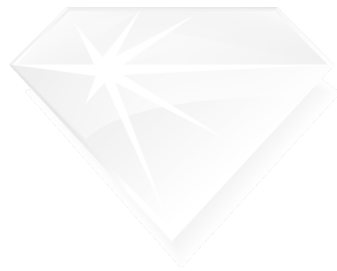


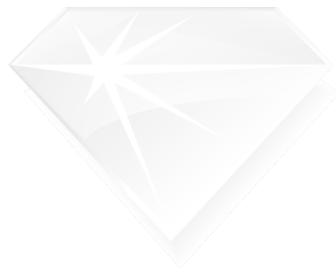
**ADVERTISING, MARKETING MIX, AND LIFESTYLE AFFECTING TO
CONSUMERS' PURCHASING DECISION OF COSMETIC PRODUCTS IN
THAILAND**



**BANGKOK
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THE CREATIVE UNIVERSITY

**ADVERTISING, MARKETING MIX, AND LIFESTYLE AFFECTING TO
CONSUMERS' PURCHASING DECISION OF COSMETIC PRODUCTS IN
THAILAND**



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This Independent Study Manuscript Presented to
the Graduate School of Bangkok University
in Partial Fulfillment
of the Requirements for the Degree
Master of Business Administration

Academic Year 2023

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This manuscript has been approved by
the Graduate School
Bangkok University

Title: Advertising, Marketing Mix and Lifestyle affecting to Consumer's Purchasing
Decision of cosmetic products in Thailand

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Min, Thet. Master of Business Administration, April 2024, Graduate School,
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Advertising, Marketing Mix and Lifestyle affecting to Consumers' Purchasing
Decision of cosmetic product in Thailand. (73 pp.)

Advisor: Chutimavadee Thongjeen, Ph.D.

ABSTRACT

This independent study was to explore how lifestyle, marketing strategy, and advertising influence Thai consumers' decisions to buy cosmetics. Customers who have bought cosmetics in Bangkok, Thailand during the last six months comprise the study's population. A total of 400 respondents from Bangkok's diverse and densely populated market made up the sample size. The purpose of the research is to offer useful data regarding the conceptual and theoretical framework of consumers' decisions when making purchases of cosmetic products. Multiple linear regression, frequency, mean, percentage, and standard deviation were the data analysis techniques used.

The study's findings demonstrated that, at the significant level of 0.05, three of the hypothesized factors advertising, marketing mix, and lifestyle influenced consumers' decisions to buy cosmetics in Thailand.

Keywords: Advertising, Marketing Mix, Lifestyle, Consumers' Purchasing Decision

ACKNOWLEDGEMENT

First and foremost, I would like to thank my advisor, Dr. Chutimavadee Thongjeen, for her insightful counsel and support in helping me finish my independent study in a timely and knowledgeable manner. I also want to express my gratitude to Assoc. Prof. Dr. Suthinan Pomsuwan, our program director, for his willingness to help and counsel any student. I express my gratitude to the professors, lectures, and faculty members of Bangkok University's Graduate School for their invaluable guidance, support, and knowledge during my MBA pursuit.

Secondly, I am incredibly appreciative of my family for providing me with the greatest environment, motivation, and support while I finish my studies.

Thirdly, I want to express my gratitude to my classmates for their supportiveness, explanations, and sharing of ideas.

Finally, I want to thank to everyone who filled out the success completed questionnaires in my survey.

Min Zin Mg Mg Thet

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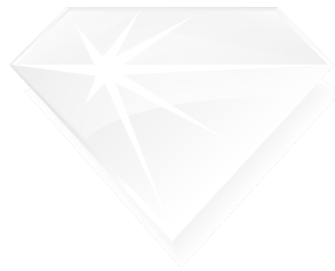
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CHAPTER 1 INTRODUCTION

1.1 The Importance and Problem of the Study

Nowadays, understanding marketing is the essential factor to study in the business system. Marketing research can help in identifying new market opportunities for existing and new products which can provide the information on market share, nature of competition, customer satisfaction levels, sales performances and distribution. Taking advantage of the competition has become a problem. Therefore, understanding the marketing is the main reason to study in every business industry.

Marketing can make advertising, selling and delivering products to consumers or other businesses. Zikmund William & Winzar, Hmue (2020) stated that the role of marketing research and process in business is an important factor for Organizational developments to help identify and provide accurate information to reduce the uncertainty in decision-making.

Harun (2019) stated that advertising in business is the form of marketing communication used to encourage, persuade or manipulate a customer. The Impact of advertising such as Knowledge, Preference, Awareness, Liking, Conviction and Purchase, which are essential roles of the business. According to research work, Nicola Milano (2022) mentioned on the website that Thailand has the largest skincare and cosmetics sectors in Southeast Asia. Many people use the cosmetic products for daily routine to get the healthy lifestyle. Due to the fact that the influence of Consumer Lifestyle in Thailand are popular among the other ASEAN countries. As a result, the understanding of Consumers' lifestyle that they need was important for cosmetic business.

According to Acutt (2020) and Mind tools (2021), the Impact of Marketing Mix 4Ps which can affect customer satisfaction in business industries. Finally, the impact on Consumer's Purchasing Decision, such as Advertising, Marketing Mix and Lifestyle which are the important factors to understand in this industry. Therefore, the principal aim of this study is to attract and get more customers in business, this Research Study will provide the Importance of how the below Stated Independent Variables will impact on the Research Dependent Variable, "Consumers' Behaviors".

For these reason the researcher studied the topic that why people make the decision to buy the cosmetic products, what factors can make people pay for it and how to attract and get more customers in business. The findings from this research contribute to a better understanding of the factors that drive consumer behavior in the cosmetic industry, offering valuable insights for marketers and businesses to enhance their marketing strategies and effectively engage with their target consumers. Thus, the researcher decides to do the research about Advertising, Marketing Mix and Lifestyle Affecting to Consumers' Purchasing Decision of Cosmetic Products in Thailand.

1.2 Research Problems

- 1.2.1 Does Advertising have an influence on Consumers' Purchasing Decision?
- 1.2.2 Does Marketing Mix have an influence on Consumers' Purchasing Decision?
- 1.2.3 Does Lifestyle have an influence on Consumers' Purchasing Decision?

1.3 Objectives of the Study

- 1.3.1 To study the impact of Advertising factor (Awareness, Knowledge, Liking, Preference, Conviction & Purchase) on (Consumers' Purchasing Decision).
- 1.3.2 To study the impact of Marketing Mix factor (Product, Price, Place & Promotion) on (Consumers' Purchasing Decision).
- 1.3.3 To study the impact of Lifestyle factor (Attitudes, Interests & Opinions) on (Consumers' Purchasing Decision).

1.4 Method of Study

This study used both Primary and Secondary data. This study's primary research methodology is a Quantitative approach build around an online survey. Google forms was used to distribute the online survey to the participants. A statistical software was used to analyze the data obtained from the google form and get the results. To further enhance comprehension of study findings, the researcher also consulted secondary data sources, including journals, research papers and websites.

The most appropriate method for this study is an online survey because of the limitations of COVID-19.

1.5 Tools and Statistics Used

An online survey was used to collect data for this study. Closed-ended questions and Likert Five-point scales are used in the survey to gather demographic information and details about the Consumers' Purchasing Decision of cosmetic products, including Advertising, Marketing Mix, and Lifestyle factors. Descriptive statistics and inferential statistics for multiple linear regression analysis were the common statistics used in quantitative methods for data analysis and findings.

1.6 Scope of the Study

1.6.1 Independent Variables:

1.6.1.1 Advertising

1.1 Awareness

1.2 Knowledge

1.3 Liking

1.4 Preference

1.5 Conviction

1.6 Purchase

1.6.1.2 Marketing Mix

2.1 Product

2.2 Price

2.3 Place

2.4 Promotion

1.6.1.3 Lifestyle

3.1 Attitudes

3.2 Interests

3.3 Opinions

1.6.2 Dependent Variable: Consumers' Purchasing Decision

1. Need Recognition

2. Information Search

3. Alternatives Evaluation
4. Purchase Decision
5. Post Purchase Decision

1.6.3 Population and Sample:

This study focuses on consumers who purchased cosmetic products in Bangkok, Thailand within the past six months. This study examines the advertising, marketing and lifestyle which influence the consumers' purchasing decisions. According to the data reported by Macrotrends (2023), the total population in Bangkok, Thailand is 11,070,000 in the year of 2023. The study was conducted in Bangkok, Thailand, which has a dense population and diverse market for cosmetic products. 400 samples were gathered with a 95% confidence level and a +/- 5% margin of error in accordance with Yamane's formula.

Figure 1.1: Yamane's Table for Sample Size

Size of Population (N)	Sample Size (n) for Precision (E) of:			
	±3%	±5%	±7%	±10%
500	A	222	145	83
600	A	240	152	86
700	A	255	158	88
800	A	267	163	89
900	A	277	166	90
1,000	A	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

A = Assumption of normal population is poor (Yamane, 1967). The en

Source: Yamane, T. (1967). *Statistics: An introductory analysis*. New York: Harper and Row.

1.7 Benefits of the Research

The goal of research is to provide valuable information on the Consumers' Purchasing Decision of Cosmetic products, in terms of conceptual and theoretical framework. The research title offers a comprehensive understanding of the intricate interactions between advertising, marketing mix, lifestyle, and consumer choices in Thailand's cosmetics industry, which has the potential to provide knowledge that can assist businesses, academics, policymakers, and consumers alike. In fact, this research will help not only to attract the customers, distributors, and influencers who are making the benefits in the cosmetic areas on how they are making an advantage in the marketing fields but also to develop a further understanding of consumers' decision-

making process, and factors that affect it. Furthermore, this study will provide insightful information and advance academic understanding as well as real-world marketing applications.

1.8 Limitations of the Research

There are some limitations to describe. The first limitation is on using quantitative which is based on limited accuracy information on closed-ended surveys. Although the research survey has been done on the 400 samples in Bangkok, some of the respondents are not able to answer; some of them are busy with other stuffs and not yet able to answer. The second limitation is time limit which has a deadline for completing research study. Although this research has collected data from online sources, the important fact is the information, which is taking time to summarize the data from online sources.

1.9 Definition of Terms

The definitions of the key terms mentioned in this research are as follow.

Consumers' Purchasing Decision: refers to how people feel and think when they are deciding whether to purchase a product, which is without any pre-shopping objective either to purchase the specific product category or to fulfill a specific need (Beatty and Ferrell, 1998).

