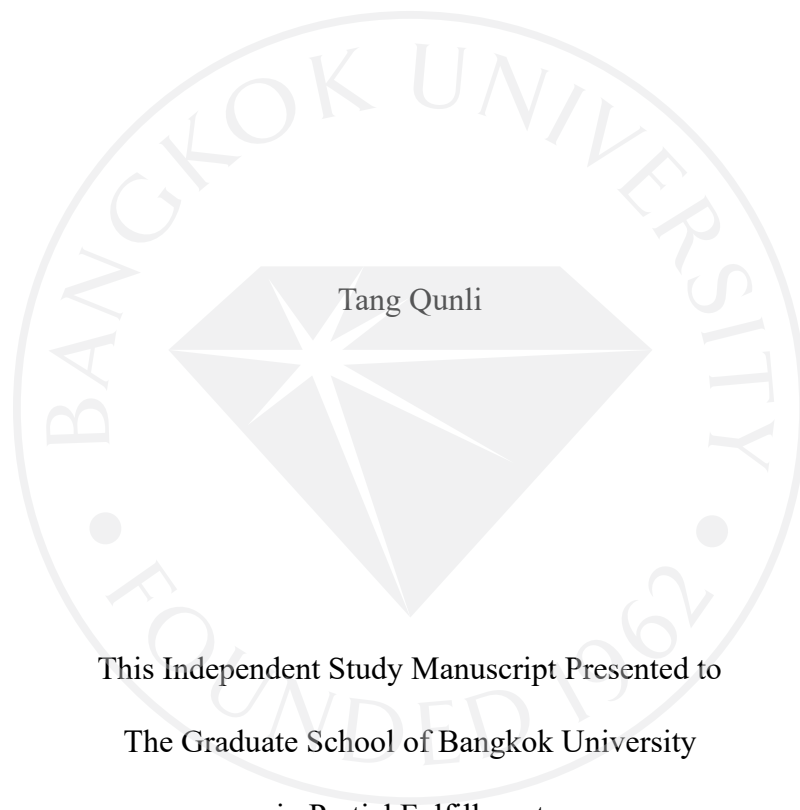A STUDY OF THE FACTORS INFLUENCING CUSTOMERS'

REPURCHASING INTENTION FOR A THAI COSMETIC BRAND,

ORIENTAL PRINCESS, IN PATHUMWAN DISTRICT OF BANGKOK

A STUDY OF THE FACTORS INFLUENCING CUSTOMERS'

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<u>A Study of the Factors Influencing Customers' Repurchasing Intention for A Thai Cosmetic Brand, Oriental Princess, in Pathumwan District of Bangkok</u> (50 pp.)

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ABSTRACT

The purpose of this paper was to examine the factors affecting consumers' repurchasing intention for a Thai Cosmetic brand, Oriental Princess, in Pathum wan District of Bangkok. The study aims to investigate factors such as the perceived value, social network and brand trust, as independent variables, and repurchase intention as the dependent variable.

Descriptive statistics and multiple regression analysis were used to analyze the data. The analysis revealed that perceived value and social network had a positive impact on the repurchase intention.

Keywords: Repurchase Intention, Perceived Value, Social Network

ACKNOWLEDGEMENT

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Due to the rapid advancement of technology, more and more consumers, especially working women who would like to spend more money and time on cosmetic in order to look more attractive, it is good phenomenon during the cosmetic industry which make customers have wider and more diversity.

Thailand cosmetic market is cut-throat competition. Many manufacturers and suppliers would like to come into Thai cosmetic market. Because of the low cost of labor, abundant resources, local herbs, aromatic products and medicinal materials, it is enabled to facilitate the production and processes. Meanwhile, Thai manufactures produce cosmetic products for foreign brand such as L'Oreal, Kate, Olay, Jurlique, Origin and Yves Rocher (Department of Export Promotion, Ministry of Commerce, 2010).

The cosmetic industry international brand involves L'Oreal, Estee Lauder and Shiseido. The Thai domestic brands include Mistine, Oriental Princess Gino McCray and so on. Oriental Princess is more popular in overseas markets and recognized in Europe, Japan and increasingly in North America (Aowpatanakul, 2013).

Although Thailand's economy and policy faced a hard period from 2009 to 2014, the cosmetic was immune to the bad economic situation. However, Thailand's cosmetic industry has grown by 7.2-7.9% annually over the last six years (Thai Export, 2019).

The estimate market revenue is growing by the relatively high rate of 3.0 % compound annual growth rate (CAGR) from 2019 to 2023 (Euromonitor International, 2017). In 2017, the cosmetics and personal care market value was approximately US $4.7 billion in 2017, which has increased 7.8% to compare with 2016. Besides, skincare products were valued at US $2.2 billion in 47% of the market share. The market's largest segment was the skin care with a market volume of US $1,926m in 2019 in Thailand. Thailand has two parts of market; One is for domestic consumption. The other is for exporting. Meanwhile, Thailand ranked 17th in cosmetics production and exporting countries in 2017 (The Nation Thailand, 2018). Thailand contributed the high export values of the ASEAN region as well. It was second exporting country behind Singapore. Skin care products were more than 20% of the market share and haircare product was more than 20% of market share (Neeranard, Pure & Win, 2016).

According to Lucksupha Prabhawat said, president of the Thai Cosmetics Cluster and a representative of Department of Industrial Promotion, the value of Thailand's cosmetics manufacturing industry reached 280 billion baht in total sales in 2017, with the domestic market accounting for 168 billion Baht, or 60 percent. However, the export sector was 112 billion baht, or 40 percent with an annual growth rate of 10 percent in the export sector (The Nation Thailand, 2018).

1.2 Statement of Problems

Nowadays, women pay more and more attention to their own facial and body beauty (Nash et al., 2006). And women are in pursuit of high-quality natural

cosmetics. Therefore, it is interesting to study the factors influencing on the repurchasing intention.

1.3 Objective of Study

This research aims to investigate whether perceived value and social network influence customers' repurchasing intention for a Thai cosmetic brand Oriental Princess, in Pathumwan district of Bangkok.

1.4 Importance of Study

The result of this study would help the business people of cosmetic industry to make decisions, regarding the factors influencing purchase intention.

The research results also provide the readers' understanding of the perceived value, social network and brand trust towards customers repurchase intention for an academic purpose.

1.5 Limitation of Research

The result of study would not apply in long term when the market factors may change. In addition, the research focuses on cosmetic industry and the result might not apply for other industries.

1.6 Definition of Terms

➢ Perceived value is an assessment form the utility of a product based on perceptions of what is received and given (Zeithaml, 1988).

➢ Social network is defined as a chain of individuals and their personal connections (Boyd & Ellison, 2007).

