 billion US dollars or approximately 280 billion baht in 2022 (The International Trade Administration, 2019). The country's health and beauty care industry had increased by 7.2% to 7.9% annually over the last six years and expected to grow 7.3% per year from 2019 to 2022. The health and beauty care segments were one of the fastest growing of consumer goods areas in Thailand (The International Trade Administration, 2019). The top Thai three largest sub-categories by market value were skin care of 2.4 billion US dollars or around 84 billion baht, hair care of 0.9 billion US dollars or around 31.5 billion baht, and color cosmetics of 0.7 billion US dollars or around 24.5 billion baht (The International Trade Administration, 2019). Although there had been evidence that the health and beauty care products' markets had growing rapidly, factors positively affecting trust in health and beauty chain stores of the customers in Thailand had been vague. For example, Angsiri (2015) stated that most females in generation Y shopped at Watsons in Bangkok because of advertising, sales promotion by employees, and billboard usage, but the researcher had not integrated these marketing factors with the customers' loyalty and trust.

In Thailand, consumers could purchase health and beauty care products in supermarkets, hypermarket store, and the chain stores. "Watsons", a major player,

had 500 stores nationwide (Watsons Thailand, 2018) and the company aimed to open 550 Watsons' stores by the end of this year (Jitpleecheep, 2019). "Boots" or Walgreens Boots Alliance (WBA) was the largest retail pharmacy, health and daily living destination across the USA and Europe (Boots Retail (Thailand), 2019). WBA had continued to expand its business in Asia and Thailand because of the growing middle class and there were 277 Boots stores in Thailand (Jitpleecheep, 2017). The joint venture between Sahapat and Tsuruha Japan called "Tsuruha" had 24 branches in Thailand (Tsuruha Thailand, 2018). "Matsumoto Kiyoshi" cooperated with Central Food Retail and Matsumoto Kiyoshi from Japan had 29 branches (Matsukiyoshi, 2018). Even though there had been many health and beauty care stores' brands in Thailand, only the brands that could be strengthen the customers' trust would maintain their positions as the market leaders in the Thai health and beauty care products' markets in a long run.

No matter the state of the Thai economy in the past decade, these health and beauty chain stores had continued to grow every year. Pitsinee Jitpleecheep stated that in 2019 many stores had offered both the online and offline shopping experience to the customers in the digital era. "Watsons" highlighted Generation 8 (G8) store called "StyleMe", an augmented reality (AR) technology that offered virtual makeup services and product recommendations recently launched at Iconsiam, The Mall Bangkok, and Siam Square. "Try Me" provided an automatic presentation of product information via video clip. The rise of social media attracted the customers more active in online shopping experience (Jitpleecheep, 2019).

Then, the continued increase of the Thai health and beauty care products' markets, stores, and competition among the stores' brands had captured the researcher's interest in conducting this research. The researcher chose "A" health and beauty chain stores because "A" had been a major player in the industry and most customers in Sukhumvit area purchased the products from "A" health and beauty chain stores. Even if "A" had been a major player in the industry, factors positively affecting trust of customers in Sukhumvit area had not clearly revealed. If "A" wanted to maintain its position as the market leader in the Thai health and beauty care products' markets in a long run, they should pay attention to factors linking the customers' trust in the markets. Therefore, the researcher aimed to investigate factors positively affecting trust in "A" health and beauty chain stores of customers in Sukhumvit area. The author expected to investigate factors positively impacting trust in "A" health and beauty chain stores of customers in Sukhumvit area in order to provide practical recommendations for the retail business for practitioners as well as to extend theory of trust for future researches.

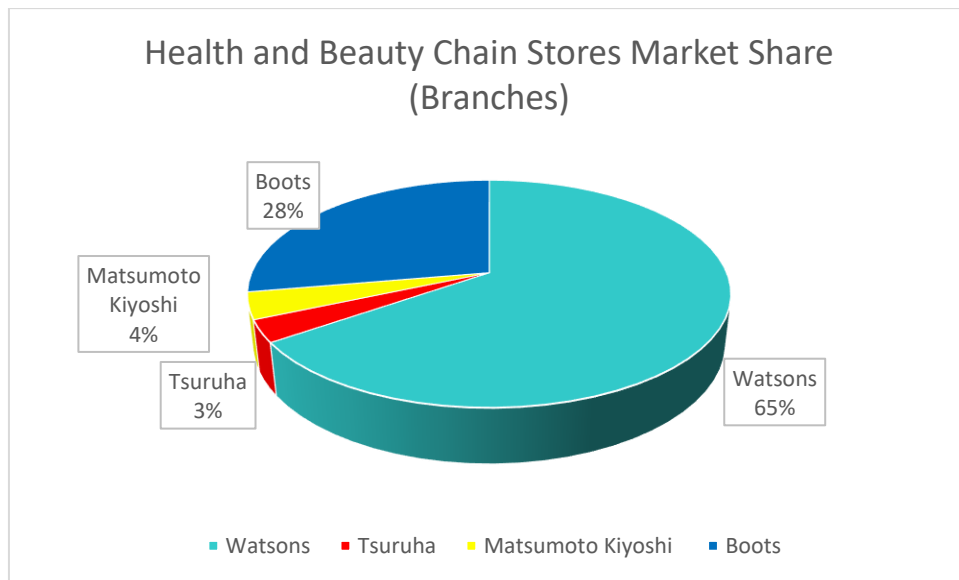


Figure 1.1: Health and Beauty Chain Stores Market Share (Branches)

Source: Matsukiyoshi. (2018). *Matsukiyoshi*. Retrieved from

<http://www.matsukiyo.co.th/>

Boots Retail (Thailand). (2019). *Company Information*. Retrieved from

[http://www.th.boots.com/en/company\\_information](http://www.th.boots.com/en/company_information)

Tsuruha Thailand. (2018). *About Us*. Retrieved from Tsuruha Thailand:

<http://www.tsuruha.co.th/about-us>

Watsons Thailand. (2018). *Watsons 500 stores Celebration*. Retrieved from

<https://www.watsons.co.th/watsons-500stores-celebration>

## 1.2 SWOT Analysis

Table 1.1: Watsons, Boots and Matsumoto Kiyoshi SWOT analysis.

	Watsons	Boots	Matsumoto Kiyoshi
Strength	<p>1. Watsons had the largest scale of health and beauty chain stores.</p> <p>2. Watsons had signature promotion to generate traffic and sales such as 2<sup>nd</sup> piece 1 Baht.</p>	<p>1. Boots had a strong image in its own brand, especially in skincare category.</p> <p>2. Boots had a variety of supplement to offer to the customers.</p>	<p>1. Matsumoto Kiyoshi had the Japanese multi-brand.</p> <p>2. It had a joint venture with the one of large retail known "Central" therefore it had the advantage to be an expert in Thailand market</p>
Weakness	<p>The positioning was not clear, as Watsons did not sell only health and beauty product, but it also sold food and household products.</p>	<p>1. In the stage of physical evidence, Boots had not renovated its stores thus it did not attract customers to visit the stores.</p> <p>2. As Boots had not focused on the cosmetics thus it had the limit brand of cosmetics in Boots stores.</p>	<p>The products were niche even it had multi-brand but the variety of health and beauty products maybe not enough.</p>
Opportunity	<p>1. The trend of health and beauty was increased continuously.</p> <p>2. Customers could find Watsons store easier, they were aware to buy the products from Watsons</p>	<p>1. The trend of health and beauty was increased continuously.</p> <p>2. Customers were more interested in supplement products which boots had the various to propose.</p>	<p>1. The trend of health and beauty was increased continuously.</p> <p>2. Trends of Japan traveling also mentioned, therefore, customers found the stores which sold the Japanese products that they can buy in Thailand.</p>

(Continued)



Table 2.1 (Continued): Watsons, Boots and Matsumoto Kiyoshi SWOT analysis.

	Watsons	Boots	Matsumoto Kiyoshi
Threat	Watsons also competed in cosmetics which had the local popular brand such as Eve and Boy which selling price was lower than Watsons thus Watsons was facing pricing competition.	In the stage of cosmetics products which limited in Boots then Boots had the opportunity costs in terms of generating traffic and sales in cosmetics products which the trend was increasing.	As the majority of Matsumoto Kiyoshi products were Japanese, then it also had the opportunity costs especially customers who not intended to buy Japanese products.

### 1.3 Objectives of Study

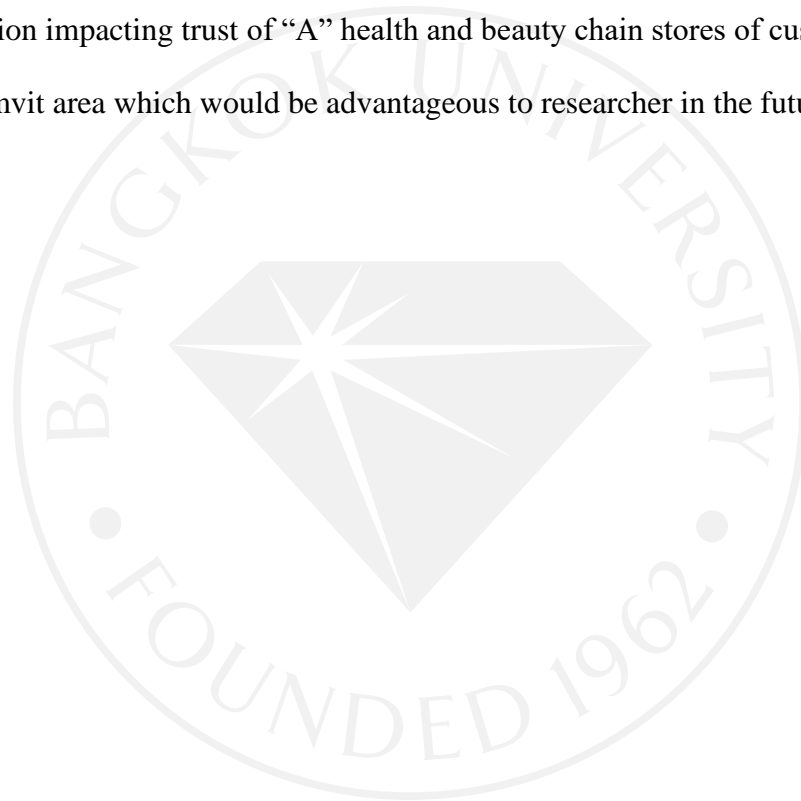
The objective of this research was to study of factors positively affecting trust in “A” health and beauty chain stores of customers in Sukhumvit area. Those positive factors were satisfaction with price levels, perceived image of the assortment, loyalty towards the commercial chain, loyalty of store brands, previous positive experience with store brand, lifestyles, visual appeal and physical cues of the stores, price-conscious decisions and effective promotion had positive impact towards trust of “A” health and beauty chain stores.

### 1.4 Contribution of Study

1.4.1 The contributions of this research offered benefits for health and beauty chain stores industry in respect of potential new markets, strategy improvement or investment decision in the future regarding related factors predicting trust of “A” health and beauty chain stores of customers.

1.4.2 This research was to expand the information on factors positively impacting trust of “A” health and beauty chain stores of customers in Sukhumvit area.

1.4.3 This research expanded theoretical framework of how satisfaction with price levels, perceived image of the assortment, loyalty towards the commercial chain, loyalty of store brands, previous positive experience with store brand, lifestyles, visual appeal and physical cues of the stores, price-conscious decisions and effective promotion impacting trust of “A” health and beauty chain stores of customers in Sukhumvit area which would be advantageous to researcher in the future research.



## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Related Theories and Previous Studies**

2.1.1 Satisfaction with price levels, the retailer's price satisfaction had been treated in the specialized literature under different aspects such as the average price level, relative prices in comparison to similar competitive products, fixed prices, and fair pricing. Price level was a hypothetical daily measure of overall prices for some set of goods and services (the consumer basket), in an economy or monetary union during a given interval (generally one day), normalized relative to some base set (Rubio, et al., 2017). The research also referred that price was the one tool purpose at increasing satisfaction with price policy, customer satisfaction with price level was defined as affective reaction resulting from the interaction of cognitive and affective mental processes, which were caused and activated by specific experiences with the different dimensions of price perception (Zielke, 2010).

2.1.2 Perceived image of the assortment, the assortment was another key factor of the image of the establishment, of the customers' choice and satisfaction. The positive perceived image of the assortment helped to contribute impression to customers in terms of store own brands also gained more traffic to the stores (Rubio, et al., 2017). As for the variety of assortment, it gave more flexibility to the customers who could choose the specific reference that was the best fit they needed (Kahn & Lehmann, 1991). Meanwhile, the variety of the products which was the subsidiary of the product assortment could help to contribute the appreciated perceived image of the assortment of the chain stores which generated awareness, trust and loyalty to the

chain stores, however, extremely deep assortments could cause customers confusion (Iyengar & Lepper, 2000). A part from the variety in assortment, assortment differential characteristics such as quality or availability were particularly important to improve perceptions of customers (Boatwright & Nunes, 2001).

2.1.3 Loyalty towards the commercial chain, according to the loyalty towards in the commercial chain encouraged the customers to visit the stores and contributed trust through the loyalty of the chain stores. Loyalty towards in the commercial chain referred to loyal consumers preferred to purchase as the specific chain stores because of the stores' facilities (Rubio, et al., 2017). The greater customers loyalty of the retailers came with the greater expectation (Bowden, 2009), which translated into trust in the chain who could provide as commitment (Guenzi et al., 2009).

2.1.4 Loyalty of store brands, in the studied of Natalia Rubio, Nieves Villaseñor, and María Jesús Yagüe (2017) revealed that the loyalty of store brands were obtained in the retailers' strategy management which indicated that the chain stores flavored the loyalty towards the commercial store brands, it was the plan to expand the business of the chain stores via used the existing customers of the chain stores to generate more sales to themselves, purchasing experience with store brands was a concept linked to loyalty to store brands (Kara et al.,2009). However, store brands were expected with the lower prices than branded whereas the quality was not priority to examine. The loyalty could translate to the trust (Guenzi et al.,2009) therefore loyalty of the store brands was the advantage of the chain stores to generate the advantages of the chain stores.

