

TO STUDY WHETHER THIRD PARTY ENDORSEMENT CAN INFLUENCE ON
PURCHASING DECISION ON FACIAL SKINCARE



TO STUDY WHETHER THIRD PARTY ENDORSEMENT CAN INFLUENCE ON
PURCHASING DECISION ON FACIAL SKINCARE

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Title: TO STUDY WHETHER THIRD PARTY ENDORSEMENT CAN INFLUENCE ON
PURCHASING DECISION ON FACIAL SKINCARE, SK-II, BIODERMA, AND
SULWHASOO

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ABSTRACT

This study purpose to examine and identify on the variables and the factors which influence on purchasing decision on facial skincare, SK-II, Bioderma, and Sulwhasoo. The objective of this research is to prove whether third party can influence on purchasing decision on the facial skincare, SK-II, Bioderma, and Sulwhasoo. This is a quantitative research by distributing the questionnaire in 2 ways which are online via Facebook and Line application and offline by distributing the paper to respondents. The sample size is 400 female respondents who is living in Bangkok area, aged between 15 years old – above 44 years old and using the facial skincare in SK-II, Bioderma, and Sulwhasoo brand. The questions are about demographic, consumer behavior, marketing mix, brand, and third party endorsement to examine which one has significant. The result was showed in statistics to indicate the frequency by percentage for analyzing the data, indicate the cross tabulation for explaining the relationship between the factors, indicate multinomial logistic regression analysis for identifying what is factor which influence on purchasing decision on facial skincare, SK-II, Bioderma, and Sulwhasoo. And Hypothesis testing for proving the hypothesis.

As the result, all factors including consumer behavior, marketing mix, brand, third party endorsement, and especially demographic can influence on purchasing decision on facial skincare, SK-II, Bioderma, and Sulwhasoo.

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Next, I need to thank you for all support to study and being beside me in every time from my family and my all friends.

Finally, If there is any error or misspelling, I would like to say apologize in advance and I do hope this research will benefit for all who need to study in the future research.

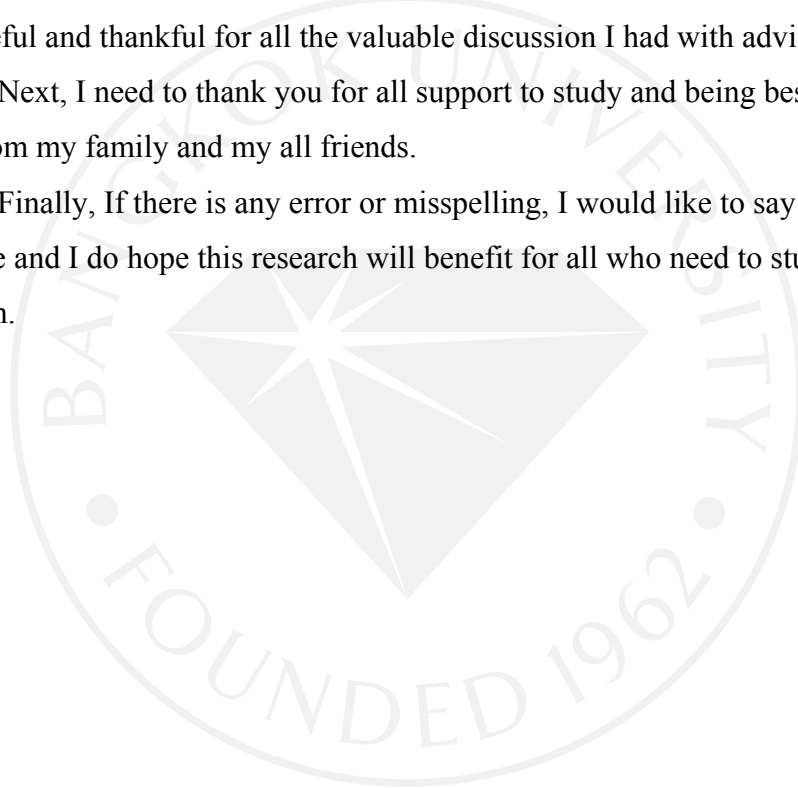


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CHAPTER 1

INTRODUCTION

In this chapter, the researcher explain about the background which is related to the study “Third party endorsement can influence purchasing deciosion on facial skincare”. Also including statement of problem, purposes of study, importance of study, scope of study, focus and limitation, and definition of term.

1.1 Background of Study

Nowadays, the marketing is quite high competitive and change all the time. The marketer do not just trying to sell but must try to protect the market share from competitors in the same time. Because the new product is launched into the market everyday. So, the marketer has to find the new strategy to battle with mentioned problem all the time and the one of tools is to use the third party endorsement to persuade the consumer to buy the new product.