➢ Purchase intention is defined as a situation where consumer tends to buy a certain product in certain condition (Egorova, Grudieva, Morinez, Kube, Santos, DaCosta & Antranikian, 2007).
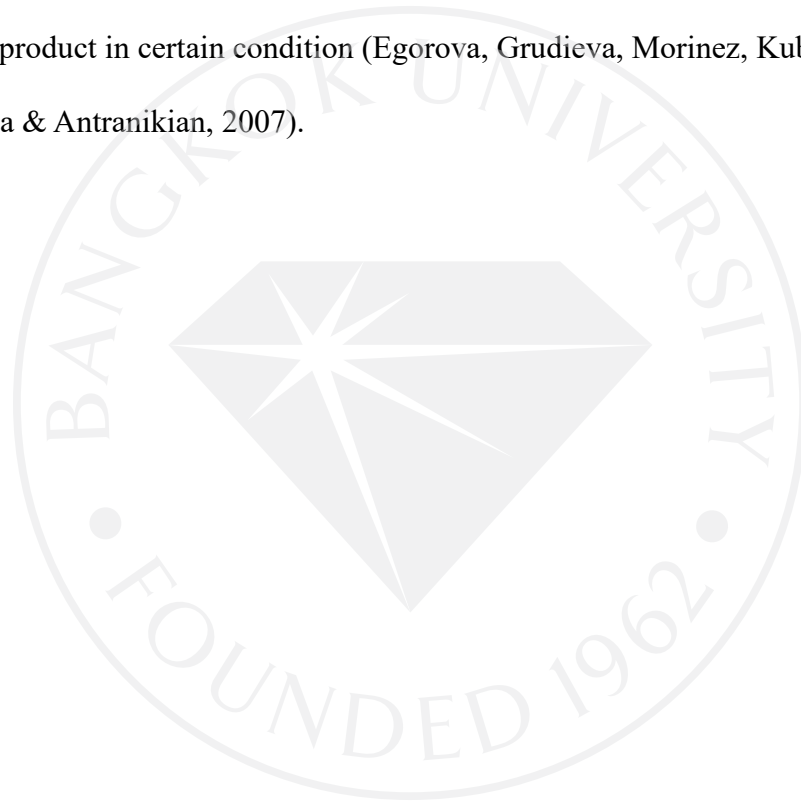
CHAPTER 2

LITERATURE REVIEW

This chapter will discuss about theories, theoretical framework, and previous studies of factors influencing customers' the repurchasing intention.

2.1 Related Literature and Previous Studies

2.1.1 Independent Variables: Perceived Value and Social Network

2.1.1.1 Perceived Value

The definition of perceived value from Zeithaml (1988) is "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given." However, Hallowell (1996) stated that "perceived value" is related to customer satisfaction, quality and price. Besides, Thaler (1985) also mentioned that perceived value is an important factor to influence consumer purchase intention because it is the composition of transaction utility and acquisition utility.

The basic components of concept perceived value are product quality, service quality and price (Zuraidahs et al., 2015). According to Swait and Sweeney (2000), perceived value has influences on the customers purchase intention.

Some researchers found that there is a positive relationship between brand perceived quality and purchase intention (Bao et al., 2011). Flint (1997) stated that customers make an assessment from what they give or receive. When customers receive perceived value, the process is an experience in their memory and spend positive words of mouth (Holbrook, 1999). Fazal-e-Hasan, Ahmadi, Mortimer,

Grimmer and Kelly (2018) mentioned that the perceived value is related to quality, price and social network and has a positive impact on consumer expectations.

Based on above many researchers' statements, perceived value is also an experience on receiving information and always has a positive impact on customers' expectations (Fazal-e-Hasan et al., 2018). If perceived value can match up with customer's needs. As a result, it would make customers satisfied and lead to a repurchase intention behavior in potential consciously.

2.1.1.2 Social Network Influence

The definition of social network influence that a chain of individuals and their personal connections (Boyd & Ellison, 2007).

Social network plays a vital role in marketing activities, especially in process of purchase intention. According to Pookulangara and Koesler (2011), social network has effects on marketing strategy, and marketing direction. It also can provide some information and knowledge about customers. Social network has had significant effect on the beauty industry. During customer purchasing, customers purchase cosmetic on the platform or online shop in the purpose of saving time. Meanwhile, social network gives brands an opportunity to channel trends.

A series of efficient tools arise from this concern, the most efficient tool is the Word-of-Mouth (WOM) technique during social network. Word - of - Mouth (WOM) was defined as oral person to person communication between a receiver and a communicator. Receiver and communicator receive or transform information with non-commercial, regarding a brand, product or service (Buttle, 1998). Based on an investigation made by Kalpaklioglu and Toros (2011), it has shown that about 78% of consumers in 47 countries trust the suggestion of other consumers or friends. This is

why sellers have increasingly become more interested in new techniques like the Word-of-Mouth (WOM) than in traditional advertising techniques. The Word-of-Mouth (WOM) has significant influence on customers purchase decision. Word-of-mouth communication is defined here as a group phenomenon in which opinions and ideas are exchanged between two or more people without an individual representing a market source (Bone, 1995). Word of mouth is a non-profitable method to communication via face to face or phone by phone, to use products or service regarding brand, product and organization.

Phillips and Noble (2007) stated that social network marketing would be the future potential marketing tool, it would make a difference on consumers' purchase. In recent years, Facebook, Instagram and WeChat are constantly used by to communicate their interests, works, interactions and personal relationships (Hussain, 2012). To a certain extent, these social networks can provide a platform for business people building a relationship in around world. Thus, a community of users of social media platform can be formed whereby sellers and buyers interact and communicate with each other in terms of problems and solutions to resolve problems.

Kunz and Hackworth (2011) mentioned that most of consumers today try to look for information about new products, sales and discounts by following brands on social networks. Meanwhile, customers accept such information of marketing in social networks, the process has influence on the customer's purchasing intention, some marketers recommend that companies have more effect to study what happens around social network and build an efficient tool and relationship between customers and social network.

In addition, online video content is one of the most important social media influence marketing channels for brands. Most content on YouTube is generated through vloggers or creators rather than through official brand accounts. It is indirect method to motivate customers purchase intention desires (Naresh, 2012).

Based on some researchers' studies, it was concluded when customers have good experience to gather information or WOM about some products or service in social network, customers attitudes would have a positive reaction to reflect customers' purchase intention. Before customers make a purchase, they are looking for more products and service online in order to compare the quality, price and other factors. In addition, before customers reach products, services and brands, their own experiences as a tool are related with social network (Akar & Topçu, 2011).

2.1.2 Dependent Variable: Repurchase Intention

Kimppa (2014) defined the repurchase intention as an intention to buy again the brand of a product. Repurchase intention happens when consumers have done an experience or the purchasing of or a service and products before.

According to repurchase intention is one of the five components of behavior intention (Zeithaml et al, 1996). Therefore, we understand the concept of repurchase intention depending on different views, such as service view, behavior view, customers view and customers online purchasing view.

There are many factors affecting the consumer's purchase intention while selecting the product and the ultimate decision depends on consumers' intention (Keller, 2001). The purchasing intention of customers results from the purchasing making process was concluded that consumers decide what to repurchase any product

or service key factors. The external factors include price of the product, design, packaging, knowledge about product, quality, promotion, fashion and sometimes family relation as well. The internal factors include personality, consumers' shopping past experience, various forms of promotion, and favorable conditions. Purchase intention refers that consumers will follow their internal and external environment to collect information, evaluate alternatives, and make purchase decision (Zeithaml, 1988; Dodds et al., 1991; Schiffman & Kanuk, 2000; Yang, 2009).

In addition, there is a kind of relationship between perceived value and purchase intention. The perceived value is indirectly factor on the purchasing intention. It belongs to perceived value lead to the customer satisfaction attitude and repurchase intention. After the customer receives that service, customers would have feedbacked no matter how negative or positive. The feedback is not only just quality, also related to brand trust. Zeithaml suggested that the higher perceived value is, the higher purchase intention is (Zeithaml, 1988). Monroe and Krishnan also stated that perceived value will influence purchase intention, and the more perceived value, the higher purchase intention is (Monroe & Krishnan,1985).