2.1.5 Previous positive experience with store brand, customer previous positive experience with brands was another key factor affecting future purchase

intention (Kinard & Hartman, 2013). Aligned with the study of Diallo and Siqueira Jr. (2017) confirmed that previous brand experience influenced consumer brand behavioral intention. Theory of consumer learning provided a rationale to the relationship between previous experience and customer behavior towards store brands. During the consumer decision-making process, a person's internal memory was combined with external memory such as all the products details on packages in shopping lists, to permit brand alternatives to be identified and evaluated.

2.1.6 Lifestyles including self image and economic situation (Pudaruth, 2015). could show that it was the one of important factor related trust in the chain. Lifestyles of customers had changed they concerned about their self image increasingly. Similarly, Thomas and Peters (2009) found that cosmetics and beauty care products were point of the lifestyles and self-image of females because, individuals were increasingly judged on how they looked rather than what they did, which expedited their interest in their looks. Therefore, before they made a decision to be the customers of the store, they researched the information via the review, feedback, and stores positioning. If they found that the stores image affected positively to their image then they promoted that stores unconsciously.

2.1.7 Visual appeal and physical cues of the stores, referred to the study of Pudaruth S. (2015) mentioned that the visual appeal and physical cues of the stores influence perception of the customers especially shelf display. The visual appeal and physical cues of the stores including shelf displays, attractive packaging or labelling (Pudaruth, et al., 2015) could contribute trust of the customers because they were tangible. In terms of physical evidence of the chain stores which arranged correctly, customers considered to visit firstly because health and beauty chain stores distributed

mostly of cosmetics and beauty care products which the location, environment, and other elements should clean and had hygiene. Attractive display also considered to contribute trust in the stores, if the executions were implemented correctly the customers feel that it was tangibles (Pudaruth, 2015).

2.1.8 Price-conscious decisions and effective promotion, price-conscious decisions and effective promotion consisted of affordability, pricing, or sales promotion and discounts (Pudaruth, et al., 2015). The customers would purchase the products with the affordability and price implications (Pudaruth, 2015). Promotion was the tool that affected to the selling price which the chain stores should aware that the communicate of price and promotion were effective and correct. Otherwise, customers' trust would be lost. Furthermore, new promotions were the perception of customers that retailer could provide to them as retailers also used many promotion mechanics to contribute the sales (Lin, 2015).

2.1.9 Trust, was commonly considered a multidimensional construct that differentiated between honesty and benevolence perceived in the behavior of the other part. Trust was defined as the expectation held by the consumer that the service provider was dependable and could be relied on to deliver on its promises (Rubio et al., 2017). Trust also referred to a belief that commitments were reliable and one party would fulfill the obligations in the relationship (Mishra, Sinha, & Koul, 2017). Furthermore, another research mentioned that trust played a key role in determining the long-term positioning of buyers and their suppliers (Ganesan, 1994) which showed that trust was the important part through every party.

## **2.2 Hypothesis**

2.2.1 There was a positive relationship between satisfaction with price levels and trust.

2.2.2 There was a positive relationship between perceived image of the assortment and trust.

2.2.3 There was a positive relationship between loyalty towards the commercial chain and trust.

2.2.4 There was a positive relationship between loyalty of store brands and trust.

2.2.5 There was a positive relationship between previous positive experience with store brand and trust.

2.2.6 There was a positive relationship between lifestyles and trust.

2.2.7 There was a positive relationship between visual appeal and physical cues of the stores and trust.

2.2.8 There was a positive relationship between price-conscious decisions and effective promotion and trust.

2.2.9 Satisfaction with price levels, perceived image of the assortment, loyalty towards the commercial chain, loyalty of store brands, previous positive experience with store brand, lifestyles, visual appeal and physical cues of the stores, price-conscious decisions and effective promotion had positive influence toward trust in “A” health and beauty chain stores of customers in Sukhumvit area.

### 2.3 Conceptual Framework

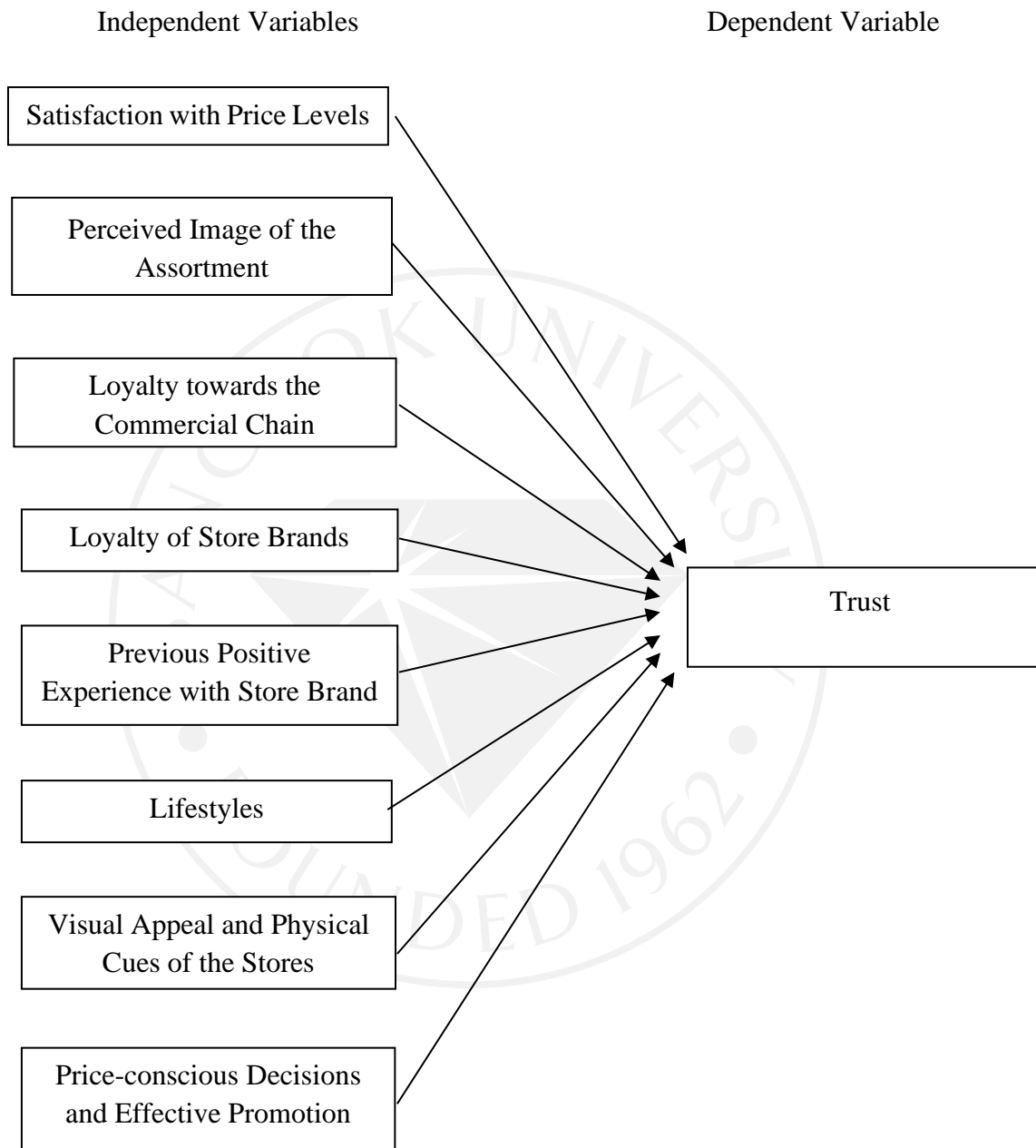


Figure 2.1: Theoretical framework for trust



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

The research applied the quantitative approach which included the survey method and the data collection was through questionnaires. Population of the research were the customers who usually purchased the health and beauty products at “A” health and beauty chain stores in Sukhumvit area in Bangkok, Thailand. Sukhumvit area was an exclusive district in Bangkok. It was the center of fancy apartments, villas, restaurants, bars, and clubs. There were many shopping malls and department stores throughout Sukhumvit area such as Emporium, Terminal 21, or J Avenue. Also, there were many spas in Sukhumvit area like Bliss Massage & Spa, or Center Point Boutique Spa (Wikitravel, 2019). Therefore, there are many “A” health and beauty chain stores in Sukhumvit area in Bangkok of Thailand.

#### **3.2 Population and Sample Selection**

The researcher conducted convenient sampling in front of “A” health and beauty chain stores located along Sukhumvit area from 1 June to 27 August 2018 and received 30 respondents from the first store at Siam Square, 50 respondents from the second store at Siam Square, 50 respondents from the store at Central World, and 20 respondents from the store at Big C Ratchadamri, 30 respondents from the store at Terminal 21, 50 respondents from the store at Tesco Lotus On Nut, and 19 respondents from the store at Robinson Sukhumvit Road’s. Therefore, the total of 249 usable respondents were collected from 7 stores of “A” health and beauty chain stores in Sukhumvit area. The data was analyzed by using SPSS statistics version 25.

The Cronbach's Alpha Coefficient of each factor was computed and had result value between 0.705-0.847. All of alpha coefficient was passed the suggested level of 0.65 (Nunnally, 1978) and had proven to be reliable.

The sample size was firstly calculated from 40 pilot questionnaires by using G\*power version 3.1.9.2, created by Cohen (1977) and approved by several researchers such as Erdfelder, Buchner, and Lang (2009) and Wiratchai (2012). The calculation was with the Power ( $1-\beta$ ) of 0.84, Alpha ( $\alpha$ ) of 0.16, Number of Test Predictor of 8, Effect Size of 0.0475252 (Calculated by Partial  $R^2$  of 0.045369). As the result of G\*power calculation, the minimum number of the total sample size was 249 (Cohen, 1977). Therefore, total 249 sets of the questionnaire would be gathered from respondents.

### **3.3 Research Instrument and Content Validity**

3.3.1 Investigating published articles and journals from [www.emeraldinsight.com](http://www.emeraldinsight.com) and [www.sciencedirect.com](http://www.sciencedirect.com) which relevant to retail stores and cosmetic products, align with advice from an advisor.

3.3.2 Generating questionnaire form which chosen from articles and journals to get approval from an advisor.

3.3.3 Passing completed questionnaire form to 2 experts in health and beauty stores industry, Miss Pichamol Pratumswannpas, Company "A", Business Development Manager, and Miss Sivaporn Boonsrivinai, Company "A", Key Account Manager gave the recommendations to be more accurate. Then, finalizing the questionnaire referred to comments from the experts including an advisor's advice.

3.3.4 Issuing 40 pilots testing of questionnaires. The next step was to proceed with the reliability test of each variable in individual factor by using Cronbach's

Alpha Coefficient. The value of Cronbach's Alpha was between  $0 \leq \alpha \leq 1$ , a higher value means higher reliability and closely related to a section.

3.3.5 Analysis of the reliability test was implemented for 40 pilots testing of questionnaires to ensure the grouping of questions and the consistency of each factor were aligned with theories of study.

From the instruments mentioned above, the questionnaire form had been generated from relevant principles that could be separated into three parts with a total of forty-eight questions.

**Part 1** Consisted of 12 questions which 6 closed-ended response questions about demographic and general information were such as Gender, Age, Status, Level of education, Monthly income and Professional status. Another 5 questions were about respondent's purchase behavior in the area of cosmetic and beauty care products including Type(s) of stores where you frequently buy cosmetics and beauty care products (can select more than one choice), the most of your favorable health and beauty store, Your frequency of visiting health and beauty stores, How much you spend on health and beauty stores per time? and Which product category is you mostly purchased?

**Part 2** Closed-ended response questions about “Factors Positively Affecting Trust in “A” Health and Beauty Chain Stores of Customers in Sukhumvit area”. The objective was to obtain the attitude toward questions of each variable compose of:

Satisfaction with price levels	4 Questions
Perceived image of the assortment	4 Questions
Loyalty towards the commercial chain	4 Questions
Loyalty of store brands	4 Questions

Previous positive experience with store brand	4 Questions
Lifestyles	4 Questions
Visual appeal and physical cues of the stores	4 Questions
Price-conscious decisions and effective promotion	4 Questions
Trust	4 Questions

This part was appraised from the interval scale by using a five-point scales ranking from 1 (lowest agreeable level) to 5 (Highest agreeable level).

**Part 3** Open-ended response question for respondents to suggest other factors that might positively affect trust in “A” health and beauty chain stores of customers in Sukhumvit area.

### **3.4 Testing Research Instrument**

The researcher investigated the validity and suitability of each question with 3 experts using an Index of item-Objective Congruence: IOC. After adjusted the questionnaires align with experts' suggestions, the 40 pilots testing of questionnaires were gathered. The Cronbach's Alpha Coefficient of each factor was computed, the result value was between 0.705-0.847 which exceed 0.65 regarding the suggested level (Nunnally, 1978).

Table 3.1: Cronbach's Alpha Coefficient of 40 pilots testing of questionnaires

Questionnaire	n = 40	n = 249
<b>Variable Factor</b>		
Satisfaction with Price Levels (SPL)	0.721	0.808
Perceived Image of the Assortment (PIS)	0.796	0.765
Loyalty towards the Commercial Chain (LCC)	0.771	0.829
Loyalty of Store Brands (LSB)	0.742	0.948
Previous Positive Experience with Store Brand (PESB)	0.728	0.936
Lifestyles (LS)	0.705	0.884
Visual Appeal and Physical Cues of the Stores (VAPS)	0.778	0.796
Price-conscious Decisions and Effective Promotion (PCEP)	0.715	0.775
<b>Independent Factor</b>		
Trust (T)	0.847	0.910

By utilizing principal component analysis (PAC) and Varimax rotation method (Kline, 2002) that were based on SPSS to make evaluations the validity of construct for the pilot test. In this study, consequently, loading value generated from the principal components analysis was utilized to define the final number of factors that would be taken in the full-scale test. The Varimax rotation method is used to rotate axes for providing factors with meaningful explanations. A loading value should higher than 0.3 (Kline, 2002). The details of the values of each variable were showed in Table 3.2.