Advertising: is the promotion of a product, brand or service to a viewership in order to attract interest, engagement and sales. It also the activity or profession of producing advertisements for commercial products (Alexander & Ralph, 1965).

Marketing Mix: refers to the "4Ps" is a framework used by businesses and marketers to develop and implement effective marketing strategies. It consists of four key elements or variables that a company can control to influence consumer-buying decisions and create a successful marketing plan (McCarthy, 1960).

Lifestyle: refers to the way a person or a group of people live, including their behaviors, activities, interests, opinions, and overall way of life. In Business, understanding consumer lifestyles is essential for effectively targeting and reaching specific segments of the population (Veal, 1989).

CHAPTER 2

LITERATURE REVIEW

This chapter will review the literature relevant to the research project, identify gaps and explain how the research contributes to filling one or more of these gaps. For the research project, entitled “Advertising, Marketing Mix, and Lifestyle affecting to Consumers’ Purchasing Decisions of Cosmetic products in Thailand” can be divided into 8 sections. They are as follows:

2.1 The Background of Business Industry

2.2 Theories/Academic Concepts and Other Relevant Research Articles of Consumers’ Purchasing Decisions

2.3 Theories/ Academic Concepts and Other Relevant Research Articles of Advertising

2.4 Theories Academic Concepts and Other Relevant Research Articles of Marketing Mix

2.5 Theories Academic Concepts and Other Relevant Research Articles of Lifestyle

2.6 Previous Researches

2.7 Conceptual Framework

2.8 Hypotheses

2.1 The Background of Cosmetic Industry

This research study is to develop the Consumers’ Behaviors in buying cosmetic products in Thailand. According to the research from (Statista, 2022), the expansion of cosmetics market in Thailand has increasing opportunities by the ASEAN Economic Community, which encourages free trade policies among its member countries. This makes it easier for Thailand goods to be exported to ASEAN nations, including cosmetics, beauty products, and personal care items. Additionally, free trade agreements exist between Thailand and other nations involved in the beauty industry, like South Korea and Japan. As a result, many cosmetic brands from these nations are making their way into the Thailand market.

Pilasinee, and Vaishali (2017) stated that Thailand is growing in E-commerce.

They stated that between 50% and 60% of Thai customers' online websites and social media apps are used, and that about 40% of their purchases are influenced by digital content. The influence of Social media has become the important factor to attract the Customers in the Cosmetic Industry. Due to the fact that cosmetics and personal care products are increasingly available through online platforms. Thai consumers believed this trend and turned to national influencers who have influenced their style and needs.

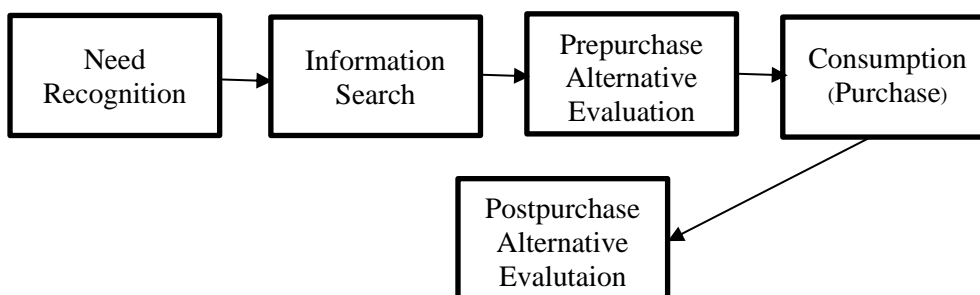
2.2 Theories/ Academic Concepts and Other Relevant Research Articles of Consumers' Purchasing Decision

This part will describe into two elements: theories/academic concepts and other relevant research articles.

2.2.1 Theories/Academic Concepts

Engel et al. (1995) stated that consumer decision-making process refers to the sequence of steps that consumers go through when making a purchase or engaging in a buying decision. Consumer's decision-making process theory is the study of how people make decisions when they purchase. According to research work, the author find that consumer's decisions are helping the businesses and marketers capitalize on consumer by predicting how and when a consumer will make a purchase. This process helps marketers understand how consumers gather information, evaluate options, and ultimately decide to purchase a product (Engel et al., 1995).

Figure 2.1: Consumer Decision-Making Process



Source: Engel, J.F., Blackwell, R.D. and Miniard, P.W. (1995) *Consumer Behavior*. (6 th ed.). Chicago, New York: Dryden.

Need Recognition is the first stage in the decision-making process. It occurs when a consumer identifies a need that can be solved by acquiring a product. For example, recognizing the need for a new smartphone because the old one is no longer functioning effectively.

Information Search occurs once a need is recognized. Consumers typically gather information about the available options to address that need. They may seek information from various sources such as friends, family, online reviews, advertisements, and product specifications.

Purchase Alternative Evaluation occurs when consumers consider often multiple options. They compare the features, benefits, prices, and other relevant attributes of different products.

Consumption (Purchase Decision) occurs after evaluating the available alternatives, consumers decide which product to purchase. At this stage, they may have a preferred choice based on their assessment of the options.

Post-Purchase Alternative Evaluation is a last stage in the consumer decision-making process that occurs after a consumer has made a purchase. During this stage, individuals assess and evaluate whether the product that they bought met their expectations and needs, and they may continue to compare it to other alternatives or consider whether they made the right choice. This stage is essential because it can influence a consumer's future buying decisions and their perception of the brand or product.

2.2.2 Other Relevant Research Articles

Other research articles also indicate the other factors affecting the Consumer's Purchasing Decision. Schiffman and Kanuk (2007) stated that consumers typically look for information relevant to a specific consumption-related need from their previous experiences before turning to external sources of information. In other words, previous purchase experience is regarded as an internal source of information on which a consumer relies before making a decision. Furthermore, previous purchase experience, marketing programs, and non-commercial information are all likely to influence consumer decisions (Schiffman and Kanuk, 2007).

2.3 Theories /Academic Concepts and Other Relevant Research Articles of Advertising

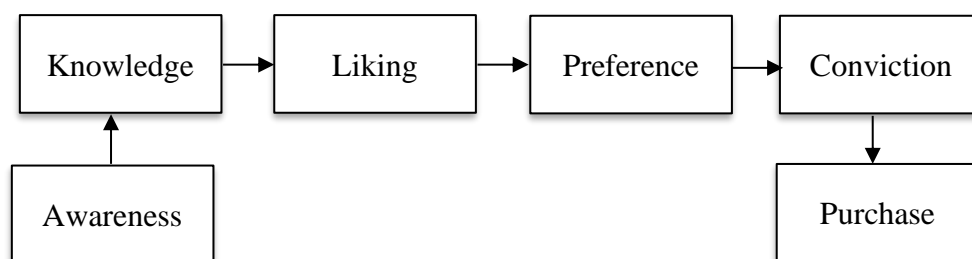
This part will describe two elements: theories /academic concepts and other relevant research articles. They are as follows:

2.3.1 Theories /Academic Concepts

Moriarty (2009) from the book “Advertising: Principle and Practice” stated that modern advertising is a form of strategic communication that seeks to make an impression by eliciting a particular response from the viewer, such as comprehending the content and convincing the consumer to buy the product. To achieve that consumer response, the goals of an advertising strategy are intended to peek consumers' interest, and it is possible to scale the success of the campaign by measuring these goals.

Johnson (2010) mentioned that “Hierarchy of effects model” could assist marketers in setting marketing goals, structuring objectives and analyzing message that impact as a series of steps in marketing business. “Hierarchy of effects model is based on the assumption that people first learn something from advertising, then form feelings about the product in question, and finally take action.”.

Figure: 2.2: Hierarchy of effects model in Advertising Design Theoretical Framework



Source: Heuvel, D. V. (2012). *The Hierarchy of Effects*. Retrieved from www.marketingsavant.com/.../Hierarchy_of_Effects_BriefingPaper. accessed on, September 30, 2012.

The researcher finds that “Hierarchy of Effects model in marketing” are

conceptual frameworks that illustrate the stages through which consumers typically progress when making purchasing decisions and forming attitudes toward a product. These models help the marketers to understand the cognitive and emotional processes that consumers go through before making a purchase. There are six different stages to describe the Hierarchy of Effects model (Heuvel, 2012).

1. **Awareness:** At the initial stage, consumers become aware of a product's existence through advertising, word-of-mouth, or other promotional efforts. The goal is to create brand awareness and capture the attention of potential customers.

2. **Knowledge:** Once aware, consumers may seek more information about the product or brand. Marketers aim to provide comprehensive information about features, benefits, usage, and differentiation in order to facilitate informed decision-making.

3. **Liking:** After gaining knowledge, consumers may develop a positive attitude toward the product. They might express interest, like what they see, and feel a sense of attraction. Marketers use emotional appeals, relatable stories, and unique value propositions to foster liking and interest.

4. **Preference:** At this stage, consumers begin to compare the product with alternatives. They weigh the benefits and drawbacks and form a preference for the product based on their individual needs and preferences. Marketers emphasize unique selling points and differentiators to encourage preference.

5. **Conviction:** Consumers develop a strong desire to own the product and start seeing how it will fulfill their needs. They might actively seek out more information and reviews. Marketers can leverage social proof, testimonials, and promotions to intensify the desire.

6. **Action:** The final stage involves the actual purchase or desired action. Consumers make the decision to buy the product, sign up for a service, or engage in the desired behavior. Marketers ensure easy accessibility and seamless purchasing experiences to facilitate action.

Barry (1987) stated that advertising is the source to keeps consumers informed and motivated to buy. Due to the fact that the assessment of advertising effectiveness, "Hierarchy of effects model" is commonly used in modern marketing (Howard, 1990).

2.3.2 Other Relevant Research Articles

Other research articles also indicate the other factors affecting Advertising. Kathiravan C. (2017) stated that Effectiveness of advertisements in social media has a high impact on the customer purchase intention. Nowadays the social media influences in Thailand are popular among the customer not only to get awareness and but also easily to get the knowledge about the product. Due to the rise of social media platform, Thai consumers became more interested in new skin care products and keeping up with trends (Statista, 2022).

2.4 Theories / Academic Concepts and Other Relevant Research Articles of Marketing Mix

This part will describe 2 elements: theories /academic concepts and other relevant research articles. They are as follows:

2.4.1. Theories/Academic Concepts

According to the theories and academic concepts analysis, the basic strategy of marketing is the Marketing Mix method. The Marketing Mix, also known as the 4Ps, is a strategic framework that comprises four interrelated elements which are Product, Price, Place, and Promotion that used by marketers to create and execute comprehensive marketing strategies (McCarthy, 1960).