Fournier (1998) discovered that if a brand provides product or service functions that meet consumers' need, consumers will produce psychological and physical associations and an irreplaceable relation with the brand which they will subjectively maintain relationship with the brand and raise their purchase intention accordingly (Fournier, 1998). This entire customer has framework about brand trust of their mind. a good brand trust foundation has influenced the intention to purchase the cosmetic or services of brand even more.

Chu & Lu (2017) stated that purchase intention depends on the perceived

value and social network after customers make overall assessment from all the information that they receive. According to the above context, the term "Repurchase Intention" is used.

The survey is an important part of recognizing factors influencing customers' the repurchasing intention for a Thai cosmetic brand, Oriental Princess in Bangkok in order to research the relationship between independent factors and the repurchase intention.

2.2 Hypotheses

Perceived value does not only result in creating more satisfied customer, but more importantly, it also has a direct impact on customers' repurchase intention (Lin et al., 2005). Social network has a significant effect on purchase intentions regardless of any the type of communities. According to explained Tseng, Kuo and Chen in their study, the positive WOM is positively related to purchase intentions and also has a great effect on purchase intentions (Tseng, Kuo & Chen, 2014).

Based on the information above, research hypotheses H1 and H2 regarding perceived value, social network and repurchase intention are formulated as follows:

H1: Perceived value has a significant influence on customers' repurchase intention of cosmetic product of Oriental Princess in Bangkok.

H2: Social network influence has a significant impact on customers' repurchase intention of cosmetic product of Oriental Princess in Bangkok.