Table 3.2: Factors Positively Affecting Trust in “A” Health and Beauty Chain Stores  
of Customers in Sukhumvit area at n = 249

	SPL	PIS	LCC	LSB	PESB	LS	VAPS	PCEP	T
SPL1	0.573								
SPL2	0.524								
SPL3	0.768								
SPL4	0.529								
PIS1		0.687							
PIS2		0.777							
PIS3		0.677							
PIS4		<u>0.188</u>							
LCC1			0.683						
LCC2			0.634						
LCC3			0.721						
LCC4			0.687						
LSB1				0.788					
LSB2				0.803					
LSB3				0.818					
LSB4				0.822					
PESB1					0.799				
PESB2					0.819				
PESB3					0.819				

(Continued)



### 3.5 Statistics for Data Analysis

The gathered questionnaires data were analyzed through using analytical software known as SPSS version 23 by using Statistical Significant level of .01.

Descriptive statistics analysis such as demographic, general information and respondent's purchase behavior were measured by using Frequency and Percentage; whereas the scale ranking as satisfaction with price levels, perceived image of the assortment, loyalty towards the commercial chain, loyalty of store brands, previous positive experience with store brand, lifestyles, visual appeal and physical cues of the stores, price-conscious decisions and effective promotion and trust were measured by using Mean ( $\bar{x}$ ) and Standard Deviation (S.D). In addition, Pearson's Correlation Coefficient and Multiple Regression analysis were used for Inferential statistical analysis to evaluate independent variable.



## **CHAPTER 4**

### **RESEARCH RESULTS**

This research aimed to investigate factors positively affecting trust in “A” health and beauty chain stores of customers in Sukhumvit area. The data was gathered from 249 respondents by the survey questionnaire, and then the data analysis completed by SPSS version 23. The Cronbach’s Alpha Coefficient of each factor was computed which had the result value between 0.765-0.948 as table 3.1, meaning that all alpha coefficient passed the suggested level (Nunnally, 1978) and had proven to be reliable.

#### **4.1 Summary of Demographic Data**

Most of the respondents of around 82.7% were females with the ages between 24-29 years old calculated as 66.3%. Most were singles for 85.1% and around 67.9% had Bachelor degrees. They were employees in private companies for 59.4% and about 47.8% had the range of income between 15,001 to 30,000 baht per month. The majority of them visited health and beauty stores once a month at 37.3%. Health and beauty stores type was the most favorite type of stores where participants frequently bought cosmetics and beauty care products accounted for 71.4% and Watsons was the most favorable health and beauty store at 75.9%. Most of the respondents spent money per time at health and beauty stores of around 501 – 1,000 baht at 42.4% and about 38.6% bought skincare products category as the majority.

## 4.2 Results of Research Variables

The analysis of the correlation between independent variable and the dependent variable used Pearson's Correlation Coefficient of satisfaction with price levels, perceived image of the assortment, loyalty towards the commercial chain, loyalty of store brands, previous positive experience with store brand, lifestyles, visual appeal and physical cues of the stores, price-conscious decisions and effective promotion that positively impacting trust in "A" health and beauty chain stores of customers in Sukhumvit area.

Table 4.1: Analysis of correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient. (Descriptive Statistic)

	<b>Mean</b>	<b>S.D.</b>	<b>N</b>
Satisfaction with Price Levels	3.7691	0.56786	249
Perceived Image of the Assortment	3.8112	0.56173	249
Loyalty towards the Commercial Chain	3.5281	0.80804	249
Loyalty of Store Brands	3.2179	0.96223	249
Previous Positive Experience with Store Brand	3.5331	0.86583	249
Lifestyles	3.7269	0.70262	249
Visual Appeal and Physical Cues of the Stores	3.8293	0.63380	249
Price-conscious Decisions and Effective Promotion	4.1054	0.54457	249
Trust	3.7962	0.65329	249

Table 4.2: Analysis of correlation between independent variable and the dependent variable using Pearson’s Correlation Coefficient of satisfaction with price levels, perceived image of the assortment, loyalty towards the commercial chain, loyalty of store brands, previous positive experience with store brand, lifestyles, visual appeal and physical cues of the stores, price-conscious decisions and effective promotion that positively impacting trust in “A” health and beauty chain stores of customers in Sukhumvit area.

Variable	SPL	PIS	LCC	LSB	PESB	LS	VAPS	PCEP	T
Satisfaction with Price Levels (SPL)	1								
Perceived Image of the Assortment (PIS)	.667**	1							
Loyalty towards the Commercial Chain (LCC)	.680**	.665**	1						
Loyalty of Store Brands (LSB)	.518**	.517**	.575**	1					
Previous Positive Experience with Store Brand (PESB)	.497**	.513**	.454**	.807**	1				
Lifestyles (LS)	.541**	.518**	.572**	.700**	.691**	1			
Visual Appeal and Physical Cues of the Stores (VAPS)	.470**	.504**	.491**	.607**	.643**	.715**	1		
Price-conscious Decisions and Effective Promotion (PCEP)	.447**	.420**	.420**	.311**	.398**	.568**	.556**	1	
Trust (T)	.663**	.645**	.699**	.506**	.485**	.595**	.622**	.549**	1

**\*\* Correlation is significant at the .01 level**

According to table 4.2, Hypothesis could explain as the following;

Hypothesis 1, satisfaction with price levels had a positive relationship toward trust or not. The analysis indicated that satisfaction with price levels had a positive relationship toward trust (Pearson's Correlation = 0.663) at .01 significant level.

Hypothesis 2, perceived image of the assortment had a positive relationship toward trust or not. The analysis indicated that perceived image of the assortment had a positive relationship toward trust (Pearson's Correlation = 0.645) at .01 significant level.

Hypothesis 3, loyalty towards the commercial chain had a positive relationship toward trust or not. The analysis indicated that loyalty towards the commercial chain had a positive relationship toward trust (Pearson's Correlation = 0.699) at .01 significant level.

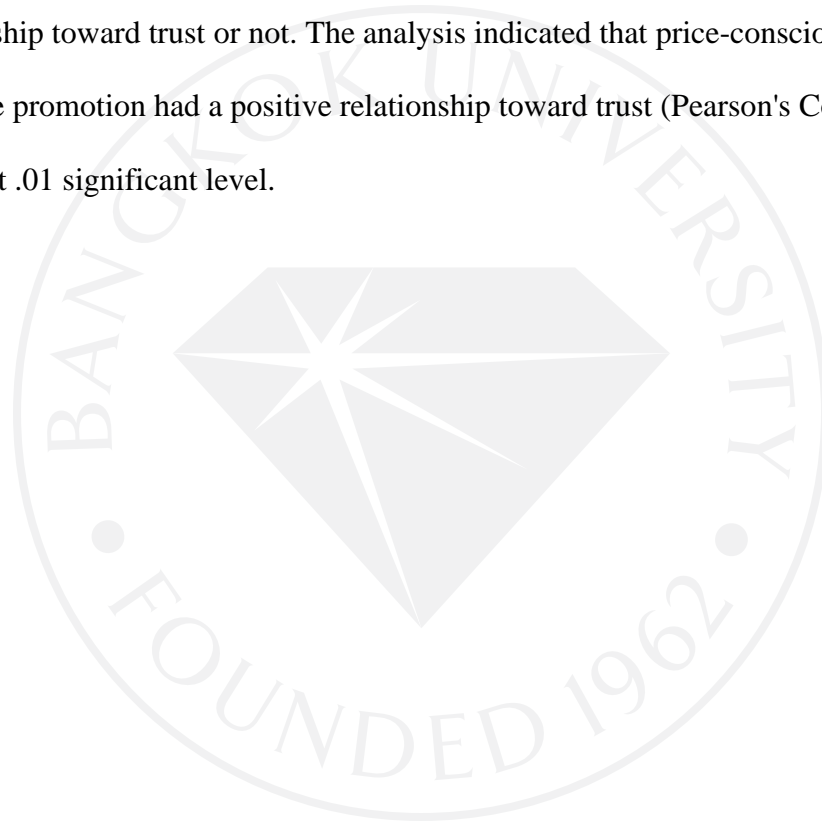
Hypothesis 4, loyalty of store brands had a positive relationship toward trust or not. The analysis indicated that loyalty of store brands had a positive relationship toward trust (Pearson's Correlation = 0.506) at .01 significant level.

Hypothesis 5, previous positive experience with store brand had a positive relationship toward trust or not. The analysis indicated that previous positive experience with store brand had a positive relationship toward trust (Pearson's Correlation = 0.485) at .01 significant level.

Hypothesis 6, lifestyles had a positive relationship toward trust or not. The analysis indicated that lifestyles had a positive relationship toward trust (Pearson's Correlation = 0.595) at .01 significant level.

Hypothesis 7, visual appeal and physical cues of the stores had a positive relationship toward trust or not. The analysis indicated that visual appeal and physical cues of the stores had a positive relationship toward trust (Pearson's Correlation = 0.622) at .01 significant level.

Hypothesis 8, price-conscious decisions and effective promotion had a positive relationship toward trust or not. The analysis indicated that price-conscious decisions and effective promotion had a positive relationship toward trust (Pearson's Correlation = 0.549) at .01 significant level.



### 4.3 Results of Hypothesis Testing

Table 4.3: Analysis of variance (ANOVA) of satisfaction with price levels, perceived image of the assortment, loyalty towards the commercial chain, loyalty of store brands, previous positive experience with store brand, lifestyles, visual appeal and physical cues of the stores, price-conscious decisions and effective promotion that positively impacting trust in “A” health and beauty chain stores of customers in Sukhumvit area.

	<b>Model</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
<b>1</b>	<b>Regression</b>	<b>69.161</b>	<b>8</b>	<b>8.645</b>	<b>56.562</b>	<b>0.000<sup>b</sup></b>
	<b>Residual</b>	<b>36.683</b>	<b>240</b>	<b>.153</b>		
	<b>Total</b>	<b>105.844</b>	<b>248</b>			

From table 4.3 above, ANOVA analysis confirmed that independent factors consist of satisfaction with price levels, perceived image of the assortment, loyalty towards the commercial chain, loyalty of store brands, previous positive experience with store brand, lifestyles, visual appeal and physical cues of the stores, price-conscious decisions and effective promotion had influence on trust factor because Sig. of the equation equaled 0.000 at .01 significant level.

Table 4.4: Multiple Regression Analysis of satisfaction with price levels, perceived image of the assortment, loyalty towards the commercial chain, loyalty of store brands, previous positive experience with store brand, lifestyles, visual appeal and physical cues of the stores, price-conscious decisions and effective promotion that positively impacting trust in “A” health and beauty chain stores of customers in Sukhumvit area.

<b>Dependent Variable : Trust , R = 0.808 , R<sup>2</sup> = 0.653 , Constant(a) = -0.179</b>						
<b><u>Independent Variables</u></b>	<b><u>β</u></b>	<b><u>Std Error</u></b>	<b><u>T</u></b>	<b><u>Sig</u></b>	<b><u>Tolerance</u></b>	<b><u>VIF</u></b>
<b>(Constant)</b>		<b>0.227</b>	<b>-0.788</b>	<b>0.432</b>		
Satisfaction with Price Levels (SPL)	<b>0.196**</b>	<b>0.067</b>	<b>3.345</b>	<b>0.001</b>	<b>0.422</b>	<b>2.372</b>
Perceived Image of the Assortment (PIS)	<b>0.142</b>	<b>0.067</b>	<b>2.456</b>	<b>0.015</b>	<b>0.433</b>	<b>2.312</b>
Loyalty towards the Commercial Chain (LCC)	<b>0.309**</b>	<b>0.049</b>	<b>5.094</b>	<b>0.000</b>	<b>0.393</b>	<b>2.547</b>
Loyalty of Store Brands (LSB)	<b>-0.035</b>	<b>0.050</b>	<b>-0.476</b>	<b>0.634</b>	<b>0.263</b>	<b>3.808</b>

Table 4.4 (Continued): Multiple Regression Analysis of satisfaction with price levels, perceived image of the assortment, loyalty towards the commercial chain, loyalty of store brands, previous positive experience with store brand, lifestyles, visual appeal and physical cues of the stores, price-conscious decisions and effective promotion that positively impacting trust in “A” health and beauty chain stores of customers in Sukhumvit area.

<b>Dependent Variable : Trust , R = 0.808 , R<sup>2</sup> = 0.653 , Constant(a) = -0.179</b>						
<b><u>Independent Variables</u></b>	<b><u>β</u></b>	<b><u>Std Error</u></b>	<b><u>T</u></b>	<b><u>Sig</u></b>	<b><u>Tolerance</u></b>	<b><u>VIF</u></b>
<b>(Constant)</b>		<b>0.227</b>	<b>-0.788</b>	<b>0.432</b>		
Previous Positive Experience with Store Brand (PESB)	<b>-0.035</b>	<b>0.054</b>	<b>-0.479</b>	<b>0.624</b>	<b>0.285</b>	<b>3.508</b>
Lifestyles (LS)	<b>0.028</b>	<b>0.063</b>	<b>0.407</b>	<b>0.685</b>	<b>0.314</b>	<b>3.183</b>
Visual Appeal and Physical Cues of the Stores (VAPS)	<b>0.253**</b>	<b>0.062</b>	<b>4.236</b>	<b>0.000</b>	<b>0.405</b>	<b>2.472</b>
Price-conscious Decisions and Effective Promotion (PCEP)	<b>0.140**</b>	<b>0.061</b>	<b>2.772</b>	<b>0.006</b>	<b>0.563</b>	<b>1.776</b>

\*\*significant at the .01 level



From table 4.4, Multiple Regression Analysis results can be defined that four independent variables, which were satisfaction with price levels (Sig =0.001), loyalty towards the commercial chain (Sig =0.000), visual appeal and physical cues of the stores (Sig =0.000) and price-conscious decisions and effective promotion (Sig =0.006) could be as the predictors for future intentions. On the other hand, there were another four independent variables that had no positively impact on the trust which were perceived image of the assortment (Sig =0.015), loyalty of store brands (Sig =0.634), previous positive experience with store brand (Sig = 0.624) and lifestyles (Sig = 0.685). Thus these four independent variables were not a significant predictor of trust.