1. **Product** - It refers to the goods that a company provides to meet the needs and desires of its target audience. It contains product design, features, quality, branding, packaging, and other characteristics that set the product apart from competitors (Kotler et al., 2016).

2. **Price** - the amount of money that the customers are willing to pay for the product. It involves setting the right price that reflects the perceived value of the product while considering factors such as cost, competition, demand, and pricing strategies (Hogan et al., 2016).

3. **Place** - refers to the distribution channels and strategies used to make the product available to consumers at the appropriate time and location. It includes decisions about distribution channels, inventory management, logistics, and retail locations (Anderson, 1979).

4. **Promotion** – refers to the communication strategies used to inform,

persuade, and influence target customers about the product as well as to increase the sales. It contains advertising, public relations, sales promotions, personal selling, and other promotional activities (Belch, 2009).

2.4.2 Other Relevant Research Articles

Other research articles also indicate the other factors affecting the Marketing Mix. Johri and Sahasakmontri (1998) stated that Thai businesses and consumers are increasingly becoming more demanding in terms of product features and personal care products. Due to the fact that Thai female consumers prefer sweet fragrance and light colors.

According to research from Statista (2022), the influence of brand image, product quality, pricing and marketing on Cosmetic industry encourage more consumers to buy. According to data, cosmetic products are becoming more accessible in Thailand via the internet and e-commerce platforms. Additionally, consumers of cosmetic products in Thailand do not only include domestic users but also foreign tourists who frequently visit spas or salons, which are important networks for product marketing.

2.5 Theories / Academic Concepts and Other Relevant Research Articles of Lifestyle

This part will describe into 2 elements: theories /academic concepts and other relevant research articles. They are as follows:

2.5.1. Theories/Academic Concepts

Consumers define their lifestyles through their purchasing decisions in a variety of product categories. In this study, the AIOs (Attitudes, Interests, and Opinions) play a popular role in lifestyle research. Peter and Olson (1994) define lifestyle as the way people live their lives, including activities, interests, and opinions.

1. Activities

Activities refer to the specific actions and behaviors that individuals engage in as part of their daily lives. In addition, activities are visible actions that can range from routine tasks, such as work and household chores, to leisure and recreational activities, such as sports, hobbies, socializing, and entertainment (Plummer, 1974).

2. Interests

Interests are the topics, subjects, or areas that capture an individual's attention, curiosity, and enthusiasm. They represent the things that people enjoy learning about, talking about, or participating in. Interests can span a wide range, including hobbies, passions, intellectual pursuits, and cultural preferences (Plummer, 1974).

Understanding a customer's interests is valuable for adapting products, services, and marketing messages that align with their personal preferences.

3. Opinions

Opinions refer to an individual's thoughts, beliefs, judgments, and viewpoints on various topics. They represent the way people interpret information, form conclusions, and express their perspectives. Opinions can be shaped by personal experiences, cultural influences, education, and exposure to different ideas (Plummer, 1974). At the marketing, understanding the consumers' opinions is important for creating messages that resonate with their values and perspectives.

2.5.2 Other Relevant Research Articles

Kotler et al. (1999) stated that consumer markets should be divided into geographic, demographic, psychographic, and behavioral categories. In term of Psychographic segmentation divides consumer into groups based on lifestyle and personality. Consumers in the same demographic group may have very different psychographic profiles. As a result, companies that produce various consumer goods can look for marketing opportunities in lifestyle segmentation (Kim, 1993).

Lifestyles are primarily influences by previous experiences, essential characteristics and current circumstances. They have an impact on every aspect of consumer behavior (Hawkins et al., 2001). Due to the fact that Lifestyle and personality are useful segmentation, variables for identifying sub-market profiles and targeting consumers.

2.6 Previous Research

For the case study and other relevant research showed that these factors are effecting to the consumer purchasing decisions of the cosmetic products that can attract the consumer who want to show off their beauty and using cosmetic products can get the benefits of healthy lifestyle. Additionally, there are many cosmetic

products all around the world that can be influenced by advertising, making promotion to get more benefits of sell and distribution to international countries to get more profit for the cosmetic industry.

Advertising

Liao, W. (2019) studied that the impact of Brand Awareness, Sales Promotion, Online Advertising, Product Attributes on Chinese Tourist's Intention to buy Thai Instant Noodle. The findings revealed that the majority of the large number of visitors to Thailand each year are potential customers for instant noodles, instant noodles are convenient for individuals seeking a quick meal. This thesis will provide a distinct and comprehensive picture advertisement to the managers of Instant Noodle Maker and will assist them in comprehending the particular elements that persuade customers to buy instant noodles in order to increase their methods for attracting in additional customers. According to the study's finding, awareness, promotion, advertising and product all have a positive effect on consumer's purchasing decision.

H₁: Advertising affect the consumers' purchasing decision of cosmetic product.

Marketing Mixes

Lyu, B. (2021) investigated that the effect of marketing mix factors on Chinese tourists' purchasing behavior for Thai foods. The findings revealed that marketing mix factors such as product, place, price, and promotion affected average spending of Chinese tourists on Thai foods. Additionally, this study found that product factors have the greatest influence on consumer's purchasing decisions, followed by shopping convenience, atmosphere, prices, and promotions.

H₂: Marketing Mix affect the consumers' purchasing decision of cosmetic product.

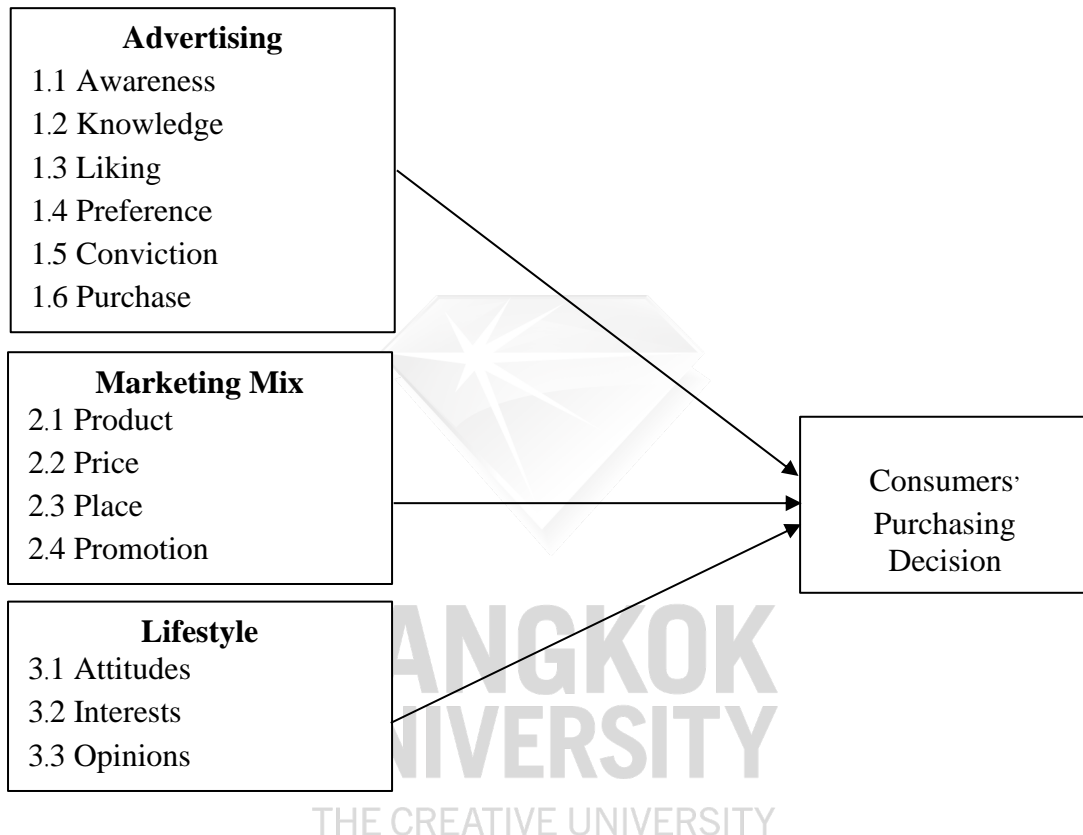
Lifestyle

Jirayuwattana, R. (2023) studied that the impact of marketing mix (4ps), technology acceptance and lifestyle factors towards purchase intention of Spotify premium. The results found that Lifestyle was affecting to buy Spotify premium. According to the study's findings Attitudes, Interests and opinions are significantly factors in people's decision to purchase Spotify Premium.

H₃: Lifestyle affect the consumers' purchasing decision of cosmetic product.

2.7 The Conceptual Framework

Figure 2.3: Conceptual Framework



2.8 Hypotheses

H₁ Marketing Mixes affect the consumers' purchasing decision of cosmetic product.

H₂ Advertising affect the consumers' purchasing decision of cosmetic product.

H₃ Lifestyle affect the consumers' purchasing decision of cosmetic product.

CHAPTER 3

METHODOLOGY

The primary components of this chapter will include descriptions of the research design and rationale for the research, the methodology that will be used in the study. Additionally, threats to content validity and reliability test will be considered for the study.

Therefore, this part will describe into 8 elements. They are as follows:

- 3.1 The Type of Research and Tool
- 3.2 The Research Design
- 3.3 The Quality of the Research Tool
- 3.4 The Data Collection
- 3.5 The Population and Sample
- 3.6 The Sampling Technique
- 3.7 The Research Procedure and Timeline
- 3.8 The Hypotheses Test and Data Analysis

3.1 The Type of Research and Tool

A closed ended questionnaire was used to conduct from the respondents for this survey. The questionnaire is divided into six categories: demographic and general question (10 questions), the factor of Advertising (10 questions), the factor of Marketing Mix (12 questions), the factor of Lifestyle (9 questions), Consumers' Purchasing Decision (10 questions) and Comments & Suggestions. The survey consists of 51 questions in total.

The main aim of this study is to examine the advertising, marketing mix, lifestyle and consumer's purchasing decisions in the Bangkok cosmetic product market. In particularly, this research will use a structured questionnaire as the primary data of these three factors on consumers' purchasing decisions.

The structured questionnaire is an effective method for gathering the quantitative data on consumer attitudes toward advertising, marketing mix, lifestyle factors and purchasing decisions. By using a Likert Five-point scale, the questionnaire will provide with detailed information on the respondents' perception of each

variable, as well as demographic information.