Trends of Skincare

In the skincare market of Thailand, there are a lot of brands which are jumping to this market in example ; Korean brand, American brand, Europe brand and also Thai brand, according to the skincare market of Thailand is the biggest one in the ASEAN countries which have the market value at THB 35,752 million (<http://www.lorealthailand.com>) by the mass market which is the biggest market of Thailand is facial skincare which has a proportion at 68% of total skincare market, the growth rate is 4% (ACNielsen,2014) And the make-up market of Thailand is also the biggest market in the ASEAN countries with the market value is THB12,393 million by getting proportion at 16% in the mass market and there is growth rate at 7%

Even the trend is looking good but it does not mean every brand which is in the market will success such as the Korean brand, everyone know about Korean fever in Thailand but the strongly brand still being Europe and America brand because they

are in this market for a long time and their brand image is looking good, they are quite popular and acceptable around the world. Brand network is also strong and they prepared themselves to compete all the time.

The marketer foresee whether this market can be more expanded from the product which is met the customer need. And also have a lot of space of market in many line of product. This measured by the ratio of cosmetics in Asia. If it is a group of eye cream, the Korean girl use in rating 40%, Japanese girl at 22%, and Thai girl at 7% while rating of using skincare serum at 69%, 56%, and 5% respectively. And rating of skincare UV protection of a group of a girl in Thailand is 24%, Korean girl at 76% while a group of a man in Thailand has too low rating of using skincare.

This market is too high competition as there are a lot of brand launched in the skincare market such as L'oreal group which has Lancome, Bioderm, Yves saint Laurent, etc. and Elca group which has Estee lauder, Clinique, Aramis, etc. and P & G group. All leader group, they always have continue movement. (Skincare Trend, 2013).

This can prove that the skincare product, food and consume and including medical profession are growth. Because no matter how the economy is but Thailand were also conscious of the image of beauty constantly.

Third Party Endorsement

Third party endorsement is a person who is entertained the public recognition and use this recognition on behalf of product or service to appear with this one in advertising (McCracken, 1989). The third party endorsement appeal is to use the third party which is popular like a superstar, singer, sport man to be a brand ambassador to persuade the consumer or we call "Celebrity or Third party endorsement Advertising" i.e. To use Jeab Sophitnapa is a Brand Ambassador of SKII, etc. In Japan, this kind of advertising is the most popular one by using the superstar of American to be endorser while in the United state is not popular. (Tellis, 1988)

Third party endorsement is the way to use the celebrity to help to boost the market due to the celebrity is interested no matter what they wear, how they walk because the values including the socials and culture of Thai people always praise to the celebrity. So, they are as a leader of fashion, idea, and spirit. This reason lead to born new marketing that we call “Third party or Celebrity Marketing”. This marketing is suitable and benefit to the business as follows;

1. Third party or Celebrity Marketing to help the new product can born.
2. Third party or Celebrity Marketing to be a weapon to boost up sales.
3. Third party or Celebrity Marketing to help to product is more popular.
4. Third party or Celebrity Marketing to enhance the brand image.
5. Third party or Celebrity Marketing to help to ranking the product placement (<http://incquity.com/articles/marketing-boost/celebrity-marketing>)

Consumer Behavior

The study of how the customer choose, buy, consume, use dispose goods and service to satisfy their needs. And the decision is based on the knowledge of customer. (Baugh, 2007)

Consumer behavior is the action of each person who is related to use the product or service and included the process to make decision to affect on act. (Dangdach, n.d)

Marketing Mix

Marketing mix is the key element in the operation of the marketing. It is the factor which can control by business. The business must create the suitable marketing mix for planning the marketing strategy (Siriwan Saererat, 2541). It is including by

- Product
- Price

- Place
- Promotion

A facial skincare is a product to use for boost-up the facial skin. In the market, there are many brands even the base of ingredients are quite same but each brand still having their identity by using some different of ingredient. In this study, the researcher talk about three brands of facial skincare which are SK-II, Bioderma, and Sulwhasoo, etc. the details as follows;

Brand

In the marketing, brand management is the analysis and planning on how the brand can perceive in the market. It develop a good relationship with the target market which is essential. The tangible elements of brand is including the product, image, price, the packaging, etc. And the intangible elements are the experience which is the consumer has with the brand. (Morgan)

Brand of SK-II

The first bottle of facial treatment essence was launched in Japan on December 21, 1980. It built a new category of skincare alive until today. It changed women's attitude to aging with new philosophy which is "Beauty Aging". SK-II was one of the first brands in the world who launch many new product category such as facial masks, and also first brand to mix 2 key mask innovations which are a two-piece concept and stretchable mask material. Since 2002, SK-II expand to whitening category, continuing to spot corrector. On its 30th anniversary, SK-II has once again recovery the standard of Cellumination line. In 2011, SK-II launched male skincare and color cosmetics category, building talk-of-the-town buzz in the market like Japan, and Korea and won over beauty editor.