Independent Variables   Dependent Variable

```
┌─────────────────────┐
│   Perceived Value   │────────────┐
└─────────────────────┘            │
                                    ▼
                        ┌─────────────────────────┐
                        │   Repurchase Intention  │
                        └─────────────────────────┘
┌─────────────────────┐            ▲
│   Social Network    │────────────┘
│     Influence       │
└─────────────────────┘
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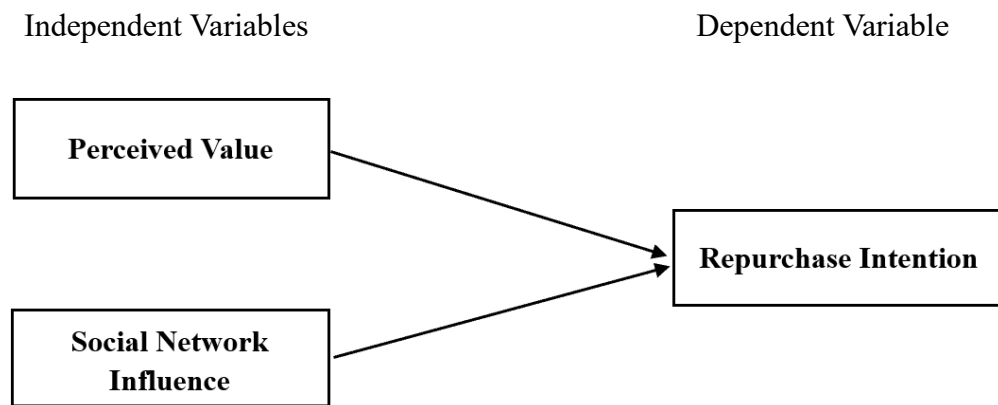
Figure 2.1: The Conceptual Framework of This Research
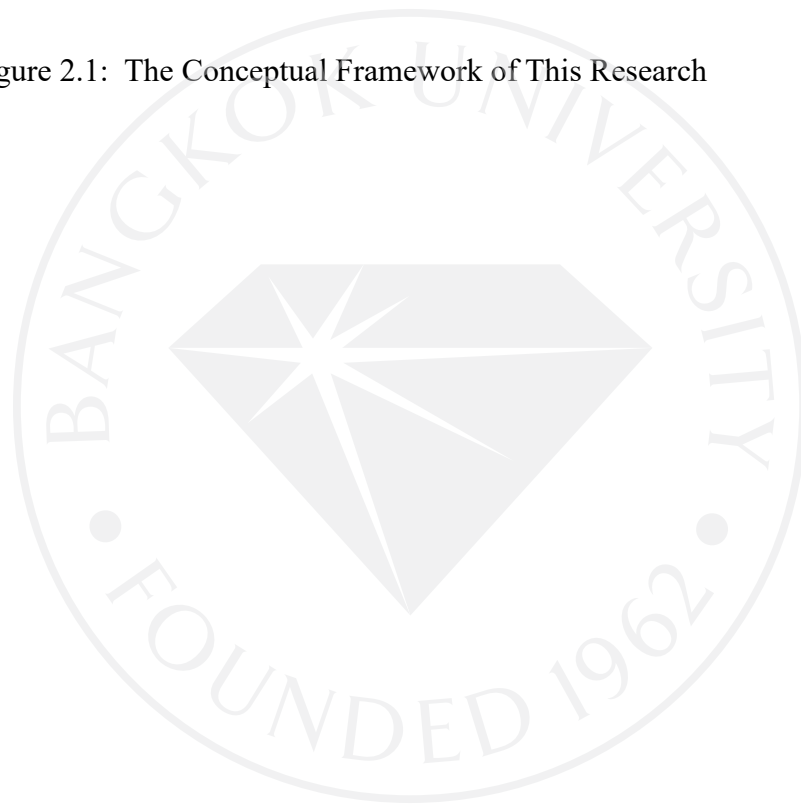
CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

The main objective of the research to explore factors influencing customers' repurchasing intention for a Thai cosmetic brand, Oriental Princess in Pathumwan district of Bangkok. The research methodology includes quantitative approach to analyze data via questionnaire collected.

3.2 Population and Sample Selection

Based on some research has shown which the number of Pathumwan district people was about 53,263 (Worldometer, 2019). The selected respondents were the customers of Oriental Princess in Puthumwan District. Based on a purposive sampling method, depending on the researcher's judgment information based on social media location that the sample would represent the target population. Most of target respondent's age was more than 16 years old. The researcher delivered survey questionnaires to those respondents on online through Facebook, Wechat and Line.

The researcher would like to collect data in this district to calculate a proportion of a 95% level of confidence and a margin of error of 5% (Neyman, 1937), this study obtains:

$$n = Z^2 / 4e^2$$

n = sample size

z = level of confidence according to the standard normal distribution (for a level of confidence of 95%, z = 1.96)

e = level of acceptable error of ±5%

n = (1.96) 2 / 4(0.05)2 = 384.16.

Therefore, the sample size would be about 385 people. 450 questionnaires were test out and 411 responses were received back. The response rate was 91.3%.

3.3 Research Instrument

The questionnaire was designed from literature review and previous researches. All the statistical data were collected by self-administered, structured questionnaires. All questions also were answered because they were required and could not be skipped. Besides, this questionnaire was a closed ended questionnaire, using the Likert's Five-Point Scale.

For the independent variables, perceived value measurement was guided by the researcher work of Hossein, Chua and Maryam (2013). Perceived value consisted of 8 items (Cronbach's alpha = 0.842) and social network influence, 7 items were guided by Lim (2018), (Cronbach's alpha = 0.76).

For the dependent variable, the measurements of repurchase intention (3 items, Cronbach's alpha = 0.81) were adapted from Jaafar, Lalp and Naba's (2011).

The respondents were guided to answer all items on a scale of 1 to 5 consisting of 1 = strongly disagree, 2= disagree, 3= neutral, 4= agree, and 5 = strongly agree.

Table 3.1 : Cronbach's Alpha Coefficient of 40 Pilots and 411 full- scale test of

Questionnaires

Measures	Items	Cronbach's α	
Numbers		40	411
Perceived Value 1. If I bought the products, I feel I would be getting my money's worth. 2. I feel that I am getting Oriental Princess cosmetic product for a reasonable price. 3. I would value this Oriental Princess cosmetic product as it would meet my needs for a reasonable price. 4. I feel that acquiring this Oriental Princess cosmetic product meets both my high quality and low-price requirements. 5. I am a quality conscious consumer. 6. I would like to recommend products of Oriental Princess to my friends and relatives. 7. I have good expectation regarding quality of this brand. 8. Quality is an important factor while purchasing cosmetic products.	8	0.842	0.842

Table 3 (Continued) : Cronbach's Alpha Coefficient of 40 Pilots and 411 full- scale

test of questionnaires

Social Network Influence			
1. Social network helps to reveal the need for Oriental Princess cosmetic products.			
2. Social network enables me to search for information on Oriental Princess cosmetic products actively.			
3. Social network allows me to compare Oriental Princess cosmetic products easily before purchasing any.			
4. I can easily purchase cosmetic products on social network.	6	0.904	0.805
5. Social network can encourage me to voice my opinion and review of after I purchase Oriental Princess cosmetic.			
6. Social network has influence on process I repurchase products again.			
Repurchase Intention			
1. Given a chance, I will continue buying from Oriental Princess.			
2. I am willing to buy from Oriental Princess in the near future.	3	0.856	0.700
3. I will continue buying from Oriental Princess.			

Based on above table 3, the measures of all variables included the number of items and Cronbach's Alphas (α). The Cronbach's Alphas for all items of 41 samples ranged from 0.842 to 0.911. Therefore, all the variables were more than 0.700, the results were acceptable as being reliable according to Eisinga, et al., (2013). The Cronbach's Alpha Coefficient for all items of 411 questionnaires was computed, the

result value was between 0.679-0.860 which exceed 0.65 regarding the suggested level.

3.4 Data Collection Procedure

Primary data were collected through online questionnaires from the target respondents. A questionnaire link was sent to WeChat, Facebook, Line and QQ go through a short conversation to make sure respondents had shopping experience of Oriental Princess products. Respondents answered all questions according to the requirement. The whole process of data gathering took 14 days (August 8^{th} – 22^{th}, 2019). In total, 411 responses were collected back. It was higher than the minimum requirement of appropriate sample size as suggested by Berenson & Levine (1999).

3.5 Statistical Treatment of Data

Statistical analysis software was used to analyze the questionnaire data by using statistical significance level of .05. Descriptive data of demographic, general information and respondent's visiting Oriental Princess stores were measured by using frequency, which the scale ranking of perceived value, social network influence and repurchase intention were measured by using mean ($\overline{x}$) and standard deviation (S.D). In addition, multiple regression analysis was used for investigating and explaining the relationships between the predictor variables and dependent variable.

CHAPTER 4

RESEARCH FINDING

4.1 Descriptive Analysis

This part is concerned with demographic profile of respondents in this study, for example Gender, Income, Frequencies of Visiting Oriental Princess Stores, and How to Travel to the Favorite Stores. The results are shown in following table.

Table 4.1: Demographic Profile of Respondents from SNSs

Demographic Profile of Respondents from SNSs		Descriptive Statistics	