The independent variables in this study will be measured using multiple items, each representing dimensions of the construct, advertising, marketing mix and lifestyle. Advertising will be measured using the cosmetic products that evaluate awareness, knowledge, liking, preference, conviction and purchase. Marketing mix will be measured using the cosmetic products that evaluate product, price, place and promotion. Lifestyle will be measured using the cosmetic products that evaluate attitudes, interests and opinions.

The dependent variable in this study, consumers' purchasing decisions, will also be assessed using a variety of items, each representing a different aspect of the decision-making process. This will include need recognition, information search, alternatives evaluation, purchase decision, and post-purchase evaluation. By collecting data on these variables, the researcher will be able to determine the extent to which advertising, marketing mix and lifestyle factors influence the consumers' purchasing decisions in the cosmetic product market in Bangkok, Thailand. The detailed questions in the questionnaire used are divided into six parts as follows:

Screening Questions (2 questions)

This part of the questionnaire will ask the survey respondents to provide information such as their residential location and if they made purchase of cosmetic products within the last six months.

1. Do you live in Bangkok?
 - Yes
 - No (end of questionnaire)
2. Have you ever purchased cosmetic products in the past six months?
 - Yes
 - No (end of questionnaire)

Part 1: Demographic Data and General Questions (10 questions)

This part consists of Demographic Data such as Age, Gender, Education, Martial status, Occupation, and Monthly income. In addition, general information about their purchasing preferences related to cosmetic products.

1. Gender:
 - Male
 - Female
 - Other (Please specify.....)
2. Age:
 - Under 20 years
 - 21 – 30 years
 - 31 – 40 years
 - 41 – 50 years
 - Over 50 years
3. Marital Status:
 - Married
 - Unmarried
 - Single
 - Separated
 - Other (Please specify.....)
4. Education background:
 - High school or under
 - Bachelors' Degree
 - Masters' Degree
 - Doctoral degree or above
5. Occupation
 - Student
 - Government Employed
 - Private employee
 - Business Owner
 - Entrepreneur
 - Unemployed
 - Other (Please specify.....)
6. Monthly Income: (Both employed and unemployed)
 - under 15,000 baht

- 15,000 – 30,000 baht
 - 30,001 – 55,000 baht
 - 55,001 – 80,000 baht
 - Over 80,000 baht
7. How often do you buy cosmetic products?
- Rarely to buy
 - Once in a week
 - Once in a month
 - Once in a year
 - Very often to buy
8. How much do you particularly spend on cosmetic products per month?
- Less than 1000 baht
 - 1,000-2,000 baht
 - 2,001-3,500 baht
 - 3,501-6,000 baht
 - 6,001-10,000 baht
 - More than 10,000 baht
9. How did you get the information about the cosmetic products that you presently use?
- Online advertisement
 - The internet (Social Media)
 - Television advertisement
 - Worth-of-mouth
 - Beauty Boutiques
 - Other (Please Specify)
10. How much do the ethical practices of a cosmetic brand influence your decision to purchase their products?
- Not influence at all
 - Slightly influence
 - Moderately influence
 - Very influence

Part 2: Advertising

(10 questions)

This part contains of the agreement level of the respondents regarding the Advertising factors. Advertising refers to the six factors of Awareness, Knowledge, Liking, Preference, Conviction and Purchase toward using which affect the consumers' purchasing decision in cosmetic products.

Table 3.1: The Questions of Advertising

<p>Awareness</p> <p>1. I pay attention to cosmetic product advertisements when they appear.</p> <p>2. The endorsement of cosmetic products by celebrities raises my awareness of those products.</p>	<p>Yu, S. (2020)</p>
<p>Knowledge</p> <p>3. I believe that having access to more information about cosmetic products enhances the overall shopping experience.</p> <p>4. Having detailed information about the benefits of a cosmetic product is important to me when making a purchase.</p>	<p>Yu, S. (2020)</p>
<p>Liking</p> <p>5. I am likely to purchase a cosmetic product after seeing a famous influencer endorsement.</p> <p>6. Cosmetic products with unique packaging and design elements capture my attention.</p>	<p>Yu, S. (2020)</p>
<p>Preference</p> <p>7. I tend to prefer cosmetic products from brands with advertisements that resonate with me.</p>	<p>Yu, S. (2020)</p>
<p>Conviction</p> <p>8. I actively seek a variety of reviews before making a decision about a cosmetic product.</p> <p>9. I am more likely to trust cosmetic products that have a significant social media presence.</p>	<p>Yu, S. (2020)</p>

(Continued)

Table 3.1 (Continued): The Questions of Advertising

Purchase	Yu, S.
10. Cosmetic products advertisement often catch my purchasing decisions.	(2020)

Part 3: Marketing Mix

(12 questions)

This part contains of the agreement level of the respondents regarding the Marketing Mix factors. Marketing Mix refers to the factors of 4Ps (Product, Price, Place and Promotion) which affect the consumers' purchasing decision in cosmetic products.

Table 3.2: The Questions of Marketing Mix

Product	Lyu, B.
1. The cosmetic products that I purchase are high quality.	(2021)
2. The variety of cosmetic products offered by a brand is important to me.	
3. I consider the packaging and presentation of cosmetic products when making a purchase.	
Price	Lyu, B.
4. I am willing to pay more for cosmetic products that I perceive as high-quality product.	(2021)
5. The price of premium cosmetic products offers better value for money.	
6. I believe that the price of a cosmetic product reflects its value and effectiveness.	
Place	Lyu, B.
7. I prefer purchasing cosmetic products from stores with a wide selection and good customer service.	(2021)
8. The convenience of purchasing cosmetic products in physical stores are better than online store.	

(Continued)

Table 3.2 (Continued): The Questions of Marketing Mix

Place 9. I enjoy exploring and testing cosmetic products at physical stores before making a purchase.	Lyu, B. (2021)
Promotion 10. I choose the cosmetic products that I often see in the advertisements. 11. Discounts and sales promotion on the social media catch my attention. 12. I am more likely to purchase cosmetic products during special promotion periods.	Lyu, B. (2021)

Part 4: Lifestyle

(9 questions)

This part consists of the agreement level of the respondents regarding the Lifestyle. Lifestyle refers to the three factors Attitude, Interest and Opinion toward using which affect the consumers' purchasing decision in cosmetic products.

Table 3.3: The Question of Lifestyle

Attitude 1. I enjoy using cosmetic product for daily routine. 2. I prefer to use various cosmetics products and brands. 3. I consider the cosmetic products that I use to be a reflection of my personality.	Jirayuwattana, R. (2023)
Interest 4. I enjoy experimenting with different cosmetic brands and product lines. 5. I actively seek information about the latest trends in the cosmetic industry. 6. I follow beauty experts on social media to stay updated on cosmetic trends.	Jirayuwattana, R. (2023)

(Continued)

Table 3.3 (Continued): The Question of Lifestyle

<p>Opinions</p> <p>7. I believe that cosmetic brands should prioritize sustainability in their product packaging.</p> <p>8. My personal experiences with cosmetic products influence my opinions about their effectiveness.</p> <p>9. Celebrity endorsements have a significant impact on my opinion of a cosmetic product.</p>	<p>Jirayuwattana, R. (2023)</p>
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Part 5: Consumers' Purchasing Decision

(10 questions)

This part contains of the agreement level of the respondents regarding the Consumer's Purchasing Decision such as need recognition, information search, alternatives evaluation, purchase decision and post-purchase evaluation.

Table 3.4: The Question of Consumer's Purchasing Decision

<p>Need Recognition</p> <p>1. I am aware of my cosmetic needs when it is time to purchase new products.</p> <p>2. I feel motivated to purchase cosmetic products based on my perceived needs.</p>	<p>Khatib, F. (2016)</p>
<p>Information Search</p> <p>3. I use a variety of resources, including blogs, websites, and recommendations, to learn about cosmetic products.</p> <p>4. I compare various cosmetic brands and their offerings before making a decision.</p>	<p>Sone, H. T. P. (2019)</p>

(Continued)

Table 3.4 (Continued): The Question of Consumer's Purchasing Decision

<p>Alternatives Evaluation</p> <p>5. I am likely to try new cosmetic products and enjoy testing with different brands.</p> <p>6. I consider factors such as ingredients, reviews, and brand reputation when comparing other cosmetic alternatives.</p>	<p>Sone, H. T. P. (2019)</p>
<p>Purchase Decision</p> <p>7. I consider the overall value and benefits of the cosmetic brand that I choose.</p> <p>8. I sometimes make impulse purchases when buying cosmetic items.</p>	<p>Sone, H. T. P. (2019).</p>
<p>Post-Purchase Evaluation</p> <p>9. I am likely to repurchase a cosmetic brand that meets my expectation.</p> <p>10. I assess the effectiveness and satisfaction of the cosmetic products that I purchase.</p>	<p>Sone, H. T. P. (2019).</p>

Part 6: Comments & Suggestions

This part is dedicated to capturing comments, suggestions, or any additional thoughts may have about the process of choosing a cosmetic product in Bangkok.

3.2 The Research Design

The online questionnaire will be measured as following:

3.2.1 Pre-screening questions

3.2.1.1 Residential Location

3.2.1.2 Cosmetic purchase within last six months

3.2.2 Part 1: Demographic Data and General Information

3.2.2.1 Gender

3.2.2.2 Age

3.2.2.3 Martial Status

3.2.2.4 Educational Background

3.2.2.5 Occupation

- 3.2.2.6 Monthly Income
- 3.2.2.7 Purchasing Frequency
- 3.2.2.8 Monthly Spending on Cosmetic Products
- 3.2.2.9 Source of Information
- 3.2.2.10 influencing for purchasing decision

3.2.3 Part 2 to 4: the measurement of Advertising, Marketing Mix and Lifestyle

3.2.4 Part 5: the measurement of Consumer's Behaviors

Scale 5 - Completely Agree

Scale 4 – Strongly Agree

Scale 3 – Moderate Agree

Scale 2 – Slightly Agree

Scale 1 – Least Agree

For part 2-5 of the questionnaire, which consists of Likert's 5-point scale, the statistical mean range for the interpretation of the mean are calculated below (Best, John W, 1983: 181-184):

$$\text{Range} = (\text{Maximum} - \text{Minimum}) / \text{Scale Level}$$

$$\text{Range} = (5 - 1) / 5 = 0.8$$

Table 3.5: The Range of Mean Interpretation

Range	Interpretation
1.00 - 1.80	Least Agree
1.81 - 2.60	Slightly Agree
2.61 - 3.40	Moderate Agree
3.41 - 4.20	Strongly Agree
4.21 - 5.00	Completely Agree

Source: Best, John W. (1983). Research in Education. New Jersey: Prentice Hall.