In addition, based on hypothesis, the analysis results could be concluded that there were only four independent variables, which were loyalty towards the commercial chain ( $\beta = 0.309$ ), visual appeal and physical cues of the stores ( $\beta = 0.253$ ), satisfaction with price levels ( $\beta = 0.196$ ), and price-conscious decisions and effective promotion ( $\beta = 0.140$ ) respectively had positive effect on trust at statistically significant level of .01. Moreover, all of them were explained the positive impact on trust in “A” health and beauty chain stores of customers in Sukhumvit area at 65.3% while the rest at 34.7% was not applied in this research. Also, the result of Variance Inflation Factor (VIF) values of each independent variable were not exceeded by 4, which referred to there had no Multicollinearity among independent variables (Miles & Shevlin, 2001) as well as the standard error was  $\pm 0.227$  by the following equation;

$$Y (\text{Trust}) = -0.179 + 0.309 (\text{Loyalty towards the Commercial Chain}) + 0.253 (\text{Visual Appeal and Physical Cues of the Stores}) + 0.196 (\text{Satisfaction with Price Levels}) + 0.140 (\text{Price-conscious Decisions and Effective Promotion})$$

From this equation

If loyalty towards the commercial chain value increased by 1 point while other factors remained, trust would be increased by 0.309 points.

If visual appeal and physical cues of the stores value increased by 1 point while other factors remained, trust would be increased by 0.253 points.

If satisfaction with price levels value increased by 1 point while other factors remained, trust would be increased by 0.196 points.

If price-conscious decisions and effective promotion value increased by 1 point while other factors remained, trust would be increased by 0.140 points.

From table 4.4 used to test the following hypothesis.

Hypothesis 9, by using Multiple Regression Analysis. The result presented that satisfaction with price levels, loyalty towards the commercial chain, visual appeal and physical cues of the stores and price-conscious decisions and effective promotion had positive influence on trust at statistically significant level of .01; whereas, perceived image of the assortment, loyalty of store brands, previous positive experience with store brand as well as lifestyles had no positive influence on trust at .01 statistic significant.

In statistics, Multicollinearity is a circumstance of a very high relationship among the independent variables (StatisticSolutions, 2017). High multicollinearity indicated the high degree of correlation between independent variables which might be caused the deviation from the true value. Likewise, multicollinearity should not occur as it could lead to incorrect interpreting of multiple regression results.

Multicollinearity can be examined by Variance Inflation Factor (VIF) value or Tolerance value. Variance Inflation Factor (VIF) value should not exceed 4 and Tolerance value should exceed 0.2 (Miles & Shevlin, 2001).

The result from table 4.4 showed that Tolerance value of each independent variables exceeded 0.2 with the less Tolerance was 0.263. Furthermore, Variance Inflation Factor (VIF) value of the values of each independent variable not over than 4 with the highest value was 3.808. All in all, there had no Multicollinearity among the independent variables.

#### **4.4 Summary of Hypothesis Testing**

Result of Multiple Regression Analysis found that satisfaction with price levels, loyalty towards the commercial chain, visual appeal and physical cues of the stores and price-conscious decisions and effective promotion had positive impact on trust in “A” health and beauty chain stores of customers in Sukhumvit area at statistical significant level of .01, perceived image of the assortment, loyalty of store brands, previous positive experience with store brand and lifestyles had no positive impact on trust in “A” health and beauty chain stores of customers in Sukhumvit area as Figure 4.1 below

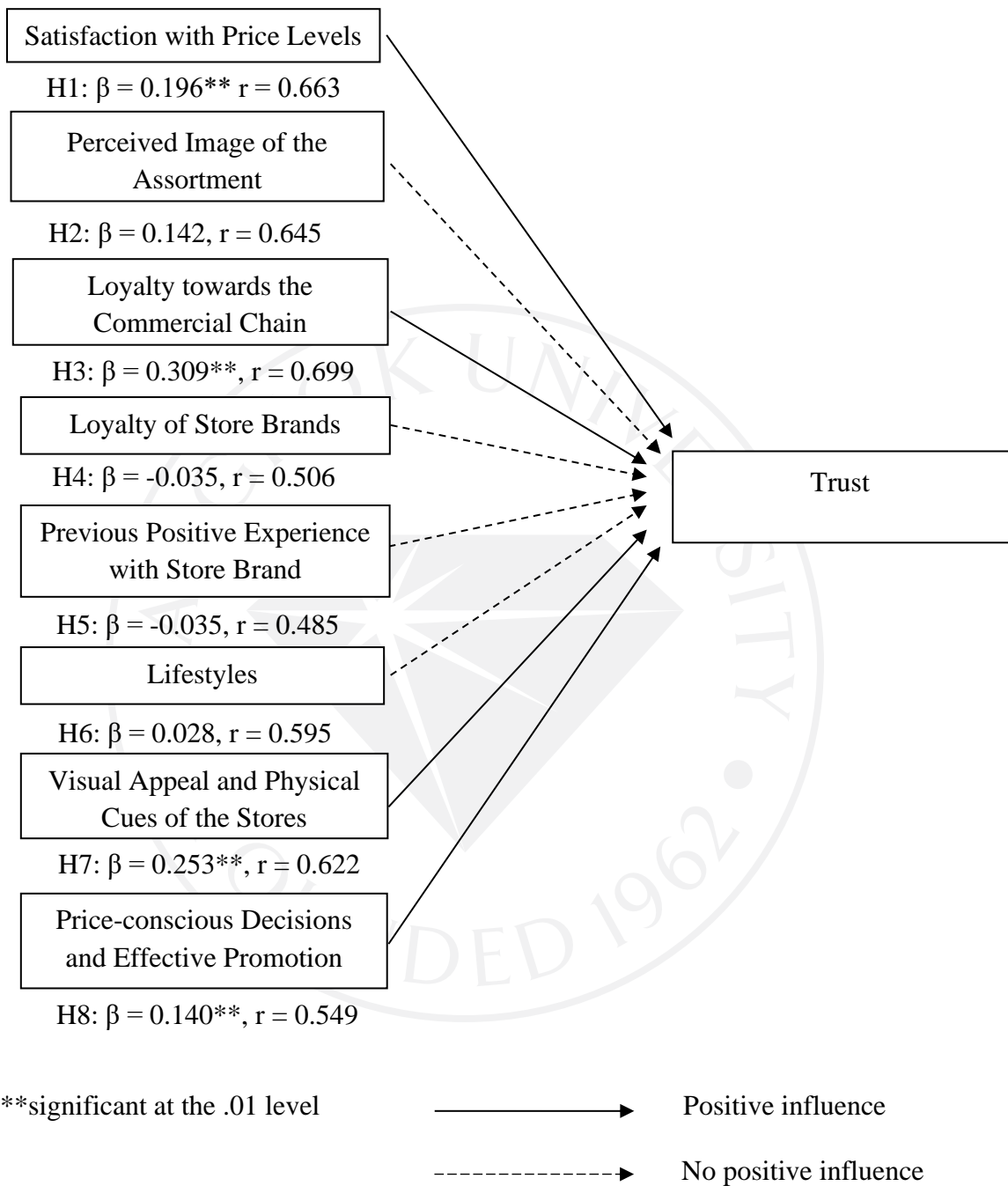


Figure 4.1: Result of Multiple Regression Analysis from the scope of Research

## **CHAPTER 5**

### **DISCUSSION**

The objective of this study was to explain the positive impact factors of satisfaction with price levels, perceived image of the assortment, loyalty towards the commercial chain, loyalty of store brands, previous positive experience with store brand, lifestyles, visual appeal and physical cues of the stores, and price-conscious decisions and effective promotion towards trust of the customers in Sukhumvit area. A quantitative research method was applied for this research through questionnaires surveys to gather data.

The populations were collected from 249 respondents who asking customers who usually purchase the products at “A” health and beauty chain stores in Sukhumvit area. The data analysis completed by SPSS version 23, the results could be summarized as the following.

#### **5.1 Research Findings and Conclusion**

The majorities of respondents were females aged 24-29 years old, singles, and having bachelor’s degrees. Most of them were working in private companies with the income range was between 15,001 to 30,000 baht. They visited health and beauty stores once a month, spent money 501-1,000 baht per time, and were willing to pay for skincare products.

In addition, based on hypothesis, the analysis results could be concluded that there were only four independent variables, which were loyalty towards the commercial chain ( $\beta = 0.309$ ), visual appeal and physical cues of the stores ( $\beta = 0.253$ ), satisfaction with price levels ( $\beta = 0.196$ ), and price-conscious decisions and effective promotion ( $\beta = 0.140$ ) respectively had positive effect on trust at statistically significant level of .01. Moreover, all of them were explained the positive impact on trust in “A” health and beauty chain stores of customers in Sukhumvit area at 65.3% while the rest at 34.7% was not applied in this research. Also, the result of Variance Inflation Factor (VIF) values of each independent variable were not exceeded by 4, which referred to there had no Multicollinearity among independent variables (Miles & Shevlin, 2001) as well as the standard error was  $\pm 0.227$  by the following equation;

$$Y (\text{Trust}) = -0.179 + 0.309 (\text{Loyalty towards the Commercial Chain}) + 0.253 (\text{Visual Appeal and Physical Cues of the Stores}) + 0.196 (\text{Satisfaction with Price Levels}) + 0.140 (\text{Price-conscious Decisions and Effective Promotion})$$

## 5.2 Discussion

The researcher hypothesized that satisfaction with price levels, perceived image of the assortment, loyalty towards the commercial chain, loyalty of store brands, previous positive experience with the store brand, lifestyles, visual appeal and physical cues of the stores, price-conscious decisions and effective promotion had positive impact towards trust of “A” health and beauty chain stores of customers in Sukhumvit area. The research results could be concluded that there were only four independent variables; (1) loyalty

towards the commercial chain, (2) visual appeal and physical cues of the stores, (3) satisfaction with price levels, and (4) price-conscious decisions and effective promotion had respectively positive effect on trust at 65.3%. Based on the sample size recommendations by Cohen (1977), 249 respondents were enrolled to complete the survey with questionnaire method. Then analyzed the data by SPSS program and found the interesting points as the following.

Hypothesis 1, satisfaction with price levels had a positive relationship toward trust. The result from Pearson's Correlation analysis exposed that satisfaction with price levels had a positive relationship toward trust at .01 significant levels which accepted hypothesis. Regarding Natalia Rubio, Nieves Villaseñor, and María Jesús Yagüe studied about the creation of consumer loyalty and trust in the retailer through store brands: the moderating effect of choice of store brand name mentioned that customer trust toward the chain was constructed from favorable perceptions satisfaction with price levels. The satisfaction with price levels factor was significantly associated with "A" health and beauty chain stores of customers in Sukhumvit area in case respondents who were always purchase cosmetics and beauty care products because they satisfied in the price of the chain stores. Furthermore, the satisfaction with price level in terms of price policy of the chain stores can also remain the loyalty of customers (Rubio, et al., 2017). Therefore, satisfaction with price levels had much encouraged trust in "A" health and beauty chain stores of customers.

Hypothesis 2, perceived image of the assortment had a positive relationship toward trust. The result from Pearson's Correlation analysis indicated that perceived

image of the assortment had positive relationship toward trust at .01 significant levels which accepted hypothesis. As the cosmetics and beauty care products had many ranges. The producers or traders were required to generate the highest sales to their companies, therefore they extended the product into several of chain stores as much as they could which showed that customers would have more variety of the products including size, pack, and formula. As for the variety of assortment, it gave more flexibility to the customers who could choose the specific reference that was the best fit they needed (Kahn & Lehmann, 1991). Aligned with the positive perceived image of the assortment helped to contribute impression to customers in terms of store own brands also gained more traffic to the stores (Rubio, et al., 2017). Therefore, perceived image of the assortment was effective impacting customers as the perception of customers.

Hypothesis 3, loyalty towards the commercial chain had a positive relationship toward trust. The result from Pearson's Correlation analysis revealed that loyalty towards the commercial chain had positive relationship toward trust at .01 significant levels which accepted hypothesis. Trust played a pivotal role in creating store loyalty (Konuk, 2019) which showed that loyalty was related to trust directly, also the greater customers loyalty of the retailers came with the greater expectation (Bowden, 2009). Therefore, the chain stores were increase exclusive treatment for the members to generate more customers loyalty and ensured customers that they could provide customers met needs. Hence, loyalty towards the commercial chain was constructed from the most favorable perceptions of trust in “A” health and beauty chain stores (Rubio, et al., 2017).



Hypothesis 4, loyalty of store brands had a positive relationship toward trust. The result from Pearson's Correlation analysis indicated that loyalty of store brands had positive relationship toward trust at .01 significant levels which accepted hypothesis. As customers became familiar with the store brands with perceiving quality differences between them (Rubio, et al., 2017) together with the growth of the beauty industry was increased to 7.8 % (Uncle, 2018) which showed that the opportunity of this industry was increased as well. This situation affected the store brands because they could be in customers choice to buy beauty products whereas the growth of the beauty industry also be the opportunities of the chain stores to contribute the awareness of stores brand to customers.

Hypothesis 5, previous positive experience with store brand had a positive relationship toward trust. The result from Pearson's Correlation analysis revealed that previous positive experience with store brand had positive relationship toward trust at .01 significant levels which accepted hypothesis. Referred to the studied of Diallo and Siqueira Jr. (2017) showed that previous positive experience with store brands affected consumer purchase intention. As purchase intention could contributed via the price, promotion, etc. which offered to customers seasonally and could gain customers excitement to shop at the stores which would be the positive experience to the customers that was necessary to affect trust influentially.