		Frequency	Percent
Gender	Male	220	53.53%
	Female	191	46.47%
Income	Less than 10,000 Baht	47	11.44%
	10,001 – 15,000 Baht	113	27.49%
	15,001 – 20,000 Baht	181	44.04%
	20,001 – 25,000 Baht	51	12.41%
	25,001 – 30,000 Baht	10	2.43%
	More than 30,000 Baht	9	2.19%
Frequencies of Visiting Oriental Princess Stores	Less than once a month	57	13.87%
	Once a month	213	51.82%
	2-4 times a month	126	30.66%
	More than 4 times a month	15	3.65%

(Continued)

Table 4.1(Continued) : Demographic Profile of Respondents from SNSs

How to Travel to the Favorite Stores	Walking	53	12.9%
	Personal car	172	41.85%
	Public transport (e.g. bus, taxi)	165	40.15%
	Carpool	21	5.11%

As shown in the table 4.1, 53.53% or 191of respondents were male, while 46.47% or 220 were female out of a total of 411 respondents.

Regarding monthly income level, most of respondents (181, 44.04%) had income of 15,001 – 20,000 Baht. While the minority of the respondents (9, 2.19%) had income of more than 30,000 Baht. In addition, 10 respondents had income or 2.43% of the respondents of 25,001 – 30,000 Baht, 113 respondents of 27.49% had income of 10,001 – 15,000 Baht.

For the frequencies of visiting Oriental Princess stores, most of respondents (213, 51.82%) of respondents visited once a month while the minority of the respondents of (15, 3.65%) visited the store more than 4 times a month.

With respect to how to travel to the favorite stores, most of respondents (172, 41.85%) took a personal car, 165 of respondents or 40.15% by public transport, 21 of the respondents of 5.11% by carpool. 53 respondents or 12.9% only had a walk.

Tables 4.2 shown which means and standard deviations of all variables of conceptual framework. If the mean is higher, it indicates the variable is easier to be accepted, so that people have almost same the opinion on the variables. If the mean is lower, it indicates different opinion about variables. Standard deviation is used to represent the dispersion degree of a data set. The value of standard deviation is larger, the more discrete the data is. However, it does have one major disadvantage. It does not describe the variation among the variables (Carlin & Doyle, 2000).

Table 4.2 : Means and Standard Deviations of All variables of Conceptual Framework

(n =411)

Number	Measures	Mean	Standard Deviation (S.D.)
	Perceived Value		
PV1	If I bought the products, I feel I would be getting my money's worth.	3.511	1.157
PV2	I feel that I am getting Oriental Princess cosmetic product for a reasonable price.	3.470	0.930
PV3	I would value this Oriental Princess cosmetic product as it would meet my needs for a reasonable price.	3.630	0.965
PV4	I feel that acquiring this Oriental Princess cosmetic products meets both my high cosmetic products meets both my high quality and low-price requirements.	3.718	1.018
PV5	I am a quality conscious consumer.	3.589	0.947
PV6	I would like to recommend Oriental Princess cosmetic products of this company to my friends and relatives.	3.521	0.966
PV7	I have good expectation regarding quality of this brand.	3.569	0.956
PV8	Quality is an important factor while purchasing cosmetic products.	3.572	1.041
	Average Scores of Perceived Value	3.572	0.998
	Social Network Influence		
SNI1	Social network helps to reveal the need for Oriental Princess cosmetic products.	3.696	1.018

(Continued)

Table 4.2 (Continued) : Means and Standard Deviations of All Variables of

Conceptual Framework (n = 411)

SNI2	Social network enables me to search for information on Oriental Princess cosmetic products actively.	3.574	0.909
SNI3	Social network allows me to compare Oriental Princess cosmetic products easily before purchasing any.	3.679	0.980
SNI4	I can easily purchase cosmetic products on social network.	3.584	1.012
SNI5	Social network can encourage me to voice my opinion and review of after I purchase Oriental Princess cosmetic.	3.693	1.004
SNI6	Social network has influence on process I repurchase products again.	3.679	0.944
	Average Scores of Social network Influence	3.651	0.978
PI1	Given a chance, I will continue buying from Oriental Princess.	3.640	1.034
PI2	I am willing to buy from Oriental Princess in the near future.	3.589	0.899
PI3	I will continue buying from Oriental Princess.	3.674	0.983
	Average Scores of Repurchase Intention	3.634	0.972

Based on the table 4.2, it has shown the means and standard deviations of all

variables for the conceptual framework (n = 411). The highest mean (PV5, 3.718) for

each variable indicates that most respondents had the same way about the measure,

while the lowest mean (PV2, 3.470) indicates most respondents who thought

differently about the measure or question. The lowest standard deviation (PI2, 0.899) means most respondents were more closed the average. The highest standard deviation (PV1,1.157) means the large of respondents were spread out. Besides, the result of the standard deviation was not exactly defined.

4.2 Hypothesis Testing

Table 4.3 : Case Processing Summary of 411 Respondents

Case Processing Summary			
		n	%
Cases	Valid	411	100.0
	Excluded [a]	0	.0
	Total	411	100.0
a. Listwise deletion based on all variables in the procedure			

The goal of case processing summary is mainly to check whether the sample cases valid are from table 4.3, the number of samples is 411. Therefore, all the sample are valid.

Table 4.4 : Pearson's Correlation Coefficient analysis correlation between the

independent variables and dependent variable

Correlation				
		Repurchase Intention	Perceived Value	Social Network	
Pearson Correlation	Repurchase intention	1.000			
	Perceived value	.813	1.000		
	Social network	.842	.874	1.000	

Notes: ***Correlation is significant at the .01 level**

According to above table 4.4, Pearson's Correlation Coefficient analysis was

used to analyze the correlations of independent and dependent variables.

From the correlations table, it has shown that the correlation coefficient (r)

equals to 0.874, indicating the strongest positive relationship between perceived value

and social network. In addition, the perceived value's correlation coefficient (r) equals

to 0.813 was positive relationship with repurchase intention. In all, there are strong

positive correlations among perceived value, social network and repurchase intention.

Table 4.5 : Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Number of items
.940	.941	3

Cronbach's alpha reliability (Cronbach, 1951) is one of the most widely and

popular used measures of reliability in research testing. It describes the reliability an

average of questionnaires test items which is like age, gender, education status and so on. Cronbach's alpha reliability also was describing as a measure of "internal consistency" reliability, represented a relationship with questionnaires test items (Douglas & Thomas, 2014).

Based on the above table 4.5, the report has 3 items including perceived value, social network and repurchase intention. Besides, the reliability Cronbach's Alpha is 0.940, which indicates that the reliability quality of the research data is high.