3.2.5 Comments and suggestions

The statistics used will be 2 types:

1. Descriptive statistics consist of frequency, percentage, mean, and standard

deviation.

2. Inferential statistics, include the Multiple Regression Analysis Test.

3.3 The Quality of the Research Tool

Firstly, the online questionnaire was validated and approved by the advisor. Secondly, the reliability test was conducted with a volunteer sample group of 40 respondents. Finally, the data from the questionnaires were analyzed by using Cronbach's Alpha in the statistical software. For the survey to be distributed, the reliability test result must be greater than 0.70 (Hair et al., 1995). Following reliability analysis, the conclusions were reached: the Cronbach's Alpha coefficient of variables shown in the Table 3.6.

Table 3.6: The Total Reliability Test Results

Variables	Number of Items	Cronbach's Alpha
Advertising	10	.870
Marketing Mix	12	.920
Lifestyle	9	.874
Consumers' Purchasing Decisions	10	.907
Total	41	.971

3.4 The Data Collection

As mentioned earlier, online questionnaires using a quantitative approach were used in the study. Data collection is crucial for any research project, including this study. This study used both Primary and Secondary data. The Primary research methodology is a quantitative approach build around an online survey. Google forms was used to distribute the online survey to the participants. A statistical program was used to analyze the data obtained from the Google Form and get the result. To further enhance comprehension of study findings, the researcher also consulted secondary data sources, including journals, research papers, and websites. The most appropriate method for this study is an online survey because of the limitations of COVID-19.

3.5 The Population and Sample

This study focuses on consumers who purchased cosmetic products in Bangkok, Thailand within the past six months. This study examines the advertising, marketing and lifestyle which influence the consumers' purchasing decisions. According to the data reported by Macrotrends (2023), the total population in Bangkok, Thailand is 11,070,000 in the year of 2023. The study was conducted in Bangkok, Thailand, which has a dense population and diverse market for cosmetic products. A representative sample of the population is required for accurate and reliable study results. The study's sample size was calculated using a formula for populations over 100,000. According to Yamane's formula, 400 samples were collected with the margin of error of $\pm 5\%$.

3.6 The Sampling Technique

The sample collection method for this survey was convenience sampling collect the data. It is commonly used in research where obtaining a random sample from a population is challenging. This technique is chosen for its ease and cost-effectiveness compared to other sampling methods. Although convenience sampling has limitations, this study will provide the advertising, marketing mix, lifestyle effecting the consumers' purchasing decisions of cosmetic products in Bangkok, Thailand.

3.7 The Research Procedure and Timeline

The procedure for this study is designed by systematic and step-by-step approach to meet objectives within the specified timeline. The first step is to perform comprehensive analysis of the literature on the influences that advertising, marketing mix and lifestyle have on consumer's decisions to buy cosmetic products. This will be necessary to compile the data from a variety of sources, including articles, journals, academic books, and internet sites. The second step is to make the questionnaire and gather data from the sample population. The third step involves before pre-testing the questionnaire to guarantee its reliability and validity prior to data collection. Following a pre-test of the questionnaire, the data collection process begins. During this phase, convenience sampling techniques are used to gather data from the sample population. The final step is to interpret and make conclusions based on the study

result. This includes evaluating the study's implications and contrasting the results with previously published research.

3.8 The Hypotheses Test and Data Analysis Hypotheses:

H₁: Marketing Mixes affect the consumer's purchasing decision of cosmetic products.

H₂: Advertising affect the consumer's purchasing decision of cosmetic products.

H₃: Lifestyle affect the consumer's purchasing decision of cosmetic products.

The followings are the statistical tools used for data analysis:

3.8.1 Descriptive Statistics

The responses from the respondents were analyzed using these statistics in order to measure with Demographic Data and General information such as age, gender, Martial Status, Educational Background, Occupation, Monthly Income, Purchasing Frequency, Monthly Spending on Cosmetic Products, Source of Information and influencing for purchasing decision. Frequency counting and percentage ratios would be used to analyze the data. According to the study, the data findings from the variables of dependent and independent are measured using the interval scale of mean and standard deviation.

As previously stated, the survey of part 2-5 of the questionnaire, which consists of Likert's 5-point scale, the statistical mean range for the interpretation of the mean are calculated below (Best, John W., 1983: 181-184):

$$\text{Range} = (\text{Maximum} - \text{Minimum}) / \text{Scale Level}$$

$$\text{Range} = (5 - 1) / 5 = 0.8$$

The analysis of the rating scale can interpret as follows

$$\text{Least Agree means } 1.00 - 1.80 = 1$$

$$\text{Slightly Agree means } 1.81 - 2.60 = 2$$

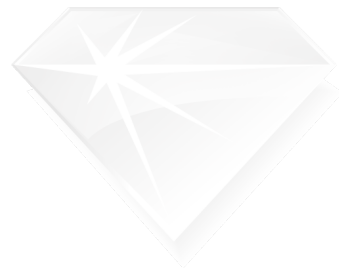
$$\text{Moderate Agree means } 2.61 - 3.40 = 3$$

$$\text{Strongly Agree means } 3.41 - 4.20 = 4$$

$$\text{Mostly Agree means } 4.21 - 5.00 = 5$$

3.8.2 Inferential Statistics: These statistics were used to analyze data interpretation and relationship between variables. Test hypotheses and analyze

relationships between the independent variables (Advertising, Marketing Mix and Lifestyle) and the dependent variable (Consumers' purchasing decisions). Data analysis techniques will use Multiple Linear Regression, which include model summary, anova, coefficients and correlations.



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CHAPTER 4

ANALYSIS AND FINDINGS

This chapter present the data analysis and findings of 400 respondents by using statistical software to test the hypothesis. The analyzed data are presented as follows;

4.1: Analysis of Demographic data

4.2: Analysis of Advertising factors

4.3: Analysis of Marketing Mix factors

4.4: Analysis of Lifestyle factors

4.5: Analysis of Consumers' Purchasing Decision factors

4.6: Analysis of relationship between Advertising, Marketing Mix, Lifestyle and Consumers' Purchasing Decision

4.7: Summary of Hypothesis Testing

4.1 Analysis of Demographic data

The respondents' demographic data such as Age, Gender, Education, Martial status, Occupation, and Monthly income were presented in this part. In addition, this part also provided the general information about their purchasing preferences related to cosmetic products. Data analysis techniques included percentage and frequency counting. The findings were presented in Table 4.1 as follows:

Table 4.1: Demographic data

Demographic Data	Frequency	Percentage
Gender:		
Male	184	46.0
Female	216	54.0
Age:		
Under 20 years	11	2.8
21 - 30 years	121	30.3

(Continued)

Table 4.1 (Continued): Demographic data of 400 respondents

Demographic Data	Frequency	Percentage
31 - 40 years	158	39.5
41 - 50 years	81	20.3
Over 50 years	29	7.2
Marital Status:		
Married	45	11.3
Separated	89	22.3
Single	186	46.5
Unmarried	80	20
Educational Background:		
Bachelors' Degree	246	61.5
Doctoral Degree or above	36	9.0
High school or under	31	7.8
Masters' Degree	87	21.8
Occupation:		
Business Owner	131	32.8
Entrepreneur	69	17.3
Government Employed	58	14.5
Private Employed	100	25.0
Student	7	1.8
Unemployed	35	8.8
Monthly Income: (Both employed and unemployed)		
Under 15,000 baht	26	6.5
15,000 - 30,000 baht	83	20.8
30,001 - 55,000 baht	162	40.5
55,001 - 80,000 baht	93	23.3
Over 80,000 baht	36	9.0

(Continued)

Table 4.1 (Continued): Demographic data

Demographic Data	Frequency	Percentage
How often do you buy cosmetic products?		
Once in a week	117	29.3
Once in a year	186	46.5
Rarely to buy	24	6.0
Very often to buy	73	18.3
How much do you particularly spend on cosmetic products per month?		
Less than 1,000 baht	9	2.3
1,000 – 2,000 baht	33	8.3
2,001 – 3,500 baht	71	17.8
3,501 – 6,000 baht	148	37.0
6,001 – 10,000 baht	111	27.8
More than 10,000 baht	28	7.0
How did you get the information about the cosmetic products that you presently use?		
Beauty Boutiques	69	17.3
Online advertisement	27	6.8
Television advertisement	107	26.8
The Internet (Social Media)	76	19.0
Worth-of-mouth	121	30.3
How much do the ethical practices of a cosmetic brand influence your decision to purchase their products?		
Moderately influence	187	46.8
Not influence at all	53	13.3
Slightly influence	97	24.3
Very influence	63	15.8

Table 4.1 showed that most respondents were Female (54%) among 400 respondents, aging between 31-40 years (39.5%), having monthly income between 30,001-55,000 baht (40.5%). For the Educational Background and Marital status,

most of the respondents were Bachelors' Degree (61.5%) and Single (46.5%). For Occupation, Business owner (32.8%) was the highest. For the question of 'How often do you buy cosmetic products?', most of the respondents were bought once in a year which took (46.5%). For the question of 'How much do you particularly spend on cosmetic products per month?' most of the respondents were spent around 3,500 – 6,000 baht which took (37.0%). For the question of 'How did you get the information about the cosmetic products that you presently use?' most of the respondents were get the information from Worth-of-mouth, which took (30.3%). For the question of 'How much do the ethical practices of a cosmetic brand influence your decision to purchase their products?' most of the respondents were chose the moderately influence which took (46.8%).