Hypothesis 6, lifestyles had a positive relationship toward trust. The result from Pearson's Correlation analysis revealed that lifestyle had positive relationship toward trust at .01 significant levels which accepted hypothesis. As mentioned, that the

producers or traders were required to generate the highest sales to their companies, therefore they extended the product into several chain stores as much as they could which showed that customers had more opportunities to find the product in everywhere they need. The stores expansion was related with the convenient lifestyles. Therefore, lifestyles was a major consideration for most customers to trust “A” health and beauty chain stores (Pudaruth, et al., 2015).

Hypothesis 7, visual appeal and physical cues of the stores had a positive relationship toward trust. The result from Pearson's Correlation analysis showed that visual appeal and physical cues of the stores had positive relationship toward trust at .01 significant levels which accepted hypothesis. The visual appeal and physical cues of the stores including shelf displays, attractive packaging or labelling (Pudaruth, et al., 2015) could contribute trust of the customers because they were tangible. In general, people felt believe in everything when it was verified that it was true in this case such as the physical evidence, promoting via the influencers and point of purchase of the chain stores. Therefore, visual appeal and physical cues of the stores had influenced the most positive on trust in “A” health and beauty chain stores of customers.

Hypothesis 8, price-conscious decisions and effective promotion had a positive relationship toward trust. The result from Pearson's Correlation analysis revealed that price-conscious decisions and effective promotion had positive relationship toward trust at .01 significant levels which accepted hypothesis. Price-conscious decisions and effective promotion consist of affordability, pricing, or sales promotion and discounts contributed positive impact towards trust in “A” health and beauty chain stores (Pudaruth, et al., 2015).

In addition, customers were concentrated in promotions of each chain stores especially exclusive promotion which could reach the customers' awareness via many elements to communicate to customers also contributed the trend of the chain stores which effected positively to trust.

Hypothesis 9, satisfaction with price levels, perceived image of the assortment, loyalty towards the commercial chain, loyalty of store brands, previous positive experience with store brand, lifestyles, visual appeal and physical cues of the stores, price-conscious decisions and effective promotion had positive impact toward trust. The result from Multiple Regression Analysis showed that there were four factors positively impacting trust in “A” health and beauty chain stores of the customers, which were loyalty towards the commercial chain, visual appeal and physical cues of the stores, satisfaction with price levels, and price-conscious decisions and effective promotion had positive influence on trust at statistically significant level of .01.

Trust was defined as the expectation held by the consumer that the service provider was dependable and could be relied on to deliver on its promises (Rubio et al., 2017). However, this research results were not confirmed that perceived image of the assortment (Rubio, Villaseñor, & Yagüe, 2017), loyalty of store brands (Rubio, Villaseñor, & Yagüe, 2017), previous positive experience with the store brand (Diallo & Siqueira Jr, 2017), lifestyles (Pudaruth, et al., 2015) had positive impact towards trust. These may be because the consumers had not been satisfied with perceived image of the assortment, loyalty of store brands, previous positive experience with the store brand, and lifestyles presented by the stores.

### 5.3 Recommendation for Managerial Implication

The results of this research should benefit “A” or many health and beauty chain stores in the matter of investment decisions for future development in lacking area, including emphasizing on loyalty towards the commercial chain, visual appeal and physical cues of the stores, satisfaction with price levels, and price-conscious decisions and effective promotion in order to sustaining trust in the health and beauty chain stores among the customers in Sukhumvit area. Nevertheless, if the stores wanted to strengthen trust from the customers, they might consider trying to improve perceived image of the assortment, loyalty of store brands, previous positive experience with the store brand, and lifestyles presented by the stores since the consumers had not to trust the stores in these aspects.

5.3.1 Loyalty towards the commercial chain, as trust was related to loyalty directly hence health and beauty chain stores should focus on building relationships that were marked by high levels of trust in order to created and maintained customers loyalty. As health and beauty chain stores created many programs to contribute stores loyalty such as the membership to receive the special offers from the chain stores including; point collection, redemption for the member, and special rewards etc. which showed that customers’ trust happened before loyalty therefore they relied to be the members of health and beauty chain stores. As the result revealed that loyalty was positive impact to trust, then the chain stores should generate the trust firstly in order to created and remained customers loyalty; more trust, more loyalty together with contained the standard of the chain stores to customers.

5.3.2 Visual appeal and physical cues of the stores, the health and beauty chain stores should be certain that the design of the shelf displays were attractive including the products on shelves, point-of-purchase in the stores such as shelf talker, window tags, and wobblers etc. could motivate customer to purchase cosmetics and beauty care products at the stores. Also, the physical evidence of the stores which were colors' decorations of the stores and the stores' layouts should be clean and easy to customers to shop at the stores. For the presenters which promoted that they used the products of the stores should be in the trend as well as promotional ads or signs should be consistent throughout all the chain stores.

5.3.3 Satisfaction with price levels was one of the main factors that impact on trust. The elements of price policy including suitable price levels, the extended average price levels, reasonable price, and attractive price were effect to trust especially reasonable price which showed that if the chain stores specified the price of products with invalid price strategy thus the trust of customers would be deducted. Furthermore, satisfaction with price levels impacted loyalty as well which meant that trust and loyalty were collaborated. Therefore, the chain stores should assure the customers that the price policy was clarified.

5.3.4 Price-conscious decisions and effective promotion factors, this factor led to satisfaction in price levels when the promotion was effective, customers felt satisfied in that price levels then the repeat purchase would occur which reached the trust of in the chain of customers. The researcher recommended that health and beauty chain stores should create the price strategies duplicated with promotion strategies because the

outcomes of promotion were affect directly to the retail selling price, the retail selling price could measure that what price levels satisfied customers which both effected to trust of customers. On the other hand, health and beauty chain stores should aware in terms of the frequency period to launch the promotion if the chain stores released the promotion every period, customers did not visit the chain stores when the promotion had not been launched, the price structure in each products category would be lost as well.

#### **5.4 Recommendation for Future Research**

This research mostly recruited only participants in the only specific health and beauty chain stores in Sukhumvit area, the finding might not cover all potential populations. Furthermore, some of them might be only drop-in members resulting in an inaccurate research result. Therefore, in future research should be studied for larger-scale of populations in order to increased more comprehensive understanding of positive factors that influence customers maintaining their trust in health and beauty chain stores. Moreover, the membership factors should be analyzed in further studies because this factor was the program which health and beauty chain stores obtained for contributing loyalty also the scale of chain stores factor because the number of stores could show that the chain stores were expanding. Therefore, both recommended factors might have a significant impact on trust in “A” health and beauty chain stores of customers.

In terms of factor analysis, this research detected that some questions had factor loading value less than 0.3, which should be removed from the group or using confirmatory factor analysis in the future research. The questions that were not surpass

factor loading value are question 8 (PIS4): Many of the products I have to buy, it can find at “A” stores only, and question 28 (VAPS4): Point-of-purchase in “A” health and beauty chain stores such as shelf talker, window tags, etc. motivated my choices for buying cosmetics and beauty care products at “A” health and beauty chain stores.



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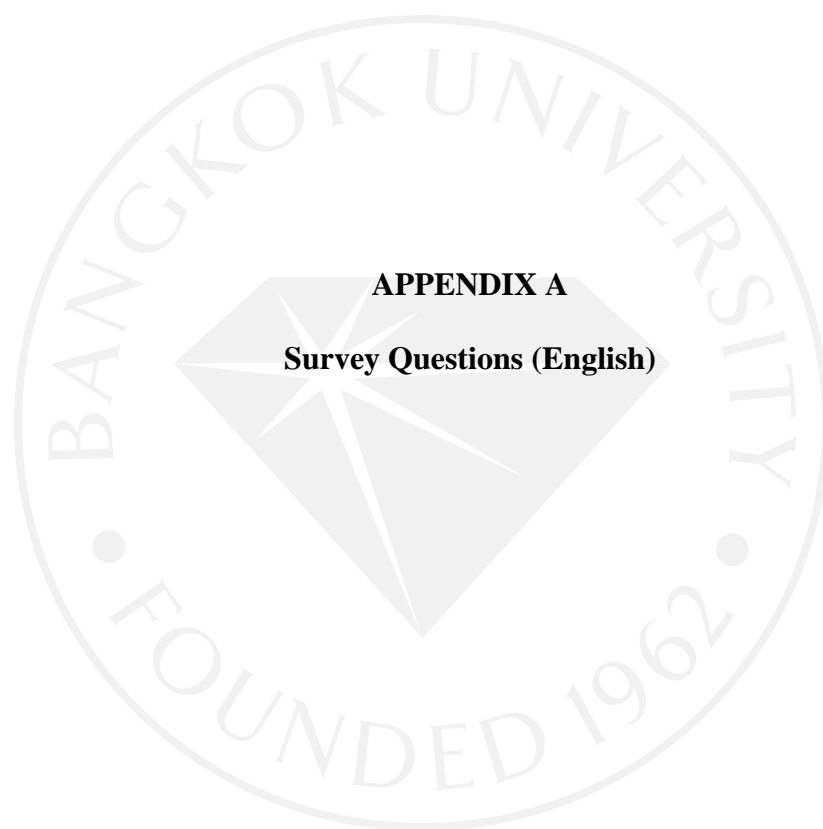
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**APPENDIX A**

**Survey Questions (English)**



มหาวิทยาลัยกรุงเทพ  
BANGKOK UNIVERSITY

NO.....

## Questionnaire

on

Factors Positively Affecting Trust in “A” Health and Beauty Chain Stores of Customers  
in Sukhumvit area.

**Instruction:** Objective of this survey is to collected data for use in Master of Business Administration research, Bangkok University. The result of this research will be benefit to retail industry especially health and beauty store. In this regard, cooperation from the respondents are needed. I, Bawonrat Boonthrapong, master’s degree of Business Administration student from Bangkok University thankfully for your cooperation

Instruction: Please answer the following question and put ✓ in  that matches you most.

### 1. Gender

1) Male

2) Female

### 2. Age

1) Under 18 years old

2) 18-23 years old

3) 24–29 years old

4) 30-39 years old

5) 40-49 years old

6) Equal and over 50 years old

**3. Status**

- 1) Single                       2) Married                       3) Divorced/ Widowed/ Separated

**4. Level of education**

- 1) Under Bachelor's Degree                       2) Bachelor's Degree  
 3) Master's Degree                       4) Doctorate Degree  
 5) Others, Please Specify .....

**5. Monthly income**

- 1) Less than and equal to 15,000 baht                       2) 15,001–30,000 baht  
 3) 30,001–50,000 baht                       4) 50,001-100,000 baht  
 5) 100,001–150,000 baht                       6) 150,001– 200,000 baht  
 7) 200,001–500,000 baht                       8) More than 500,000 baht

**6. Professional Status**

- 1) State enterprise employee                       2) Private employee  
 3) Self-Employed                       4) Searching for job  
 5) Housewives                       6) Retired  
 7) Students  
 8) Others, Please Specify .....

**7. Type(s) of stores where you frequently buy cosmetics and beauty care products.**

**You can select more than one choice.**

- 1) Discount Stores (Ex. Tesco Lotus)
- 2) Supermarket (Ex. Tops)
- 3) Department Stores (Ex. Central)
- 4) Health and Beauty Stores (Ex. Watsons)
- 5) Beauty Stores (Multi-Brand) (Ex. Eve and Boy)
- 6) Convenience Stores (Ex. Seven Eleven)
- 7) Brand's Stand-Alone Stores (Ex. Beauty Buffet)
- 8) Others, Please Specify .....

**8. The most of your favorable health and beauty store. Please select only one choice.**

- 1) Watsons
- 2) Boots
- 3) Tsuruha
- 4) Matsumoto Kiyoshi
- 5) Others, Please Specify .....

**9. Your frequency of visiting health and beauty stores.**

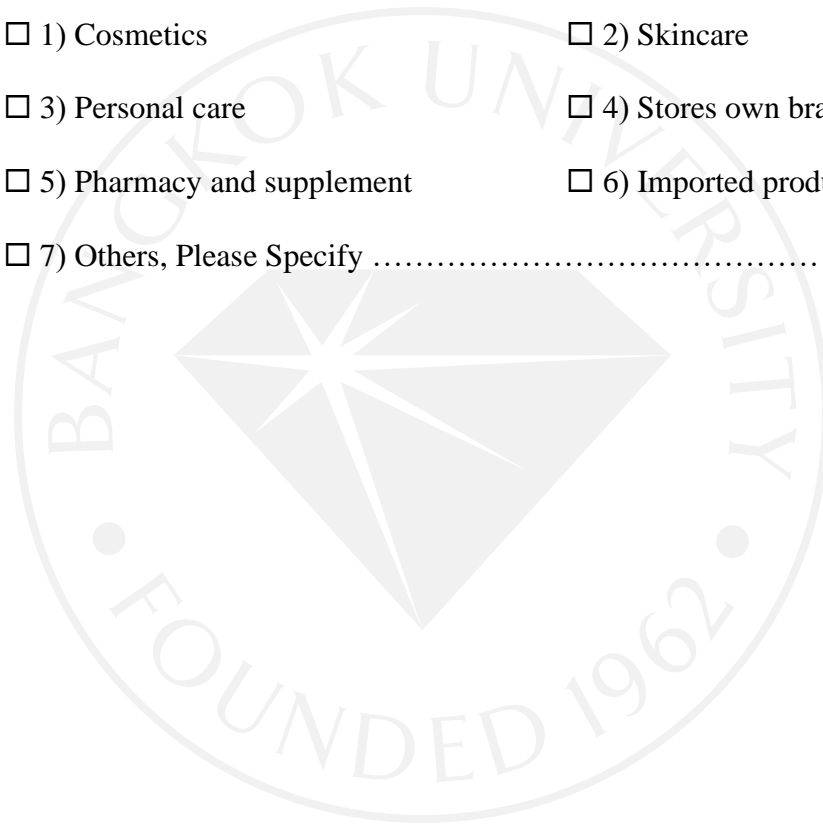
- 1) Daily
- 2) Once a week
- 3) Several times per week
- 4) Once a month
- 5) Several times per month
- 6) Once a year
- 7) Several times per year
- 8) Only on special occasions
- 9) Others, Please Specify .....