Table 4.6 : Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857[a]	.734	.733	.397
a. Predicator：(Constant), Social Network, Perceived Value				

R square is what we need to pay attention to the value determines how well the equation fits, R square is equal to 0.734 from above table 4.6. It means that 73.4% of variance is explained by this model and the adjusted R Square is 73.3% adjusts for the number of independent variables in this model and increases only if the new independent variable improves the model would be expected by chance.

Table 4.7 : Analysis of Variance (ANOVA) of influence Customers Repurchasing

Intention for a Thai Cosmetic Brand, Oriental Princess in Pathumwan

District of Bangkok

ANOVAa							
Model		Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	178.126	2	6.591	562.918	.000b	
	Residual	64.552	408	.158			
	Total	242.679	410				
a. Dependent Variable：Repurchase Intention							
b. Predicator：(Constant), Social Network Influence, Perceived Value							

ANOVA presents quantity the relationship between the dependent variable

and the independent variables. It is based on some research method model like on

linear regression and general linear models (Wackerly, etl., 2002).

From above table 4.7, ANOVA analysis further confirmed independent

variable composed of perceived value and social network had influence on dependent

variable. Because of Sig. of the equation equaled 0.000 at .01 significant level. We

can interpret the results to predict the dependent variables.

Table 4.8 : Multiple Regression Analysis of Perceived Value and Social Network

Influence Customers' Repurchasing Intention for a Thai Cosmetic Brand,

Oriental Princess in Pathumwan District of Bangkok

Coefficients[a]							
	Unstandardized Coefficients		Standardized Coefficients			Collinearity statistics	
Model	B	Std.Error	Beta (β)	t	Sig.	Tolerance	VIF
(Constant)	.092	.107		.858	.391		
Perceived Value	.361	.058	.325	6.190	.000	.237	4.228
Social Network	.617	.058	.558	10.629	.000	.237	4.228
a. Dependent Variable : Repurchase Intention							

According to above table 4.8, Multiple regression analysis of perceived value
and social network influence customers' repurchasing intention for a Thai cosmetic
brand, Oriental Princess in Pathumwan District of Bangkok was used to test the
hypotheses.

Hypothesis 1: Perceived value has a significant relationship with repurchase
intention. The analysis revealed that perceived value has a positive and significant
influence on customers the repurchase intention of cosmetic product Oriental Princess
in Bangkok. (Pearson's Correlation = 0.813) at less than .01 significance level.

Hypothesis 2: Social network influence does have a significant relationship
with repurchase intention or not. The analysis revealed that social network has a
positive and significant influence on customers the repurchase intention of cosmetic

product Oriental Princess in Bangkok. (Pearson's Correlation = 0.842) at less than .01 significance level.

Based on table 4.8, multiple regression analysis results can be defined that two independent variables, including perceived value (Sig.=. 000) and social network (Sig.=. 000), these are efficient can predict dependent variable repurchase intention significantly.

The predictive independent variables included Perceived Value (β =. 325) and Social Network (β =.558) under unstandardized coefficients. These two variables have shown the positive relationship on repurchase intention of a Thai cosmetic brand, Oriental Princess in Pathumwan district of Bangkok.
The standard error was ± 0.107 by the following equation.

Y (Repurchase Intention) = 0.092 + 0.325 (Perceived Value) + 0.558 (Social Network)

The meaning of above equation explanation as follow:

If the independent variable of perceived value was increased by 1 point and other factors remain the same, the dependent variable would be increased by 0.325 point.

If the independent variable of social network was increased by 1 point and other factors remain the same, the dependent variable result would be increased by 0.558 point.

Due to analysis of Multiple Regression Analysis equation, the result turned out which perceived value and social network have impact on the repurchase intention of a Thai cosmetic brand, Oriental Princess in Pathumwan district of Bangkok at the significant level of .01.

When it comes to multicollinearity, a phenomenon when two or more predictors are correlated, it is not liner from the predict variable and independent variable, also related with tolerance and VIF (Jensen & Ramirez, 2012). In addition, a variable of tolerance is equal to 1 minus the decision coefficient of the linear regression model obtained when the independent variable is the dependent variable and the other k−1 independent variable is the prediction variable, that is 1 - R2i (Jensen & Ramirez, 2012). If multicollinearity happens, the tolerance is lower, the multicollinearity is stronger from formula 1 - R2i. It is generally assumed that severe multicollinearity exists when tolerance is less than 0.1. If this happens, the standard error of the coefficients will increase. Obviously, every independent variable is more than 0.1 form above data.

However, we could find from another factor VIF to judge whether the multicollinearity exists. It is a tool to measure which how much variance is inflated. Variance expansion factor is reciprocal of tolerance. If, VIF is larger, multicollinearity is more severe. It is generally believed that when VIF value is greater than 10, there is severe multicollinearity. Based on some research VIF interpretations. If VIF = 1, it is no correlation, if 1<VIF≤5, it is moderately correlated, if VIF>5, it is highly correlated (Jamal, 2017). The VIF of social network and perceive of value are lower than 5. Anyway, the results are also under in compliance with the standard of less than 10. There had no multicollinearity between perceived value and social network. Therefore, researchers could use statistical analysis of multiple linear regression.

From multiple regression analysis model, it includes a coefficient B value for each predictor's, which B value tells us the relationship between independent variables and dependent variable. Obviously, all B values are positive relation with

dependent variables (Andy, 2008). T- test has to be associated with B value to make sure if the variable is significant.

According to general theory of statistics, sig<0.05 is generally considered as significant in coefficient test, that is, the absolute value of regression coefficient is significantly greater than 0, indicating that the independent variable can effectively predict the variation of the dependent variable. Any research cannot do totally predict the variable. Therefore, there is a 5% probability of making a mistake, that is, 95% probability of correct conclusion. Unstandardized coefficients are used in the prediction and interpretation. However, standardized coefficients are used for comparing the effects of independent variables. Both of coefficients have different function for the model.