4.2 Analysis of Advertising Factors

The research findings of this part presented the analysis the data of Advertising factors. Data analysis techniques included mean, standard deviation and the interpretation. The findings were presented in Table 4.2 as follows:

Table 4.2: Advertising

Advertising	Mean	Std Deviation	Interpretation
I pay attention to cosmetic product advertisements when they appear.	3.68	.89	Strongly Agree
The endorsement of cosmetic products by celebrities raises my awareness of those products.	3.65	.97	Strongly Agree
I believe that having access to more information about cosmetic products enhances the overall shopping experience.	3.57	1.08	Strongly Agree

(Continued)

Table 4.2 (Continued): Advertising

Advertising	Mean	Std Deviation	Interpretation
Having detailed information about the benefits of a cosmetic product is important to me when making purchase.	3.39	1.23	Moderate Agree
I am likely to purchase a cosmetic product after seeing a famous influencer endorsement.	3.68	1.05	Strongly Agree
Cosmetic products with unique packaging and design elements capture my attention	3.68	1.04	Strongly Agree
I tend to prefer cosmetic products from brands with advertisements that resonate me.	3.83	.94	Strongly Agree
I actively seek a variety of reviews before making a decision about a cosmetic product.	3.69	.99	Strongly Agree
I am more likely to trust cosmetic products that have a significant social media presence.	3.67	1.02	Strongly Agree
Cosmetic products advertisement often catch my purchasing decisions.	3.73	1.05	Strongly Agree
Total	3.66	1.03	Strongly Agree

According to the table 4.2, the total mean of Advertising was 3.66 and standard deviation was 1.03. The highest mean value was “I tend to prefer cosmetic products from brands with advertisements that resonate me.” (Mean = 3.83, SD = .94). “I pay attention to cosmetic product advertisements when they appear.” which took (Mean = 3.68, SD = .89), “The endorsement of cosmetic products by celebrities raises my awareness of those products.” which took (Mean = 3.65, SD = .97). “I

believe that having access to more information about cosmetic products enhances the overall shopping experience.” which took (Mean = 3.57, SD = 1.08). “I am likely to purchase a cosmetic product after seeing a famous influencer endorsement.” which took (Mean = 3.68, SD = 1.05). “Cosmetic products with unique packaging and design elements capture my attention.” which took (Mean = 3.68, SD = 1.04). “I actively seek a variety of reviews before making a decision about a cosmetic product.” which took (Mean = 3.69, SD = .99). “I am more likely to trust cosmetic products that have a significant social media presence.” which took (Mean = 3.68, SD = 1.01). “Cosmetic products advertisement often catch my purchasing decisions.” which took (Mean = 3.73, SD = 1.05). The lowest mean value was “Having detailed information about the benefits of a cosmetic product is important to me when making purchase.” which took (Mean = 3.39, SD = 1.23). According to the data findings, most of the respondents chose rather mostly agree.

4.3 Analysis of Marketing Mix Factors

The research findings of this part presented the analysis the data of Marketing Mix factors. Data analysis techniques included mean, standard deviation and the interpretation. The findings were presented in Table 4.3 as follows:

Table 4.3: Marketing Mix

Marketing Mix	Mean	Std Deviation	Interpretation
The cosmetic products that I purchase are high quality.	3.82	.89	Strongly Agree
The variety of cosmetic products offered by a brand is important to me.	3.88	.90	Strongly Agree
I consider the packaging and presentation of cosmetic products when making a purchase.	3.74	.99	Strongly Agree

(Continued)

Table 4.3 (Continued): Marketing Mix

Marketing Mix	Mean	Std Deviation	Interpretation
I am willing to pay more for cosmetic products that I perceive as high-quality product.	3.49	1.22	Strongly Agree
The Price of premium cosmetic products offers better value for money.	3.66	1.13	Strongly Agree
I believe that the price of a cosmetic product reflects its value and effectiveness.	3.71	1.04	Strongly Agree
I prefer purchasing cosmetic products from stores with a wide selection and good customer service.	3.73	1.04	Strongly Agree
The convenience of purchasing cosmetic products in physical stores are better than online store.	3.79	.99	Strongly Agree
I enjoy exploring and testing cosmetic products at physical stores before making a purchase.	3.85	.96	Strongly Agree
I choose the cosmetic products that I often see in the advertisements.	3.98	.92	Strongly Agree
Discounts and sales promotion on the social media catch my attention.	3.97	.89	Strongly Agree
I am more likely to purchase cosmetic products during special promotion periods.	3.74	.98	Strongly Agree
Total	3.78	1.07	Strongly Agree

According to the table 4.3, the total mean of marketing mix was 3.78 and standard deviation was 1.07. The highest mean value was “I choose the cosmetic products that I often see in the advertisements.” which took (Mean = 3.98, SD = .92).

“The cosmetic products that I purchase are high quality.” which took (Mean = 3.82, SD = .89). “The variety of cosmetic products offered by a brand is important to me.” which took (Mean = 3.88, SD = .90). “I consider the packaging and presentation of cosmetic products when making a purchase.” which took (Mean = 3.74, SD = .99). “The Price of premium cosmetic products offers better value for money.” which took (Mean = 3.66, SD = 1.13). “I believe that the price of a cosmetic product reflects its value and effectiveness.” which took (Mean = 3.71, SD = 1.04). “I prefer purchasing cosmetic products from stores with a wide selection and good customer service.” which took (Mean = 3.74, SD = 1.04). “The convenience of purchasing cosmetic products in physical stores are better than online store.” which took (Mean = 3.79, SD = .99). “I enjoy exploring and testing cosmetic products at physical stores before making a purchase.” which took (Mean = 3.85, SD = .96). “Discounts and sales promotion on the social media catch my attention.” which took (Mean = 3.97, SD = .89). “I am more likely to purchase cosmetic products during special promotion periods.” which took (Mean = 3.74, SD = .99). The lowest mean value was “I am willing to pay more for cosmetic products that I perceive as high-quality product.” which took (Mean = 3.49, SD = 1.22). According to the data findings, most of the respondents chose rather mostly agree.

4.4 Analysis of Lifestyle Factors

The research findings of this part presented the analysis the data of Lifestyle factors. Data analysis techniques included mean, standard deviation and the interpretation. The findings were presented in Table 4.4 as follows:

Table 4.4: Lifestyle

Lifestyle	Mean	Std Deviation	Interpretation
I enjoy using cosmetic product for daily routine.	3.81	.91	Strongly Agree

(Continued)

Table 4.4 (Continued): Lifestyle

Lifestyle	Mean	Std Deviation	Interpretation
I prefer to use various cosmetic products and brands.	3.95	.83	Strongly Agree
I consider the cosmetic products that I use to be a reflection of my personality.	3.84	1.03	Strongly Agree
I enjoy experimenting with different cosmetic brands and product lines.	3.61	1.19	Strongly Agree
I actively seek information about the latest trends in the cosmetic industry.	3.79	1.06	Strongly Agree
I follow beauty experts on social media to stay updated on cosmetic trends.	3.83	.99	Strongly Agree
I believe that cosmetic brands should prioritize sustainability in their product packaging.	3.73	1.05	Strongly Agree
My personal experiences with cosmetic products influence my opinions about their effectiveness.	3.78	1.05	Strongly Agree
Celebrity endorsements have a significant impact on my opinion of a cosmetic product.	3.69	1.03	Strongly Agree
Total	3.78	1.02	Strongly Agree

According to the table 4.4, the total mean of lifestyle was 3.78 and standard deviation was 1.02. The highest mean value was “I prefer to use various cosmetic products and brands.” which took (Mean = 3.95, SD = .83). “I enjoy using cosmetic product for daily routine.” which took (Mean = 3.81, SD = .91). “I consider the cosmetic products that I use to be a reflection of my personality.” which took (Mean = 3.84, SD = 1.03). “I actively seek information about the latest trends in the cosmetic

industry.” which took (Mean = 3.79, SD = 1.06). “I follow beauty experts on social media to stay updated on cosmetic trends.” which took (Mean = 3.83, SD = .99). “I believe that cosmetic brands should prioritize sustainability in their product packaging.” which took (Mean = 3.73, SD = 1.05). “My personal experiences with cosmetic products influence my opinions about their effectiveness.” which took (Mean = 3.78, SD = 1.05). “Celebrity endorsements have a significant impact on my opinion of a cosmetic product.” which took (Mean = 3.69, SD = 1.03). The lowest mean value was “I enjoy experimenting with different cosmetic brands and product lines.” which took (Mean = 3.61, SD = 1.19). According to the data findings, most of the respondents chose rather mostly agree.

4.5 Analysis of Consumers’ Purchasing Decision Factors

The research findings of this part presented the analysis the data of Consumers’ Purchasing Decision factors. Data analysis techniques included mean, standard deviation and the interpretation. The findings were presented in Table 4.5 as follows:

Table 4.5: Consumers’ Purchasing Decision

Consumers’ Purchasing Decision	Mean	Std Deviation	Interpretation
I am aware of my cosmetic needs when it is time to purchase new products.	3.81	.85	Strongly Agree
I feel motivated to purchase cosmetic products based on my perceived needs.	3.94	.85	Strongly Agree
I use a variety of resources, including blogs, websites, and recommendations, to learn about cosmetic products.	3.85	.94	Strongly Agree
I compare various cosmetic brands and their offerings before making a decision.	3.56	1.19	Strongly Agree

(Continued)

Table 4.5 (Continued): Consumers' Purchasing Decision

Consumers' Purchasing Decision	Mean	Std Deviation	Interpretation
I am likely to try new cosmetic products and enjoy testing with different brands.	3.79	1.12	Strongly Agree
I consider factors such as ingredients, reviews, and brand reputation when comparing other cosmetic alternatives.	3.76	.99	Strongly Agree
I consider the overall value and benefits of the cosmetic brand that I choose.	3.92	1.00	Strongly Agree
I sometimes make impulse purchases when buying cosmetic items.	3.92	.92	Strongly Agree
I am likely to repurchase a cosmetic brand that meets my expectation.	3.95	.98	Strongly Agree
I assess the effectiveness and satisfaction of the cosmetic products that I purchase.	3.65	1.04	Strongly Agree
Total	3.815	.98	Strongly Agree

According to the table 4.5, the total mean value of consumers' purchasing decision was 3.815 and standard deviation was .98. The highest mean value was "I am likely to repurchase a cosmetic brand that meets my expectation." which took (Mean = 3.95, SD = .98). "I am aware of my cosmetic needs when it is time to purchase new products." which took (Mean = 3.81, SD = .85). "I feel motivated to purchase cosmetic products based on my perceived needs." which took (Mean = 3.94, SD = .85). "I use a variety of resources, including blogs, websites, and recommendations, to learn about cosmetic products." which took (Mean = 3.85, SD = .94) "I am likely to try new cosmetic products and enjoy testing with different brands." which took (Mean = 3.79, SD = 1.12). "I consider factors such as ingredients, reviews, and brand reputation when comparing other cosmetic alternatives." which took (Mean = 3.75, SD = .99). "I consider the overall value and

benefits of the cosmetic brand that I choose.” which took (Mean = 3.92, SD = 1.00). “I sometimes make impulse purchases when buying cosmetic items.” which took (Mean = 3.92, SD = .92). “I assess the effectiveness and satisfaction of the cosmetic products that I purchase.” which took (Mean = 3.65, SD = 1.04). The lowest mean value was “I compare various cosmetic brands and their offerings before making a decision.” which took (Mean = 3.56, SD = 1.19). According to the data findings, most of the respondents chose rather mostly agree.