**10. How much you spend on health and beauty stores per time.**

- |   |  |
|---|--|
| <input type="checkbox"/> 1) Less than and equal to 200 baht | <input type="checkbox"/> 2) 201 – 500 baht     |
| <input type="checkbox"/> 3) 501 – 1,000 baht                | <input type="checkbox"/> 4) 1,001 – 1,500 baht |
| <input type="checkbox"/> 5) 1,501 – 2,000 baht              | <input type="checkbox"/> 6) More than 3,000    |

**11. Which product category is you mostly purchased. Please select only one choice.**

- |  |   |
|--|---|
| <input type="checkbox"/> 1) Cosmetics                    | <input type="checkbox"/> 2) Skincare          |
| <input type="checkbox"/> 3) Personal care                | <input type="checkbox"/> 4) Stores own brand  |
| <input type="checkbox"/> 5) Pharmacy and supplement      | <input type="checkbox"/> 6) Imported products |
| <input type="checkbox"/> 7) Others, Please Specify ..... |   |





Please mark every question with only one ✓ in the box that most corresponds to your comments.

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Satisfaction with price levels						
1	“A” stores have a suitable price levels.					
2	The average price levels of “A” products show no abusive increases over time.					
3	Total prices of “A” products I bought have reasonable prices.					
4	“A” stores offer attractive prices of cosmetics and beauty care products than other stores.					
Perceived image of the assortment						
1	“A” stores always have the variety of products and brands I need.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
2	“A” stores offer high variety packaged goods.					
3	“A” stores offer high quality packaged goods.					
4	Many of the products I have to buy, it can find at “A” stores only.					
Loyalty towards the commercial chain						
1	If I had to purchase cosmetics and beauty care products, I would buy them at “A” chain stores.					
2	If I had decided to spend more money on my shopping, I would do so at “A” chain stores.					
3	In my next shopping I would choose to buy products at “A” chain stores.					
4	I am members of “A” chain stores.					
Loyalty of store brands						

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
1	I considered to be a consumer who is loyal to “A” brands.					
2	It is the first option to buy “A” brands.					
3	I will recommend “A” brands to others.					
4	Almost of the products of my stock are “A” brands.					
Previous positive experience with store brand						
1	Base on my experience with “A” stores, I am very satisfied with “A” brand products.					
2	Base on my experience with “A” stores, I would not hesitate to buy “A” brand products.					
3	Base on my experience with “A” stores, it is worth buying “A” brand products.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
4	Base on my experience with “A” stores, “A” brand products have high quality with low price (compared with branded products.)					
Lifestyles						
1	“A” stores suit my lifestyles.					
2	Cosmetics and beauty care products in “A” stores match my self-image.					
3	Brands image of products in “A” stores can indicate my lifestyles.					
4	My economic situation allows me to frequently buy products at “A” stores.					
Visual appeal and physical cues of the stores						
1	Shelf displays influence my choices for buying cosmetics and beauty care products at “A” stores.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
2	Visual appeal of color scheme and stores' layouts influence my choices for buying cosmetics and beauty care products at "A" stores.					
3	Celebrities, Presenters, Beauty bloggers, Actors, Actresses bought cosmetics and beauty care products from "A" stores motivated my purchases.					
4	Point-of-purchase in "A" stores such as shelf talker, window tags, etc. motivated my choices for buying cosmetics and beauty care products at "A" stores.					
Price-conscious decisions and effective promotion						
1	I buy products at "A" stores when there is sales promotion and discounts.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
2	Cosmetics and beauty care products in “A” stores are perceived as worthy products to purchase.					
3	Exclusive promotions of “A” stores such as buying 2 <sup>nd</sup> piece for 1 Baht are attractive to purchase products at “A” stores.					
4	The frequency and period of “A” stores’ promotions are suitable.					
Trust						
1	“A” chain stores have not disappointed me.					
2	“A” chain stores are honest.					
3	I trust in “A” chain stores.					
4	“A” chain stores are the most trustworthy.					

**Please recommend for other factors that might positively affect trust in “A”**

**Health and Beauty Chain Stores of Customers in Sukhumvit area.**

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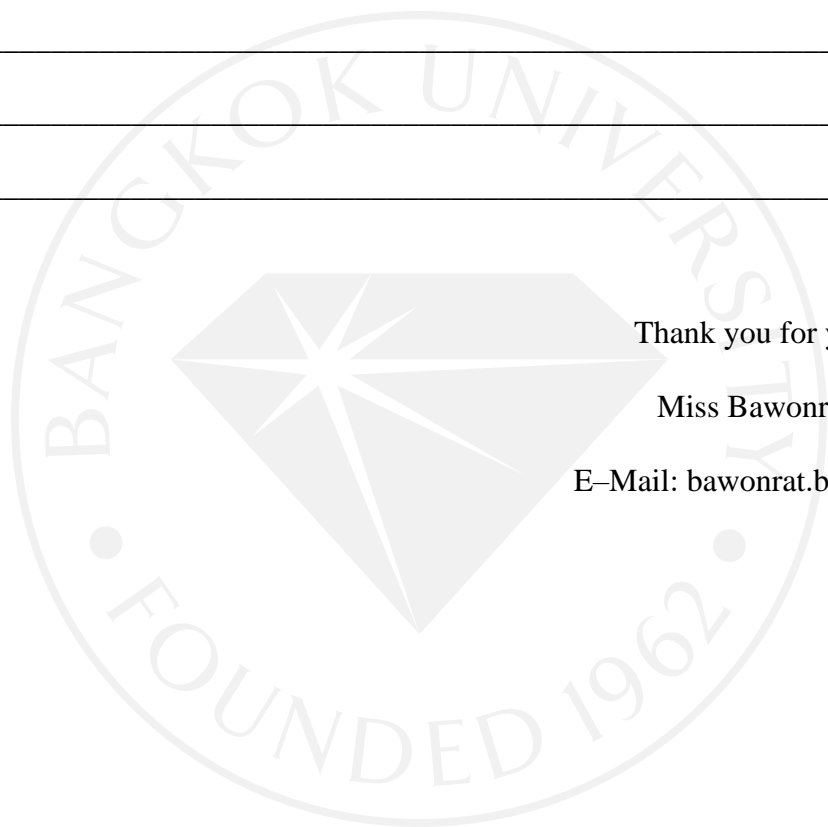
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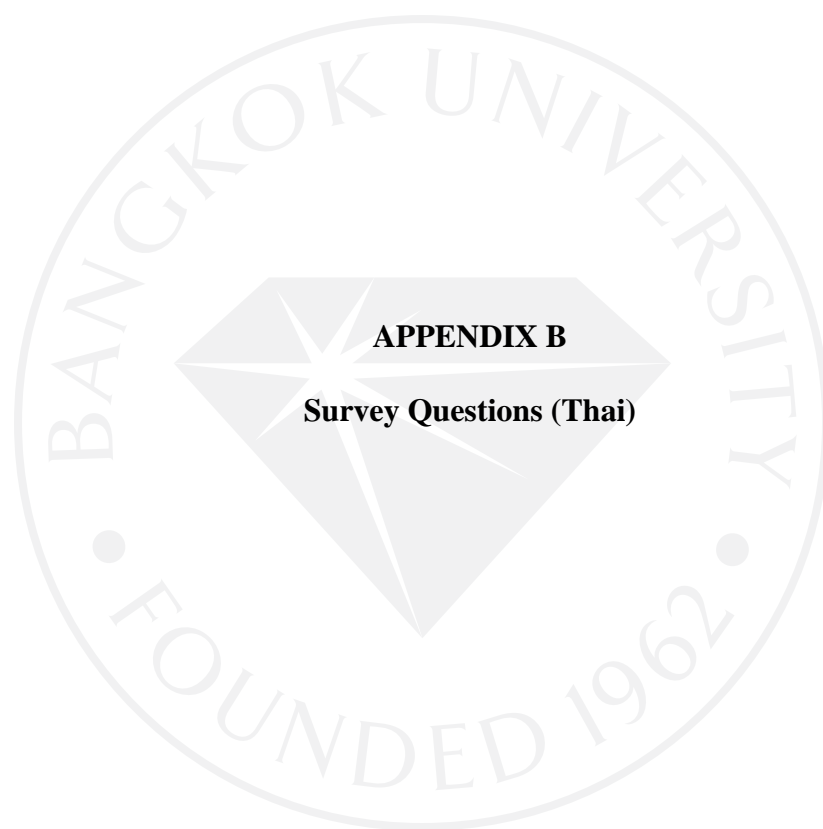
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Thank you for your cooperation

Miss Bawonrat Boonthrapong

E-Mail: [bawonrat.boon@bumail.net](mailto:bawonrat.boon@bumail.net)









มหาวิทยาลัยกรุงเทพ  
BANGKOK UNIVERSITY

NO.....

### แบบสอบถาม

เรื่อง ปัจจัยที่มีอิทธิพลเชิงบวกต่อความไว้วางใจที่มีต่อร้านอาหารสุภาพและความงามในเครือ “A” ของผู้บริโภคในพื้นที่สุขุมวิท

คำชี้แจง: แบบสอบถามนี้มีวัตถุประสงค์เก็บรวบรวมข้อมูล เพื่อนำไปประกอบการศึกษาระดับปริญญาโท บริหารธุรกิจมหาบัณฑิต มหาวิทยาลัยกรุงเทพ และสามารถนำผลการวิจัยไปใช้ประโยชน์ได้อย่างมีประสิทธิภาพต่อธุรกิจค้าปลีก โดยเฉพาะอย่างยิ่งร้านอาหารสุภาพและความงาม ดังนั้นจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถามให้ตรงตามความเห็นของท่านมากที่สุด โอกาสนี้ผู้ศึกษาวิจัยนางสาว บวรรัตน์ บุญทราพงษ์ นักศึกษาปริญญาโท สาขาวิชาเอกบริหารธุรกิจ คณะบริหารธุรกิจ มหาวิทยาลัยกรุงเทพ ขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียงข้อละหนึ่งคำตอบและโปรดทำให้ครบทุกข้อ

#### 1. เพศ

1) ชาย

2) หญิง

#### 2. อายุ

1) น้อยกว่า 18 ปี

2) 18 ถึง 23 ปี

3) 24-29 ปี

4) 30-39 ปี

5) 40-49 ปี

6) มากกว่า 50 ปี

#### 3. สถานภาพ

1) โสด

2) สมรส

3) หย่าร้าง/ หม้าย/ แยกกันอยู่

## 4. ระดับการศึกษา

- |  |                                       |
|--|---------------------------------------|
| <input type="checkbox"/> 1) ต่ำกว่าปริญญาตรี     | <input type="checkbox"/> 2) ปริญญาตรี |
| <input type="checkbox"/> 3) ปริญญาโท             | <input type="checkbox"/> 4) ปริญญาเอก |
| <input type="checkbox"/> 5) อื่น ๆ โปรดระบุ..... |                                       |

## 5. รายได้ต่อเดือน

- |   |  |
|---|--|
| <input type="checkbox"/> 1) ต่ำกว่าหรือเท่ากับ 15,000 บาท | <input type="checkbox"/> 2) 15,001–30,000 บาท    |
| <input type="checkbox"/> 3) 30,001–50,000 บาท             | <input type="checkbox"/> 4) 50,000-100,000 บาท   |
| <input type="checkbox"/> 5) 100,001–150,000 บาท           | <input type="checkbox"/> 6) 150,001– 200,000 บาท |
| <input type="checkbox"/> 7) 200,001–500,000 บาท           | <input type="checkbox"/> 8) มากกว่า 500,000 บาท  |

## 6. อาชีพ

- |  |   |
|--|---|
| <input type="checkbox"/> 1) พนักงานรัฐวิสาหกิจ/ รัฐบาล | <input type="checkbox"/> 2) พนักงานบริษัทเอกชน/ รับจ้าง |
| <input type="checkbox"/> 3) ธุรกิจส่วนตัว/ ค้าขาย      | <input type="checkbox"/> 4) อยู่ในช่วงหางาน             |
| <input type="checkbox"/> 5) ไม่ประกอบอาชีพ             | <input type="checkbox"/> 6) เกษียณ                      |
| <input type="checkbox"/> 7) นักเรียน/ นักศึกษา         |   |
| <input type="checkbox"/> 8) อื่น ๆ โปรดระบุ.....       |   |

## 7. ร้านค้าประเภทใดที่ท่านซื้อเครื่องสำอางและสินค้าความงามเป็นประจำ (สามารถเลือกได้มากกว่า

## 1 ข้อ)

- |  |
|--|
| <input type="checkbox"/> 1) ร้านค้าปลีกขนาดใหญ่ (เช่น โลตัส)                 |
| <input type="checkbox"/> 2) ซูเปอร์มาร์เก็ต (เช่น ท็อปส์)                    |
| <input type="checkbox"/> 3) ห้างสรรพสินค้า (เช่น เซ็นทรัล)                   |
| <input type="checkbox"/> 4) ร้านค้าสุขภาพและความงาม (เช่น วัตสัน)            |
| <input type="checkbox"/> 5) ร้านค้าเฉพาะสินค้าความงาม (เช่น อีฟ แอนด์ บอย)   |
| <input type="checkbox"/> 6) ร้านสะดวกซื้อ (เช่น เซเว่นอีเลเว่น)              |
| <input type="checkbox"/> 7) ร้านค้าเฉพาะของแบรนด์สินค้า (เช่น บิวตี้บูฟเฟต์) |
| <input type="checkbox"/> 8) อื่น ๆ โปรดระบุ.....                             |

8. ร้านค้าสุขภาพและความงามใดที่ท่านชื่นชอบมากที่สุด (เลือกตอบเพียงคำตอบเดียว)