4.3 Findings of the Study

The populations were collected from 411 respondents in Pathumwan district of Bangkok. Results of data analysis could be concluded as the following.

In this questionnaires survey, most of respondents 53.53% were male, while 46.47% were female out of a total of 411 respondents. Most of respondents (181, 44.04%) had income of 15,001 – 20,000 Baht. While the minority of the respondents (9, 2.19%) had income of more than 30,000 Baht. For the frequencies of visiting Oriental Princess Stores, most of respondents (213, 51.82%) once per month. Besides, respect to how to travel to the favorite Stores, most of respondents (172, 41.85%) took personal car. Based on above information, there was no significant gender difference in repurchase intention. Most of respondents' income was medium level of consumption. The number of respondents took personal car to go shopping.

Hypothesis 1: if perceived value has a significant relationship with repurchase intention or not. The result shows out that perceived value has a significant relationship with repurchase intention as before assumption. Oh (1999) pointed out that perceived value and repurchase intention are positively correlated with each other. In addition, Wang (2010) that perceived values have positive and significant influence on customer repurchase intention. Research has shown that the relationship between the greater product quality and the stronger repurchase intention. The greater product quality and the stronger repurchase intention, so that the more willingness there is to recommend another customers group to purchase the brand.

Hypothesis 2: if social network does have a significant relationship with repurchase intention or not. The result found out that social network influence does have a significant relationship with repurchase intention. Some researchers also support the finds which Chen (2017), "customer engagement in social media serves as a crucial factor in arousing purchase intention among consumers". In addition to these general observations, the findings offer some different insights into how social network affect the customers repurchase intention.

According to the whole hypothesis testing, it turned out that perceived value and social network had a positive impact on the repurchase intention of a Thai Cosmetic Brand, Oriental Princess. This means that hypotheses 1 and 2 were supported by the findings as well. Sweeney and Soutar's (2001) study have also shown that perceived value affected consumers' purchase intentions. However, we have mentioned brand trust did not have a significant impact on repurchase intention.

Regarding the analysis results, based on hypothesis could be concluded that there were two accepted hypotheses as following perceived value (β = .325) and

social network (β = .558). Therefore, the result could be concluded that perceived value and social network had significant impact on repurchase intention at statistically significant level of .01.

Furthermore, the study also tested multicollinearity concerns, the result was also in the standard of less than 10. There had no multicollinearity between the independent variables. The standard error was $\pm$ 0.107 by the following equation.

Y (Repurchase Intention) = 0.092 + 0.325 (Perceived Value) + 0.558 (Social Network)

Although there was some limitation on this study, the research results found out the effect on repurchasing cosmetic products Oriental Princess factors.

4.4 Summary of Hypothesis Testing

Result of Multiple Regression Analysis turned out which perceived value and social network have impact on the repurchase intention of a Thai cosmetic brand, Oriental Princess, in Pathumwan district of Bangkok as follow Figure 4.1.
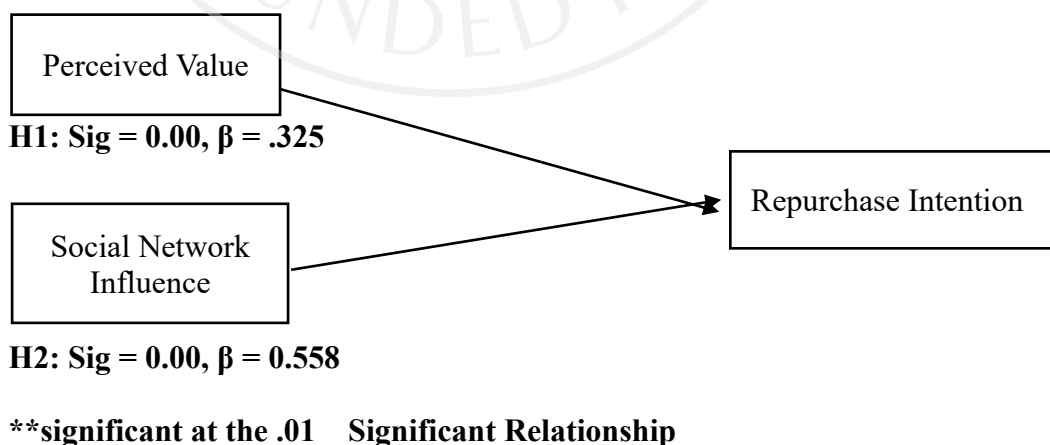

H1: Sig = 0.00, β = .325

H2: Sig = 0.00, β = 0.558

**significant at the .01   Significant Relationship

Figure 4.1: Result of Multiple Regression Analysis from Scope of Research

CHAPTER 5

DISCUSSION AND CONCLUTION

5.1 Discussion and Conclusion

This study has fulfilled main research objective, which was to describe the influence of perceived value and social network on the repurchase intention of a Thai cosmetic brand, Oriental Princess in Pathumwan, district of Bangkok. A quantitative research method was used for this research through questionnaires survey to collect data. The questionnaires were collected from 411 respondents who has lived in Pathumwan, district of Bangkok. The data was analyzed by a statistical software. The results show that perceived value and social network had significant and positive impacts on customers' repurchasing intention and Hypotheses 1 and 2 were supported by the findings. More importantly, these results were supported by Lin, Peter and Shih (2005) studies that the used of the concept of perceived value it is also found to have direct effect on customer repurchase intention. It also was support by Phillips and Noble (2007) studies that social network makes a difference on consumers' purchase. In addition, the research results were also consistent with Tseng, Kuo and Chen's (2014) studies which suggested firms should encourage members to share their knowledge or experience in way of high-involvement social network context in communities, to attract the attention of potential customers.

5.2 Research Implications

5.2.1 Theoretical Implications

The findings of the study provided several useful theoretical implications, the results highlighted the importance of understanding the influence of perceived value and social network on the repurchase intention of a Thai cosmetic brand. Focusing factor have influence on the repurchase intention, highlighting effect relationship among factors. Individual consumers are unconsciously influenced by social network, for example, consumers dedicate almost one-third of their time to social networks, the number of consumers increasing in the communities too (Lang, 2010). Social network were positive and significant effects on individual community identification. Customers gained the significant and positive effect on both individual community participation and identification (Fournier & Avery, 2011). the function of social network is user-generated content e.g. Facebook brand fan-pages, is to bring customers together and to encourage interaction.

If marketers understand customers insights, there will be considerable opportunities to generate financial and social benefits from them.

5.2.2 Practical Implications

This study provided some useful implications for social media is an important factor to have effect on customers repurchase intention. Social network is more popular among brand operators as one of the important platforms to promote service and product and establish relationship with customers in our daily life. In this study, we focused on Wechat, QQ and Line. These are frequently used by customers to share