4.6: Analysis of Relationship Between Advertising, Marketing Mix, Lifestyle and Consumers’ Purchasing Decision

The research findings of this part presented the analysis of the relationship between advertising, marketing mix, lifestyle and consumers’ purchasing decision. Multiple Regression analysis technique was used to analyze this relationship.

Table 4.6: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.477 ^a	.227	.221	.37368
a. Predictors: (Constant), Lifestyle, Advertising, Marketing mix				

Table 4.7: Anova

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.259	3	5.420	38.813	.000 ^b
	Residual	55.296	396	.140		
	Total	71.555	399			
a. Dependent Variable: Consumers’ Purchasing Decision						
b. Predictors: (Constant), Lifestyle, Advertising, Marketing mix						

Table 4.8: Correlation

Correlations					
		Advertising	Marketing mix	Lifestyle	Consumers' P Decision
Advertising	Pearson Correlation	1	.499**	.389**	.383**
Marketing mix	Pearson Correlation	.499**	1	.478**	.381**
Lifestyle	Pearson Correlation	.389**	.478**	1	.377**
Consumers' Purchasing Decision	Pearson Correlation	.383**	.381**	.377**	1

Table 4.9: Coefficient

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.718	.198		8.682	.000
	Advertising	.185	.045	.215	4.126	.000
	Marketing mix	.179	.056	.173	3.168	.002
	Lifestyle	.196	.048	.211	4.107	.000

a. Dependent Variable: Consumers' Purchasing Decision

According to the table 4.6, showed that R^2 value was .227 which means the regression clarified 22.7% of variation of dependent variable.

In table 4.7, the result $F = 38.813$ and $\text{Significant} = .000$ which means that P value is less than 0.05. As a result, the findings revealed a statistical relationship between the independent and dependent variables.

In table 4.8, the result showed the correlation value between three independent variables and consumers' purchasing decision which means they are in the positive moderate relationship.

In table 4.9, the result showed that the coefficient table about the relationship between independent and dependent variables.

First hypothesis, the coefficient B of the relationship between Advertising and Consumers' Purchasing Decision is .185, with a significance level of .000 at the 0.05 level, implying that increasing the advertising by one unit will increase consumers' purchasing decisions by .185. As a result, showed that advertising influence on consumers' purchasing decisions.

Second hypothesis, the coefficient B of the relationship between Marketing Mix and Consumers' Purchasing Decision is .179, with a significance level of .002 at the 0.05 level, implying that increasing the marketing mix by one unit will increase consumers' purchasing decisions by .179. As a result, showed that marketing mix influence on consumers' purchasing decisions.

Third hypothesis, the coefficient B of the relationship between Lifestyle and Consumers' Purchasing Decision is .196, with a significant level of .000 at the 0.05 level, implying that increasing the lifestyle by one unit will increase consumers' purchasing decisions by .196. As a result, showed that lifestyle influence on consumers' purchasing decisions.

Based on the table 4.9, the analysis can use the following regression equation:

$$y = a + b_1x_1 + b_2x_2 + b_3x_3$$

Where: y = Consumers' Purchasing Decision

a = constant

b = coefficient

x_1 = Advertising

x_2 = Marketing Mix

x_3 = Lifestyle

Consumers' Purchasing Decision = 1.718 + .185 Advertising + .179 Marketing Mix + .196 Lifestyle

In summary, analyzing consumers' purchasing decision in relation to advertising, marketing mix and lifestyle reveals a positive influence from all explanatory variables. However, the result showed that Lifestyle has the most influence on consumers' purchasing decision, with the highest beta values compared to the Advertising and Marketing Mix.

4.7 Summary of Hypothesis Testing

The summary of Hypothesis Testing as follows:

Table 4.10: Result of Hypothesis Testing

H ₁ : Advertising factor (Awareness, Knowledge, Preference, Conviction, Purchase, and Liking) affect the consumers' purchasing decision of cosmetic product.	Accepted
H ₂ : Marketing Mix factor (Product, Price, Place and Promotion) affect the consumers' purchasing decision of cosmetic product.	Accepted
H ₃ : Lifestyle factor (Attitude, Interest and Opinion) affect the consumers' purchasing decision of cosmetic product.	Accepted

CHAPTER 5

SUMMARY, CONCLUSION AND DISSCUSION

This chapter will examine the impact and interaction of Advertising, Marketing Mix, Lifestyle and Consumers' Purchasing Decision of cosmetic products. The concepts of this research are as follows:

1. To classify the impact of Advertising on Consumers' Purchasing Decision of cosmetic products.
2. To categorize the impact of Marketing Mix on Consumers' Purchasing Decision of cosmetic products.
3. To discover the factor of Lifestyle on Consumers' Purchasing Decision of cosmetic products.

This research used quantitative techniques, including five-point Likert scales and closed-ended questionnaires. This study collected the total 400 people who purchased cosmetic products in Bangkok, Thailand within the past six months. The data analysis techniques were used both descriptive and inferential statistics.

5.1 Summary and Conclusion

5.1.1 Demographic Data

Most respondents were Female among 400 respondents, aging between 31-40 years, having monthly income between 30,001-55,000 baht. For the Educational Background and Marital status, most of the respondents were Bachelors' Degree and Single. For Occupation, Business owner was the highest. Additionally, most of them were bought cosmetic product once in a year and they spent around 3,500 to 6,000 baht per month. They were get the information from worth of mouth, which is the cosmetic products that currently use. The majority of the respondents were moderately influence by the ethical practices of a cosmetic brand while making a decision to purchase cosmetic products.

5.1.2 Advertising

According to the data findings of adverting, respondents were strongly agree on advertising.

5.1.3 Marketing Mix

Based on the result of marketing mix, the respondents were strongly agree for that variable.

5.1.4 Lifestyle

According to the data findings, respondents were strongly agree on lifestyle.

5.1.5 Consumers' Purchasing Decision

The result also showed that respondents were strongly agree with consumers' purchasing decision.

5.1.6 Result of Hypotheses

H₁: The data results show that advertising has a significant impact on consumers' purchasing decisions for cosmetic products. Awareness, Knowledge, Liking, Preference, Conviction, and Purchase are some of the factors that influence people's decisions to buy cosmetic products. As a result, advertising influenced consumers' purchase decisions for cosmetic products.

H₂: The data results show that marketing mix has a significant impact on consumers' purchasing decisions for cosmetic products. Product, Price, Place and Promotion are some of the factors that influence people's decisions to buy cosmetic products. As a result, marketing mix influenced consumers' purchase decisions for cosmetic products.

H₃: The data results show that Lifestyle has a significant factor on consumers' purchasing decisions for cosmetic products. Attitude, Interest and Opinion are some of the factors that influence people's decisions to buy cosmetic products. As a result, lifestyle influenced consumers' purchase decisions for cosmetic products.

5.2 Discussion

The main aim of this study is the factors that influence on consumers' purchasing decision of cosmetic products.

(1) Advertising affect the consumers' purchasing decision of cosmetic product have accepted. According to Heuvel (2012), "Hierarchy of Effects model in marketing" are conceptual frameworks that illustrate the stages through which consumers typically progress when making purchasing decisions and forming attitudes toward a product. These models help the marketers to understand the cognitive and emotional processes that consumers go through before making a

purchase. Barry (1987) stated that advertising is the source to keeps consumers informed and motivated to buy. Due to the fact that the assessment of advertising effectiveness, “Hierarchy of effects model” is commonly used in modern marketing (Howard, 1990).

(2) Marketing Mix affect the consumers’ purchasing decision of cosmetic product. According to the theories and academic concepts analysis, the basic strategy of marketing is the Marketing Mix method. The Marketing Mix, also known as the 4Ps, is a strategic framework that comprises four interrelated elements which are Product, Price, Place, and Promotion that used by marketers to create and execute comprehensive marketing strategies (McCarthy, 1960).

(3) Lifestyle affect the consumers’ purchasing decision of cosmetic product. In this study, the AIOs (Attitudes, Interests, and Opinions) play a popular role in lifestyle research. Peter and Olson (1994) define lifestyle as the way people live their lives, including activities, interests, and opinions.

The following theories and academic concepts will be used to explain this study and review the relationship between dependent and independent variables:

Hypothesis 1 - Advertising affect the consumers’ purchasing decision of cosmetic product have accepted. Heuvel, 2012 proposed the theory that “Hierarchy of Effects model” can illustrate the stages through which consumers typically progress when making purchasing decisions and forming attitudes toward a product. These models help the marketers to understand the cognitive and emotional processes that consumers go through before making a purchase. Liao, W. (2019) studied that the impact of Brand Awareness, Sales Promotion, Online Advertising, Product Attributes on Chinese Tourist’s Intention to buy Thai Instant Noodle. From the previous research, the findings revealed that the majority of the large number of visitors to Thailand each year are potential customers for instant noodles; instant noodles are convenient for individuals seeking a quick meal. This thesis provides that a distinct and comprehensive picture advertising of Instant Noodle Maker and will assist them in comprehending the particular elements that persuade customers to buy instant noodles in order to increase their methods for attracting in additional customers. The previous concluded that awareness, promotion, advertising and product all have a positive effect on consumer’s purchasing decision. This present study also proved that

Advertising has an influence on consumers' purchasing decision.

Hypothesis 2 - Marketing Mix affect the consumers' purchasing decision of cosmetic product have accepted. McCarthy's, 1960 proposed the theory that planning a marketing strategy based on product, price, place, and promotion can help investors meet customer needs and demands. Lyu, B, 2021 studied that the effect of marketing mix factors on Chinese tourists' purchasing behavior for Thai foods. The findings revealed that marketing mix factors such as product, place, price, and promotion affected average spending of Chinese tourists on Thai foods. The previous study found that product factors have the greatest influence on consumer's purchasing decisions, followed by shopping convenience, atmosphere, prices, and promotions. This present study also showed that Marketing Mix has an influence on consumers' purchasing decision.