- |  |   |
|--|---|
| <input type="checkbox"/> 1) วัตสัน (Watsons)     | <input type="checkbox"/> 2) บูท (Boots)                           |
| <input type="checkbox"/> 3) ซีรุฮะ (Tsuruha)     | <input type="checkbox"/> 4) มัทสึโมโตะ คิโยชิ (Matsumoto Kiyoshi) |
| <input type="checkbox"/> 5) อื่น ๆ โปรดระบุ..... |   |

9. ความถี่ในการเข้าร้านค้าสุขภาพและความงามของท่าน

- |   |   |
|---|---|
| <input type="checkbox"/> 1) ทุกวัน                    | <input type="checkbox"/> 2) 1 ครั้งต่อสัปดาห์         |
| <input type="checkbox"/> 3) มากกว่า 1 ครั้งต่อสัปดาห์ | <input type="checkbox"/> 4) 1 ครั้งต่อเดือน           |
| <input type="checkbox"/> 5) มากกว่า 1 ครั้งต่อเดือน   | <input type="checkbox"/> 6) 1 ครั้งต่อปี              |
| <input type="checkbox"/> 7) มากกว่า 1 ครั้งต่อปี      | <input type="checkbox"/> 8) เฉพาะในโอกาสพิเศษเท่านั้น |
| <input type="checkbox"/> 9) อื่นๆ โปรดระบุ.....       |   |

10. ท่านใช้จ่ายในการซื้อสินค้าร้านค้าสุขภาพและความงามเป็นจำนวนเท่าไรต่อครั้ง

- |   |   |
|---|---|
| <input type="checkbox"/> 1) น้อยกว่าหรือเท่ากับ 200 บาท | <input type="checkbox"/> 2) 201 – 500 บาท     |
| <input type="checkbox"/> 3) 501 – 1,000 บาท             | <input type="checkbox"/> 4) 1,001 – 1,500 บาท |
| <input type="checkbox"/> 5) 1,501 – 2,000 บาท           | <input type="checkbox"/> 6) มากกว่า 3,000 บาท |

11. สินค้าประเภทใดที่ท่านเลือกซื้อบ่อยที่สุดในร้านค้าสุขภาพและความงาม (เลือกตอบเพียงคำตอบเดียว)

- |  |   |
|--|---|
| <input type="checkbox"/> 1) เครื่องสำอาง         | <input type="checkbox"/> 2) บำรุงผิว                    |
| <input type="checkbox"/> 3) ของใช้ส่วนตัว        | <input type="checkbox"/> 4) สินค้าแบรนด์ของร้านค้าต่างๆ |
| <input type="checkbox"/> 5) ยาและอาหารเสริม      | <input type="checkbox"/> 6) สินค้านำเข้า                |
| <input type="checkbox"/> 7) อื่น ๆ โปรดระบุ..... |   |

โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียงข้อละหนึ่งคำตอบและโปรดทำให้ครบทุกข้อ

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
<b>ความพึงพอใจในระดับราคา (Satisfaction with price levels)</b>						
1	ร้าน“A”มีระดับราคาสินค้าที่เหมาะสม					
2	ระดับราคาสินค้าร้าน“A”ปรับขึ้นอย่างเหมาะสม					
3	ราคาสินค้าทั้งหมดที่ท่านซื้อจากร้าน“A”เป็นราคาที่สมเหตุสมผล					
4	ร้าน“A”มีราคาสินค้าเครื่องสำอางและความงามที่น่าดึงดูดกว่าร้านค้าอื่นๆ					
<b>การรับรู้ภาพลักษณ์ของการแบ่งประเภทสินค้า (Perceived image of the assortment)</b>						
1	ร้าน“A”มีสินค้าและแบรนด์ที่ท่านต้องการ  อย่างหลากหลาย					
2	ร้าน“A”มีรูปแบบบรรจุภัณฑ์ของสินค้าที่หลากหลายให้เลือกซื้อ					
3	ร้าน“A”มีรูปแบบบรรจุภัณฑ์ของสินค้าที่มีคุณภาพ					
4	มีสินค้าหลายอย่างที่ท่านต้องซื้อ ซึ่งสามารถหาเจอได้ที่ร้าน“A”เท่านั้น					
<b>ความภักดีต่อร้านค้าและร้านค้าในเครือ (Loyalty towards the commercial chain)</b>						
1	หากท่านมีความต้องการซื้อสินค้าเครื่องสำอางและความงาม ท่านจะซื้อที่ร้านค้าในเครือ“A”					
2	หากท่านตัดสินใจที่จะใช้เงินมากขึ้นในการซื้อสินค้า ท่านจะไปที่ร้านค้าในเครือ“A”					

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
3	ในการซื้อสินค้าครั้งถัดไป ท่านจะเลือกซื้อสินค้าที่ร้านค้าในเครือ“A”					
4	ท่านเป็นสมาชิกร้านค้าในเครือ“A”					
ความภักดีต่อสินค้าตราสินค้าของร้านค้า (Loyalty of store brands)						
1	ท่านคิดว่าท่านเป็นกลุ่มลูกค้าที่ภักดีต่อสินค้าแบรนด์“A”					
2	สินค้าแบรนด์“A”เป็นตัวเลือกรแรกที่ท่านจะเลือกซื้อ					
3	ท่านจะแนะนำสินค้าแบรนด์ร้าน“A”ให้กับเพื่อนผู้อื่น					
4	สินค้าส่วนใหญ่ที่ท่านมีเป็นสินค้าแบรนด์“A”					
ประสบการณ์เชิงบวกต่อสินค้าตราสินค้าของร้านค้า (Previous positive experience with store brand)						
1	จากประสบการณ์ในการซื้อสินค้าร้าน“A”ท่านพึงพอใจในสินค้าแบรนด์“A”อย่างมาก					
2	จากประสบการณ์ในการซื้อสินค้าร้าน“A”ท่านไม่ลังเลที่จะซื้อสินค้าแบรนด์“A”					
3	จากประสบการณ์ในการซื้อสินค้าร้าน“A”ท่านรู้สึกคุ้มค่าในการซื้อสินค้าแบรนด์“A”					
4	จากประสบการณ์ในการซื้อสินค้าร้าน“A”สินค้าแบรนด์“A”มีคุณภาพดี ราคาถูก (เมื่อเทียบกับสินค้าแบรนด์อื่นๆ)					
รูปแบบการดำเนินชีวิต (Lifestyles)						
1	รูปแบบของร้าน“A”เหมาะกับไลฟ์สไตล์ของท่าน					

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
2	สินค้าเครื่องสำอางและความงามในร้าน “A” เหมาะสมกับภาพลักษณ์ของท่าน					
3	ภาพลักษณ์ของแบรนด์สินค้าในร้าน “A” สามารถบ่งบอกถึงไลฟ์สไตล์ของท่านได้					
4	สถานะทางการเงินของท่าน ทำให้ท่านซื้อสินค้าที่ร้าน “A” ได้บ่อย					
ลักษณะของร้านค้า (Visual appeal and physical cues of the stores)						
1	รูปแบบของชั้นวางสินค้ามีผลทำให้ท่านเลือกซื้อสินค้าเครื่องสำอางและความงามที่ร้าน “A”					
2	การใช้สีตกแต่งและการวางผังของร้านมีผลทำให้ท่านเลือกซื้อสินค้าเครื่องสำอางและความงามที่ร้าน “A”					
3	การซื้อสินค้าเครื่องสำอางและความงามที่จากร้านวัตสันของบุคคลมีชื่อเสียง, ฟรีเซ็นเตอร์, บิวตี้บล็อกเกอร์, นักแสดงชาย และนักแสดงหญิงมีผลให้ท่านซื้อสินค้าที่ร้าน “A”					
4	สื่อส่งเสริมการขายในร้านค้า “A” เช่น ป้ายสื่อบนชั้นวาง, ป้ายราคารูปแบบต่างๆ เป็นต้น มีผลให้ท่านเลือกซื้อสินค้าเครื่องสำอางและที่ร้าน “A”					
การตระหนักถึงราคา และการส่งเสริมการขายที่มีประสิทธิภาพ (Price-conscious decisions and effective promotion)						
1	ท่านซื้อสินค้าที่ร้าน “A” เมื่อมีการจัดรายการส่งเสริมการขายและส่วนลดสินค้าต่างๆ					

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
2	สินค้าเครื่องสำอางและความงามในร้าน“A”ทำให้ผู้ซื้อรู้สึกว่าเป็นสินค้าที่คุ้มค่าที่จะซื้อ					
3	รายการส่งเสริมการขายพิเศษที่มีเฉพาะร้าน“A”เช่น ซื้อสินค้า ชิ้นที่2 ในราคา1บาท ดึงดูดให้ซื้อสินค้าที่ร้าน“A”					
4	ความถี่และระยะเวลารายการส่งเสริมการขาย ของร้าน“A”มีความเหมาะสม					
ความเชื่อถือในร้านค้า และร้านค้าในเครือ (Trust)						
1	ร้านในเครือ“A”ไม่เคยทำให้ท่านผิดหวัง					
2	ร้านในเครือ“A”มีความซื่อตรง					
3	ท่านไว้วางใจร้านในเครือ“A”					
4	ร้านในเครือ“A”น่าไว้วางใจมากที่สุด					

ขอให้ท่านแนะนำเพิ่มเติมสำหรับปัจจัยเชิงบวกอื่น ๆ ที่มีผลต่อความไวใจที่มีต่อร้านสุขภาพและความงามในเครือ “A” ของผู้บริโภคในพื้นที่สุขุมวิท

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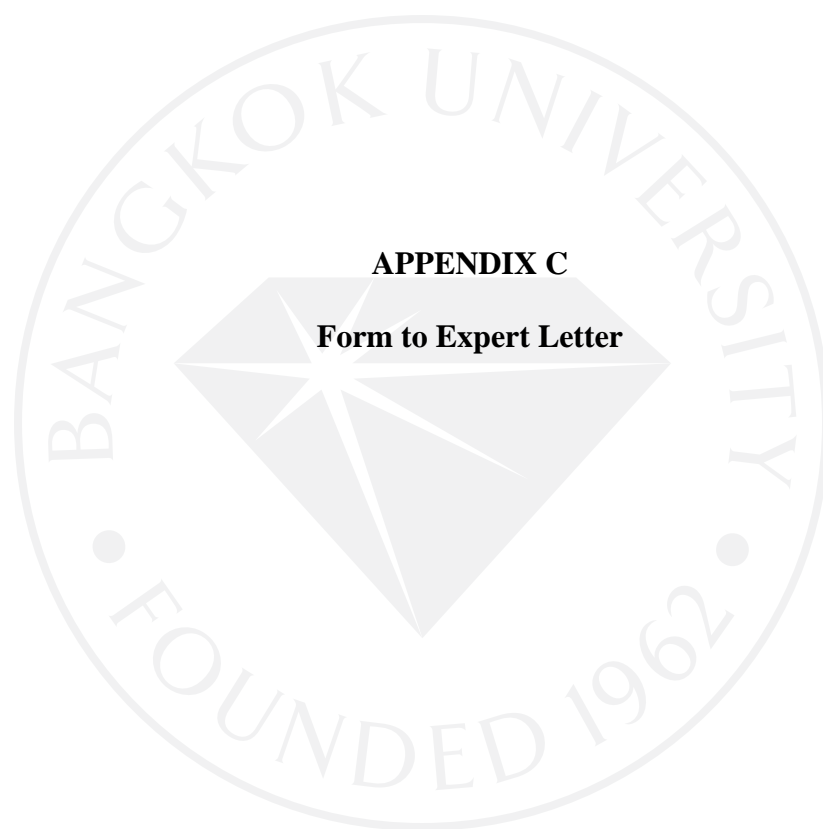
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โอกาสนี้ผู้ศึกษาวิจัยขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

นางสาว บวรรัตน์ บุญทรพงษ์

E-Mail: [bawonrat.boon@bumail.net](mailto:bawonrat.boon@bumail.net)





**APPENDIX C**

**Form to Expert Letter**

55/258 Casa Ville Hatairath - Ramindra

Hatairath Road, Lumlukka

Pathumtance 12150

E-mail: bawonrat.boon@bunmail.net

March 25, 2018


Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Dr. Penjira Kanthawongs  
Advisor, Bangkok University

I, Bawonrat Boonthrpong, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Affecting Trust in "A" Health and Beauty Chain Stores of Customers in Sukhumvit area. Due to your expertise in research, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence IOC with 1 as comprehensible, 0 as uncertain, or -1 as incomprehensible by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature   
(Dr. Penjira Kanthawongs)  
Advisor

Signature   
(Bawonrat Boonthrpong)  
Researcher

55/258 Casa Ville Hatairath- Ramindra

Hatairath Road, Lumlukka

Pathumtance 12150

E-mail: bawonrat.boon@bumail.net


March 25, 2018


Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Khun Pichamol Pratumsuwanpas  
Business Development Manager  
Company A related to Health and Beauty Stores Industry

I, BawonratBoonthrpong, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Affecting Trust in "A" Health and Beauty Chain Stores of Customers in Sukhumvit area. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **0** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature:   
(Khun Pichamol Pratumsuwanpas)  
Expert

Signature:   
(Bawonrat Boonthrpong)  
Researcher

55/258 Casa Ville Hatairath-Ramindra

Hatairath Road, Lumlukka

Pathumtanee 12150

E-mail: bawonrat.boon@bumail.net

March 25, 2018

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Khun Sivaporn Boonsrivinai  
Key Account Manager  
Company A related to Health and Beauty Stores Industry

I, BawonratBoonthrpong, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Affecting Trust in "A" Health and Beauty Chain Stores of Customers in Sukhumvit area. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with +1 as **comprehensible**, **0** as **uncertain**, or -1 as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature: \_\_\_\_\_