their experiences and opinions of products and service. Some customers would follow up from YouTube to choose brand and service.

Oriental Princess company could add new features or fan page in the different social network networks, and provide colorful product catalog to help costumers find what the product they are looking for. The company may update product by following up social trend and women needs in cosmetic industry.

5.3 Suggestions for Further Research

As the statistical study is restricted to only cosmetic industry in Thailand. The model is suggested to test under target market in terms of acceptance of area and activities. Comparative tests could be used both in assessing the model, variable relationships and in comparing statistical.

In the future research, we can also investigate the impact of customer involvement in social media on other consumers' purchase or post-purchase behavior, such as actual purchase, repurchase intention or loyalty. In this study, we would take quantitative and qualitative methods to research the main objective, it would be used to improve the quality of data analysis.

Future research is encouraged to expand district in the aspect for collecting data. It could also include data collection in the whole Thailand other store like in Chiangmai, Phuket and Pathayai. The collected data is from different customers group to get more completed information.

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APPENDIX A

Survey Questionnaire (English)

<div align="center">
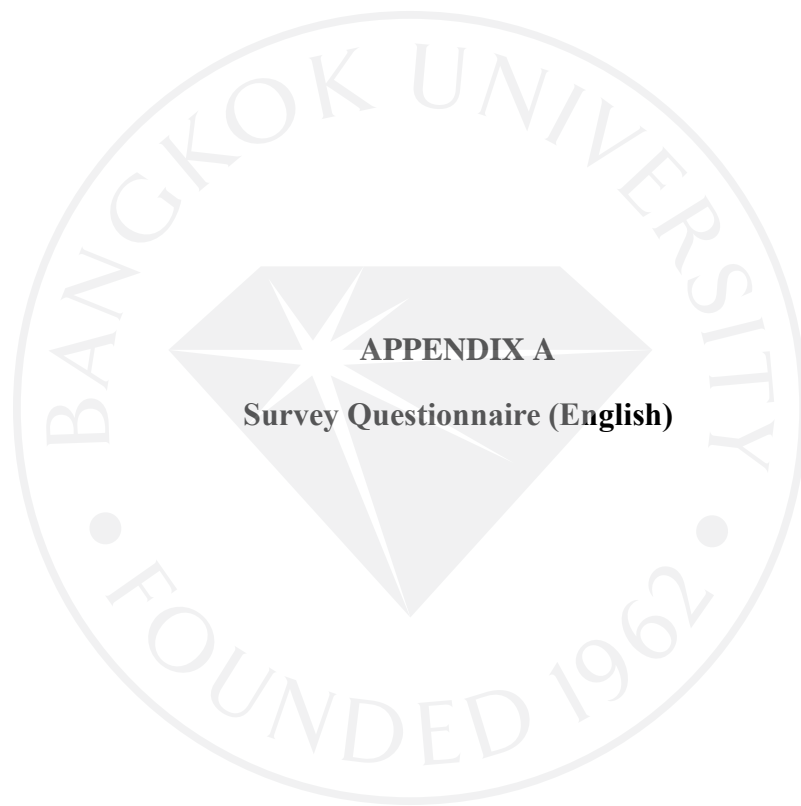
Questionnaire

The factors influencing customers repurchasing intention for Thai cosmetic -

Oriental Princess in Pathumwan district of Bangkok

</div>

Instruction: this questionnaire has made for supporting on research in the Master of Business Administration research of Bangkok University. Directly, objective whether a study of the factors influencing customers repurchasing intention for Thai cosmetic - Oriental Princess in Pathumwan district of Bangkok. "Please to attention to your truth evaluating questionnaire commendation, and thank you very much for your attention."

Part I : Personal Information

Explanation: Please, mark the √ in fill in the parenthesis.

1. Gender

☐ Female   ☐ Male

2. Age

☐ Under 20 years old   ☐ 20 – 25 years old   ☐ 26 – 30 years old

☐ 31- 35 years old   ☐ 36- 40 years old   ☐ Over40 years old

3. Education

☐ Below Bachelor's degree Bachelor's degree

☐ Master's degree Doctor's degree

4. Occupation

☐ Student ☐ Government Officer ☐ Staff in company

☐ Self-employed or Owner Other…………………

5. Income level

☐ Less than 10,000 Baht ☐ 10,001 – 15,000 Baht

☐ 15,001 – 20,000 Baht ☐ 20,001 – 25,000 Baht

☐ 25,001 – 30,000 Baht ☐ More than 30,000 Baht

6. Frequencies of visiting Oriental Princess Stores

☐ Less than once a month ☐ once a month ☐ 2-4 times a month

☐ more than 4 times a month

7. How to travel to Oriental Princess Stores

☐ Walking ☐ personal car ☐ public transport (e.g. bus, taxi)

☐ Carpool

Part II : Explanation: Please, mark the √ in fill in the parenthesis.

Perceived value	Scale of Perceived value				
	1 strongly disagree	2 disagree	3 neutral	4 agree	5 strongly agree
1. If I bought the products, I feel I would be getting my money's worth.					
2. I feel that I am getting Oriental Princess cosmetic product for a reasonable price.					
3. I would value this Oriental Princess cosmetic product it would meet my needs for a reasonable price.					
4. I feel that acquiring this Oriental Princess cosmetic products meets both my high quality and low-price needs					
5. Iam a quality conscious consumer.					
6. I would like to recommend Oriental Princess cosmetic products of this company to my friends and relatives.					

Perceived value	Scale of Perceived value				
	1 strongly disagree	2 disagree	3 neutral	4 agree	5 strongly agree
7. I have good expectation regarding quality of this brand.					
8. Quality is an important factor while purchasing cosmetic products.					

Social network influence	Scale of Social network influence				
	1=strongly disagree	2=disagree	3=neutral	4=agree	5=strongly agree
1. Social network helps to reveal the need for Oriental Princess cosmetic products.					
2. Social network enables me to search for information on Oriental Princess cosmetic products actively.					
3.Social network allows me to compare Oriental Princess cosmetic products easily before purchasing any.					
4.I can easily purchase cosmetic products on social network.					
5.Social network can encourage me to voice my opinion and review of after I purchase Oriental Princess cosmetic.					
6.Social network has influence on process I repurchase products again.					

Repurchase intention	Scale of Repurchase intention				
	1=strongly disagree	2=disagree	3=neutral	4=agree	5=strongly agree
1. Given a chance, I will continue buying from Oriental Princess.					
2. I am willing to buy from Oriental Princess in the near future.					
3. I will continue buying from Oriental Princess.					

Please recommend for other factors that might positively affecting influencing customers repurchasing intention for Thai cosmetic - Oriental Princess in Pathumwan district of Bangkok

_____

_____

Thanks for your operation
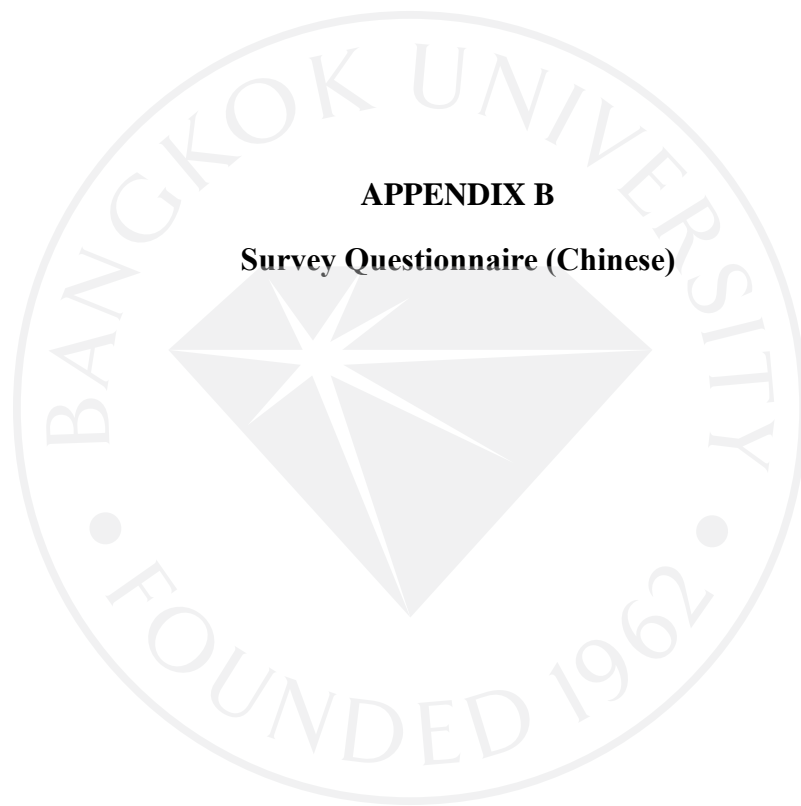
APPENDIX B

Survey Questionnaire (Chinese)

问卷调查

您好！感谢您在百忙之中抽出时间为我们填写问卷！

此次问卷调查是曼谷大学工商管理硕士MBA的一项研究，旨在研究影响泰国化妆品-东方公主在曼谷巴吞湾区地区顾客再购买意愿的因素。您所提供的答案仅用于相关的课题研究，我们将对您所提供的信息严格保密。您只需要在相应的选项上打"√"或者标红即可。

感谢您的支持与配合！

1.您的性别是？*

☐ 1、女

☐ 2、男

2.您的年龄段是？*

☐ 1、20岁以下

☐ 2、20-25岁

☐ 3、26-30岁

☐ 4 、31-35岁

☐ 5、36-40岁以上

☐ 6、40岁以上

3.您的学历是？*

☐ 1、大学本科以下

☐ 2、大学本科

☐ 3、研究生

☐ 4、博士及以上

4.您的职业性质是？*

☐ 1、学生

☐ 2、公务员

☐ 3、公司职员

☐ 4、 个体老板

☐ 5、其它

5.您的月收入是？*

☐ 1 、10000珠以下

☐ 2、10001-15000珠

☐ 3、15001-20000珠

☐ 4、20001-25000珠

☐ 5、25001-30000珠

☐ 6、30000珠以上

6.您光顾东方公主商店次数是？*

☐ 1、每月1次以下

☐ 2、每月1次

☐ 3、每月2-4次

☐ 4、每月4次以上

7.您是如何前往东方公主商店？*

☐ 1、步行

☐ 2、私家车

☐ 3、公交车（例如巴士，的士）

☐ 4、拼车

选项上打"√"或者标红即可。

感知价值	感知价值量表[矩阵单选题] *				
	1=非常不同意	2=不同意	3=中立	4=同意	5=非常同意
1.如果我买了这个品牌的产品，我觉得物有所值。					
2.我觉得我以一个合理的价格买到这个牌子的化妆品。					
3. 我会珍惜东方公主化妆品品牌，因为它以一个合理的价格满足我的需要。					
4.我觉得购买这款东方公主化妆品既符合我追					

求高品质又符合我的低价格要求。				
5.我是一个高质量的消费者?				
6.我会向我的亲朋好友推荐一下东方公主的产品。				
7.我对这个品牌的质量有很好的期待。				
8.购买化妆品时，质量是一个重要的因素。				

社交网络的影响	社交网络量表[矩阵单选题] *				
	1=非常不同意	2=不同意	3=中立	4=同意	5=非常同意
1.社交网络有助于展示东方公主化妆品的市场需求。					
2.社交网络让我更加方便的搜索东方公主化妆品的信息。					
3.社交网络让我在购买东方					

公主化妆品前可以很容易地比较与其他产品。					
4.我可以很方便地在社交网络上购买化妆品。					
5.社交网络可以鼓励我在购买东方公主的产品后发表自己的意见和评论。					
6.社交网络对我再次购买产品的过程有影响。					

回购意图	回购意图量表[矩阵单选题] *				
	1=非常不同意	2=不同意	3=中立	4=同意	5=非常同意
1. 如果有机会，我会继续使用我最喜欢的商品和服务。					
2. 我愿意在不久的将来使用这项服务。					
3. 我会继续使用我最喜欢的商店提供的服务或产品。					

如果你认为有其它因素能影响客户对东方公主的回购意图，请填写在下面：

_____
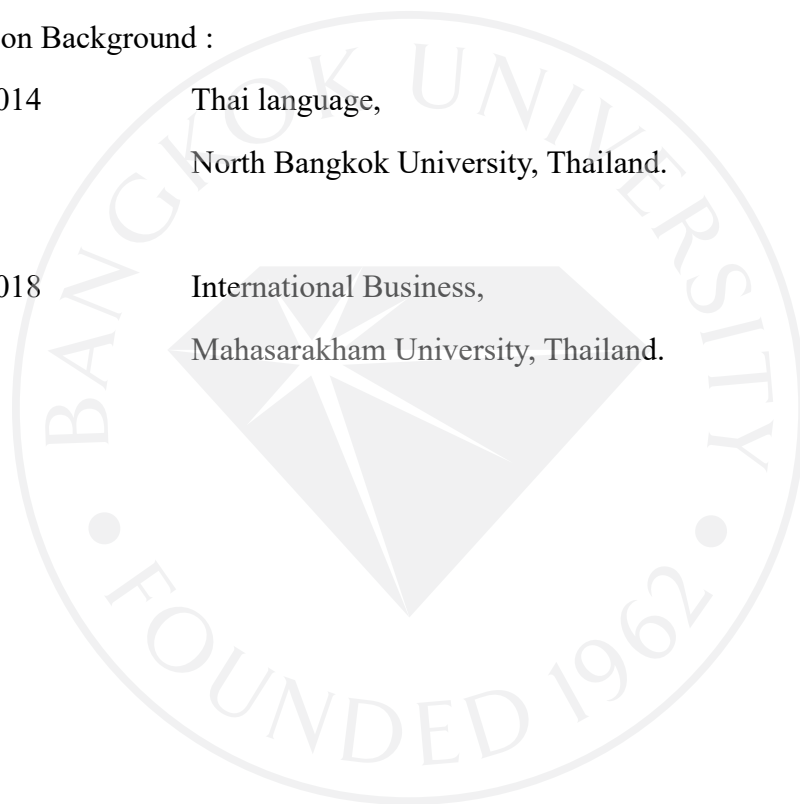
感谢您的配合

BIODATA

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