Hypothesis 3 – Lifestyle affect the consumers' purchasing decision of cosmetic product have accepted. Lifestyles are primarily influences by previous experiences, essential characteristics and current circumstances. Lifestyle and personality are useful segmentation, variables for identifying sub-market profiles and targeting consumers (Hawkins et al., 2001). Jirayuwattana, R. (2023) studied that the impact of marketing mix (4ps), technology acceptance and lifestyle factors towards purchase intention of Spotify premium. The previous study found that Attitudes, Interests and opinions are significantly factors in people's decision to purchase Spotify Premium. In comparison to the previous study, this study also found that people prefer to use various cosmetic products and brands. Due to the fact that, the personal experiences with cosmetic products influence the opinions about effectiveness between purchasing decision.

5.3 Recommendation for Further Application

The following recommendations are made to improve the cosmetic industry based on the study's findings.

Regarding to Advertising, cosmetic business should invest in targeted advertising campaigns across various channels, including social media, print, television, and digital platforms to get more awareness. Brands can achieve maximum visibility and reach among their target audience by leveraging visually appealing

imagery, compelling storytelling to get more preference. The other fact is that cosmetic brands should provide informative content in the form of blog posts, tutorials, and product demonstrations to empower consumers and allow them to make more decisions that are informed.

As for Marketing Mix, consumers prefer cosmetic products with higher quality, a stronger brand image, unique features, and a diverse range of brands. Due to the fact that, the cosmetic business should focus in quality, innovative features, packaging design and functionalities that resonate of their product to increase the consumer buying intentions. The important fact is that cosmetic business should justify premium pricing by emphasizing the benefits, quality, and uniqueness of their offerings, while also providing consumers with perceived value. Additionally, cosmetic brands should prioritize the digital marketing strategies in order to effectively reach their target consumer.

As for Lifestyle, consumer attitudes, interests, and opinions influence their purchasing decisions. Due to the fact that cosmetic businesses should focus on consumer attitudes, interests, and opinions in order to increase customer brand loyalty and strengthen business relationships.

5.4 Recommendation for Future Research

1. This study looks at how consumers' purchasing decisions are influenced by advertising, the marketing mix, and lifestyle. This research can serve as a resource in the near future.

2. The current study only focuses on customers who bought cosmetics in Bangkok, Thailand during the previous six months. As a result, future research should expand the sample size or look into other provinces.

3. This research employed a quantitative methodology. In the near future, researchers will be able to better understand their behavior and open-ended process by employing qualitative methodology.

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APPENDIX
ONLINE QUESTIONNAIRE:

Title: ADVERTISING, MARKETING MIX, AND LIFESTYLE AFFECTING TO CONSUMERS' BEHAVIORS IN BUYING COSMETIC PRODUCTS IN THAILAND

Details: This survey research aims to comprehend Advertising, Marketing Mix and Lifestyle Affecting to Consumer's Purchasing Decision of Cosmetic Products in Thailand. This study is a part of BA715: Independent Study, Graduate School at Bangkok University.

The components of this research will be covered in six parts: Demographic Data and General Questions, Advertising, Marketing Mix, Lifestyle, Consumers' Purchasing Decision and Comments & Suggestions. The information provided will be treated highly confidential and will be used solely for the purpose of academic resources.

Thank you very much for your kind cooperation.

Part 1: Demographic Data and General Questions

1. Gender:

- Male
- Female
- Other (Please specify.....)

2. Age:

- Under 20 years
- 21 – 30 years
- 31 – 40 years
- 41 – 50 years
- Over 50 years

3. Marital Status:
- Married
 - Unmarried
 - Single
 - Separated
 - Other (Please specify.....)
4. Education background:
- High school or under
 - Bachelors' Degree
 - Masters' Degree
 - Doctoral degree or above
5. Occupation
- Student
 - Government Employed
 - Private employee
 - Business Owner
 - Entrepreneur
 - Unemployed
 - Other (Please specify.....)
6. Monthly Income: (Both employed and unemployed)
- under 15,000 baht
 - 15,000 – 30,000 baht
 - 30,001 – 55,000 baht
 - 55,001 – 80,000 baht
 - Over 80,000 baht
7. How often do you buy cosmetic products?
- Rarely to buy
 - Once in a week
 - Once in a month
 - Once in a year
 - Very often to buy

8. How much do you particularly spend on cosmetic products per month?
- Less than 1000 baht
 - 1,000-2,000 baht
 - 2,001-3,500 baht
 - 3,501-6,000 baht
 - 6,001-10,000 baht
 - More than 10,000 baht
9. How did you get the information about the cosmetic products that you presently use?
- Online advertisement
 - The internet (Social Media)
 - Television advertisement
 - Worth-of-mouth
 - Beauty Boutiques
 - Other (Please Specify
10. How much do the ethical practices of a cosmetic brand influence your decision to purchase their products?
- Not influence at all
 - Slightly influence
 - Moderately influence
 - Very influence

Part 2: The Questions of Advertising

Please mark the most appropriate response as \surd using the scale provided below. (1 = Least Agree, 2 = Slightly Agree, 3 = Moderate Agree, 4 = Strongly Agree, 5 = Completely Agree)

Advertising Factor	(1)	(2)	(3)	(4)	(5)
I pay attention to cosmetic product advertisements when they appear.					

Advertising Factor	(1)	(2)	(3)	(4)	(5)
The endorsement of cosmetic products by celebrities raises my awareness of those products.					
I believe that having access to more information about cosmetic products enhances the overall shopping experiences.					
Having detailed information about the benefits of a cosmetic product is important to me when making a purchase.					
I am likely to purchase a cosmetic product after seeing a famous influencer endorsement.					
Cosmetic products with unique packaging and design elements capture my attention.					
I tend to prefer cosmetic products from brands with advertisements that resonate with me.					
I actively seek a variety of reviews before making a decision about a cosmetic product.					
I am more likely to trust cosmetic products that have a significant social media presence.					
Cosmetic products advertisement often catch my purchasing decisions.					

Part 3: The Questions of Marketing Mix

Please mark the most appropriate response as \surd using the scale provided below. (1 = Least Agree, 2 = Slightly Agree, 3 = Moderate Agree, 4 = Strongly Agree, 5 = Completely Agree)

Marketing Mix Factor	(1)	(2)	(3)	(4)	(5)
The cosmetic products that I purchase are high quality.					
The variety of cosmetic products offered by a brand is important to me.					
I consider the packaging and presentation of cosmetic products when making a purchase.					

Marketing Mix Factor	(1)	(2)	(3)	(4)	(5)
I am willing to pay more for cosmetic products that I perceive as high-quality product.					
The price of premium cosmetic products offers better value for money.					
I believe that the price of a cosmetic product reflects its value and effectiveness.					
I prefer purchasing cosmetic products from stores with a wide selection and good customer service.					
The convenience of purchasing cosmetic products in physical stores are better than online store.					
I enjoy exploring and testing cosmetic products at physical stores before making a purchase.					
I choose the cosmetic products that I often see in the advertisements.					
Discounts and sales promotion on the social media catch my attention.					
I am more likely to purchase cosmetic products during special promotion periods.					

Part 4: The Questions of Lifestyle

Please mark the most appropriate response as \surd using the scale provided below. (1 = Least Agree, 2 = Slightly Agree, 3 = Moderate Agree, 4 = Strongly Agree, 5 = Completely Agree)

Lifestyle Factor	(1)	(2)	(3)	(4)	(5)
I enjoy using cosmetic product for daily routine.					
I prefer to use various cosmetics products and brands.					
I consider the cosmetic products that I use to be a reflection of my personality.					

Lifestyle Factor	(1)	(2)	(3)	(4)	(5)
I enjoy experimenting with different cosmetic brands and product lines.					
I actively seek information about the latest trends in the cosmetic industry.					
I follow beauty experts on social media to stay updated on cosmetic trends.					
I believe that cosmetic brands should prioritize sustainability in their product packaging.					
My personal experiences with cosmetic products influence my opinions about their effectiveness.					
Celebrity endorsements have a significant impact on my opinions of a cosmetic product.					

Part 5: The Questions of Consumer's Purchasing Decision

Please mark the most appropriate response as \surd using the scale provided below. (1 = Least Agree, 2 = Slightly Agree, 3 = Moderate Agree, 4 = Strongly Agree, 5 = Completely Agree)

Consumer's Purchasing Decision	(1)	(2)	(3)	(4)	(5)
I am aware of my cosmetic needs when it is time to purchase new products.					
I feel motivated to purchase cosmetic products based on my perceived needs.					
I use a variety of resources, including blogs, websites, and recommendations, to learn about cosmetic products.					
I compare various cosmetic products and enjoy testing with different brands.					
I am likely to try new cosmetic products and enjoy testing with different brands.					

Consumer's Purchasing Decision	(1)	(2)	(3)	(4)	(5)
I consider factors such as ingredients, reviews, and brand reputation when comparing other cosmetic alternatives.					
I consider the overall value and benefits of the cosmetic brand that I choose.					
I sometimes make impulse purchases when buying cosmetic products.					
I am likely to repurchase a cosmetic brand that meets my expectation.					
I assess the effectiveness and satisfaction of the cosmetic products that I purchase.					

Other Comments:

End of Questionnaire. Thank you for your time!

APPENDIX
STATISTICAL OUTPUT

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.477 ^a	.227	.221	.37368

a. Predictors: (Constant), Lifestyle, Advertising, Marketing mix

ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.259	3	5.420	38.813	.000 ^b
	Residual	55.296	396	.140		
	Total	71.555	399			

a. Dependent Variable: Consumers' Purchasing Decision

b. Predictors: (Constant), Lifestyle, Advertising, Marketing mix

Coefficients

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.718	.198		8.682	.000
	Advertising	.185	.045	.215	4.126	.000
	Marketing mix	.179	.056	.173	3.168	.002
	Lifestyle	.196	.048	.211	4.107	.000

a. Dependent Variable: Consumers' Purchasing Decision

Correlations

		Correlations			Consumer's Purchasing Decision
		Advertisin g	Marketing mix	Lifestyle	
Advertising	Pearson Correlation	1	.499**	.389**	.383**
	Sig. (1-tailed)		.000	.000	.000
	N	400	400	400	400
Marketing mix	Pearson Correlation	.499**	1	.478**	.381**
	Sig. (1-tailed)	.000		.000	.000
	N	400	400	400	400
Lifestyle	Pearson Correlation	.389**	.478**	1	.377**
	Sig. (1-tailed)	.000	.000		.000
	N	400	400	400	400
Consumers' Purchasing Decision	Pearson Correlation	.383**	.381**	.377**	1
	Sig. (1-tailed)	.000	.000	.000	
	N	400	400	400	400

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