(Khun Sivaporn Boonsrivinai)  
Expert

Signature: \_\_\_\_\_

(Bawonrat Boonthrpong)  
Researcher

<b><u>Factors</u></b>	<b><u>Original Eng. v.</u></b>	<b><u>Adjusting Eng. v.</u></b>	<b><u>Adjusted Thai v.</u></b>	<b><u>IOC</u></b>	<b><u>Comments from the expert</u></b>	<b><u>Total points</u></b>
Satisfaction with Price Levels (SPL) (Rubio, Villaseñor, & Yagüe, 2017)	SPL1: The retailer has a generally satisfactory price levels.	SPL1: “A” stores have a suitable price levels.	SPL1: ร้าน “A” มีระดับราคาสินค้าที่เหมาะสม			
	SPL2: The general price level shows no abusive increases over time.	SPL2: The average price levels of “A” products show no abusive increases over time.	SPL2: ระดับราคาสินค้าร้าน “A” ปรับขึ้นอย่างเหมาะสม			
	SPL3: Fills the shopping cart at a reasonable price.	SPL3: Total prices of “A” products I bought have reasonable prices.	SPL3: ราคาสินค้าทั้งหมดที่ท่านซื้อจากร้าน “A” เป็นราคาที่เหมาะสมเหตุผล			
		SPL4: “A” stores offer attractive prices of cosmetics and beauty care products than other stores.	SPL4: ร้าน “A” มีราคาสินค้าเครื่องสำอางค์และความงามที่น่าดึงดูดกว่าร้านค้าอื่นๆ			
Perceived Image of the Assortment (PIS) (Rubio, et al., 2017)	PIS1: The retailer always has available the variety (products and brands) I need.	PIS1: “A” stores always have the variety of products and brands I need.	PIS1: ร้าน “A” มีสินค้าและแบรนด์ที่ท่านต้องการ อย่างหลากหลาย			
	PIS2: The retailer offers high variety packaged goods.	PIS2: “A” stores offer high variety packaged goods.	PIS2: ร้าน “A” มีรูปแบบบรรจุภัณฑ์ของสินค้าที่หลากหลายให้เลือกซื้อ			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	PIS3: The retailer offers high quality packaged goods.	PIS3: “A” stores offer high quality packaged goods.	PIS3: ร้าน “A” มีรูปแบบบรรจุภัณฑ์ของสินค้าที่มีคุณภาพ			
		PIS4: Many of the products I need to buy, they can find at “A” stores only.	PIS4: มีสินค้าหลายอย่างที่ท่านต้องซื้อ ซึ่งสามารถหาเจอได้ที่ร้าน “A” เท่านั้น			
Loyalty towards the Commercial Chain (LCC) (Rubio, et al., 2017)	LCC1: If I had to purchase large amounts of the products I buy, I would buy them at this chain.	LCC1: If I had to purchase cosmetics and beauty care products, I would buy them at “A” chain stores.	LCC1: หากท่านมีความต้องการซื้อสินค้าเครื่องสำอางค์และความงาม ท่านจะซื้อที่ร้านค้าในเครือ “A”			
	LCC2: Should I decide to spend more money on my shopping, I would do so at this chain store.	LCC2: If I had decided to spend more money on my shopping, I would do so at “A” chain stores.	LCC2: หากท่านตัดสินใจที่จะใช้เงินมากขึ้นในการซื้อสินค้าท่านจะไปที่ร้านค้าในเครือ “A”			
	LCC3: No doubt, I would fill my next shopping cart at an establishment of this chain.	LCC3: In my next shopping I would choose to buy products at “A” chain stores.	LCC3: ในการซื้อสินค้าครั้งถัดไป ท่านจะเลือกซื้อสินค้าที่ร้านค้าในเครือ “A”			
		LCC4: I am members of “A” chain stores.	LCC4: ท่านเป็นสมาชิกร้านค้าในเครือ “A”			

<b><u>Factors</u></b>	<b><u>Original Eng. v.</u></b>	<b><u>Adjusting Eng. v.</u></b>	<b><u>Adjusted Thai v.</u></b>	<b><u>IOC</u></b>	<b><u>Comments from the expert</u></b>	<b><u>Total points</u></b>
Loyalty of store brands (LSB) (Rubio, et al., 2017)	LSB1: Considered to be a consumer who is loyal to the store brands.	LSB1: I considered to be a consumer who is loyal to “A” brands.	LSB1: ท่านคิดว่าท่านเป็นกลุ่มลูกค้าที่ภักดีต่อสินค้าแบรนด์ “A”			
	LSB2: It is the first option in the shopping cart.	LSB2: It is the first option to buy “A” brands.	LSB2: สินค้าแบรนด์ “A” เป็นตัวเลือกแรกที่ท่านจะเลือกซื้อ			
	LBS3: Consumers recommend store brands to friends and/or relative.	LBS3: I will recommend “A” brands to friends and relatives.	LBS3: ท่านจะแนะนำสินค้าแบรนด์ “A” ให้กับเพื่อนและญาติ			
		LBS4: Almost of the products of my stock are “A” brands.	LBS4: สินค้าส่วนใหญ่ที่ท่านมีเป็นสินค้าแบรนด์ “A”			
Previous positive experience with store brand (PESB) (Diallo & Siqueira Jr, 2017)	PESB1: Base on my experience with the retailer, I am very satisfied with store brand grocery products.	PESB1: Base on my experience with “A” stores, I am very satisfied with “A” brand products.	PESB1: จากประสบการณ์ในการซื้อสินค้านร้าน “A” ท่านพึงพอใจสินค้าแบรนด์ “A”			
	PESB2: Base on my experience with the retailer, I would not hesitate to buy store brand grocery products.	PESB2: Base on my experience with “A” stores, I would not hesitate to buy “A” brand products.	PESB2: จากประสบการณ์ในการซื้อสินค้านร้าน “A” ท่านไม่ลังเลที่จะซื้อสินค้าแบรนด์ “A”			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	PESB3: Base on my experience with the retailer, it is worth buying store brand products.	PESB3: Base on my experience with “A” stores, it is worth buying “A” brand products.	PESB3: จากประสบการณ์ในการซื้อสินค้าร้าน “A” ท่านรู้สึกคุ้มค่าในการซื้อสินค้าแบรนด์ “A”			
		PESB4: Base on my experience with “A” stores, “A” brand products have high quality with low price (compared with branded products.)	PESB4: จากประสบการณ์ในการซื้อสินค้าร้าน “A” สินค้าแบรนด์ “A” มีคุณภาพดี ราคาถูก (เมื่อเทียบกับสินค้าแบรนด์อื่นๆ)			
Lifestyles (LS) (Pudaruth, et al., 2015)	LS1: Green cosmetics and beauty care products suit my lifestyles.	LS1: “A” stores suit my lifestyles.	LS1: รูปแบบของร้าน “A” เหมาะกับไลฟ์สไตล์ของท่าน			
	LS2: Green cosmetics and beauty care products match my self-image.	LS2: Cosmetics and beauty care products in “A” stores match my self-image.	LS2: สินค้าเครื่องสำอางค์และความงามในร้าน “A” เหมาะสมกับภาพลักษณ์ของท่าน			
		LS3: Brands image of products in “A” stores can indicate my lifestyles.	LS3: ภาพลักษณ์ของแบรนด์สินค้าในร้าน “A” สามารถบ่งบอกถึงไลฟ์สไตล์ของท่านได้			



<b><u>Factors</u></b>	<b><u>Original Eng. v.</u></b>	<b><u>Adjusting Eng. v.</u></b>	<b><u>Adjusted Thai v.</u></b>	<b><u>IOC</u></b>	<b><u>Comments from the expert</u></b>	<b><u>Total points</u></b>
	LS4: My economic situation allows me to make green choices.	LS4: My economic situation allows me to frequently buy products at “A” stores.	LS4: สถานะทางการเงินของท่าน ทำให้ท่านซื้อสินค้าที่ร้าน “A” ได้บ่อย			
Visual appeal and physical cues of the stores (VAPS) (Pudaruth, et al., 2015)	VAPS1: Shelf display influences my choice for green cosmetics and beauty care products.	VAPS1: Shelf displays influence my choices for buying cosmetics and beauty care products at “A” stores.	VAPS1: รูปแบบของชั้นวางสินค้ามีผลทำให้ท่านเลือกซื้อสินค้าเครื่องสำอางค์และความงามที่ร้าน “A”			
	VAPS2: Visual appeal of color scheme influence my choice.	VAPS2: Visual appeal of color scheme and stores’ layouts influence my choices for buying cosmetics and beauty care products at “A” stores.	VAPS2: การใช้สี ตกแต่งและการวางผังของร้านมีผลทำให้ท่านเลือกซื้อสินค้าเครื่องสำอางค์และความงามที่ร้าน “A”			
	VAPS3: Celebrity used motivated my purchase for green cosmetics and beauty care products.	VAPS3: Celebrities, Presenters, Beauty bloggers, Actors, Actresses bought cosmetics and beauty care products from “A” stores	VAPS3: การซื้อสินค้าเครื่องสำอางค์และความงามที่จากร้านวัตสันของบุคคลมีชื่อเสียง, พิธีเซ็นเตอร์, บิวตี้บล็อกเกอร์, นักแสดงชาย			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
		motivated my purchases.	และนักแสดงหญิงมีผลให้ท่านซื้อสินค้าที่ร้าน "A"			
		VAPS4: Point-of-purchase in "A" stores such as shelf talker, window tags, etc. motivated my choices for buying cosmetics and beauty care products at "A" stores.	VAPS4: สื่อส่งเสริมการขายในร้านค้า "A" เช่น ป้ายสื่อบนชั้นวาง, ป้ายราคารูปแบบต่างๆ เป็นต้น มีผลให้ท่านเลือกซื้อสินค้าเครื่องสำอางค์และที่ร้าน "A"			
Price-conscious decisions and effective promotion (PCEP) (Pudaruth, et al., 2015)	PCEP1: I buy green cosmetics and beauty care products when there is sales promotion and discounts.	PCEP1: I buy products at "A" stores when there is sales promotion and discounts.	PCEP1: ท่านซื้อสินค้าที่ร้าน "A" เมื่อมีการจัดรายการส่งเสริมการขายและส่วนลดสินค้าต่างๆ			
	PCEP2: Green cosmetics and beauty care products are perceived as luxurious products in Mauritius.	PCEP2: Cosmetics and beauty care products in "A" stores are perceived as worthy products to purchase.	PCEP2: สินค้าเครื่องสำอางค์และความงามในร้าน "A" ทำให้ผู้ซื้อรู้สึกว่าเป็นสินค้าที่คุ้มค่าที่จะซื้อ			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
		PCEP3: Exclusive promotions of Watsons stores such as buying 2 <sup>nd</sup> piece for 1 Baht are attractive to purchase products at “A” stores.	PCEP3: รายการส่งเสริมการขายพิเศษที่มีเฉพาะร้านวัตสัน เช่น ซื้อสินค้า ชิ้นที่2 ในราคา1บาท ดึงดูดให้ซื้อสินค้าที่ร้าน “A”			
		PCEP4: The frequency and period of “A” stores’ promotions are suitable.	PCEP4: ความถี่และระยะเวลารายการส่งเสริมการขาย ของร้าน “A” มีความเหมาะสม			
Trust (T) (Rubio, et al., 2017)	T1: The chain has not disappointed the consumers.	T1: “A” chain stores have not disappointed me.	T1: ร้านในเครือ “A” ไม่เคยทำให้ท่านผิดหวัง			
	T2: The chain is honest.	T2: “A” chain stores are honest.	T2: ร้านในเครือ “A” มีความซื่อตรง			
	T3: The consumers trust in the chain.	T3: I trust in “A” chain stores.	T3: ท่านไว้วางใจร้านในเครือ “A”			
		T4: “A” chain stores are the most trustworthy.	T4: ร้านในเครือ “A” น่าไว้วางใจมากที่สุด			

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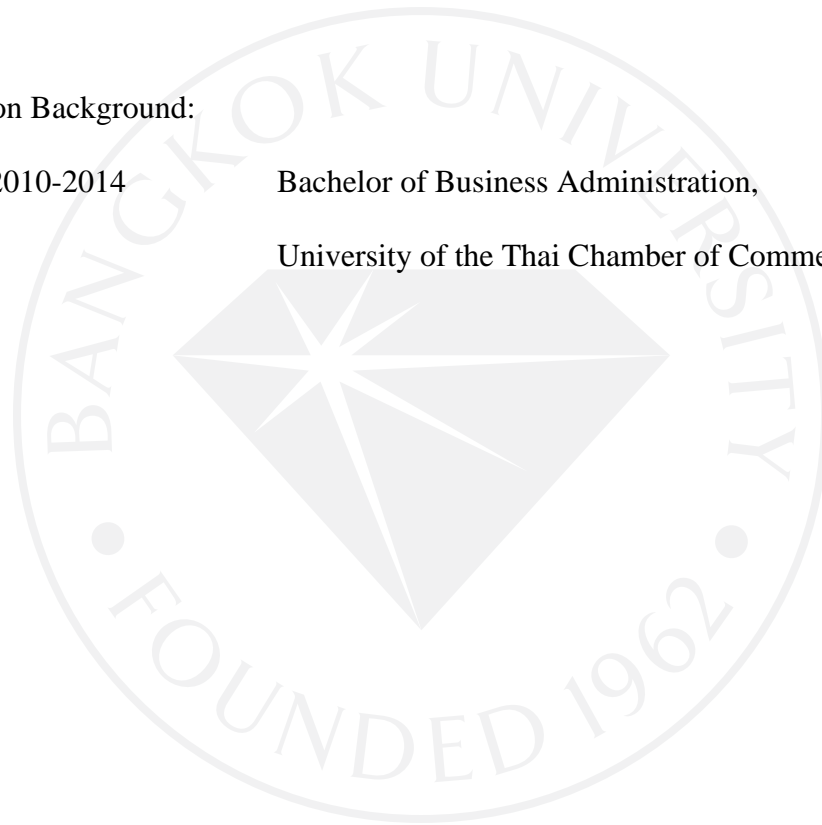
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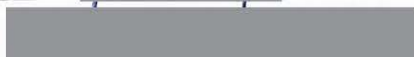
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