The interesting story behind SK-II start from a sake brewery in Japan, where scientists told that the elderly workers had the wrinkled faces but extremely soft and youthful-looking hands because of sake fermentation process. It took many years for researching on it before isolating the miracle ingredient pitera, which is a naturally-

derived liquid from yeast fermentation process. After that the pitera has become the special secret shared by celebrities such as Cate Blanchett and women around the world, SK-II has the five dimensions of texture, radiance, firmness, spot control, and wrinkle resilience critical. SK-II is the leading skincare brand in 13 markets. (<http://www.sk-ii.com/about-us-miracle.html>)

Takashi Yoshii, leading scientist who discovered the Pitera said that “I was on the research team that discovered the Pitera. In 1980, we had found something like a miracle which is a gift from nature. And still continually doing discovery after 30 years.

Brand of Bioderma

Start from 1970s, Bioderma acquired unique skill by using biology in the service of dermatology stage. It approach to the knowledge of the skin and its biological mechanisms to formulate the product.

All bioderma study cycle around the research of healthy skin. They try to understand what is skin said. So, medical treatments, aging, and other factors might involve to the balancing.

The product of Bioderma emulate the natural biological mechanisms by their ingredient and mode of action to set up them, Bioderma choose the purest ingredient. They keep, activate, restore the natural process of skin.

Bioderma always find to heal the perfect effectiveness for every type of skin. As the guarantee to be the greatest dermatological safety.

Bioderma charter is set up by 8 principles as follows;

1. Biological patents

All product of Bioderma formulate by team of biologist and dermatologist. They trust on a biological mode of action whether perform on cause and result of dematological condition to prove it a long time.

2, Skin tolerability

The formula of Bioderma is recovery the skin's tolerability and boost up the resistance by developing a unique patent.

3. Hard and fast rules for perfect effectiveness and better tolerance

- To use the ingredients which are deeply essential only.
- To choose the purest ingredient.
- To the molecules which found in the skin.

4. Scientifically recognized active ingredients

For the ingredient, Bioderma have two basis formula which are biological effectiveness and dermatological safety.

5. Principle of precaution

Bioderma separate dematologically doubtful product and ingredients.

6. Safety and efficacy tests

All bioderma product stick on the most suggestion which is issued by the health authority.

7. Clinical trials

Bioderma product tends to clinical study perform within the supervision of the specialist of dermatologist, allergologist, and toxicologist. These publish in scientific journal.

8 Total traceability

Bioderma is promised to control the origin and to ensure the traceability of the ingredient and product by complying with the standards which is forced in the

cosmetic industry. (<http://www.bioderma.com/en/the-laboratory/bioderma-philosophy>)

Brand of Sulwhasoo

Sulwhasoo begin from the commitment to Korean Herbal Medicinal Skincare by Sung-Whan Suh who is founder. As he live in Gaeseong, Korea which is a city is well-know on ginseng. He know how to find the best ingredient once he is helping mother. Sincerely, he devoted his life to study the innovation way to use ginseng in skincare category.

In Korean Herbal medicine, it is trusted whether the body must be changed every seven years because energies in the body change. Sulwhasoo co-developed with Kynghee University of Oriental Medicine, combine indigenous medicinal herbs by traditional Korean methods. 7

Since 1967, Sulwhasoo made different success and gained global popular till today. In 2004, Sulwhasoo is prosperous to Hong Kong, Here, Sulwhasoo is rating on Top3, it show the position that ranked into the high-end luxury skincare. In 2010, Sulwhasoo expand to North American in Bergdorf Goodman, which is the most luxurious department store in New York. In 2012, Sulwhasoo extend to Singapore's Tang department store. One of the brand's all the time is best seller ever is "First Care Activating Serum" was ranked in 1 in sales and it become a must-have item around the world.

Nowadays the facial skincare has been launched into the market too much because trend to taking care of yourself is quite popular, every woman need to show the pure face, pure skin whether she has the healthy skin, and face. It is not timing of make-up like before.

However, the consumer should make decision carefully by finding the information as much as they can or the easily way is to study via the third party endorsement.

1.2 Statement of Problems

In this time, the women has changed to take care of themselves and also interested in beauty category more and more, it can prove by nowadays a lot of skincare are launched in the market but how can these women trust and buy it? That's why the marketer is using the third party endorsement as the marketing tool.

1.3 Purposes of Study

1.3.1 To study on consumer behavior of women in Bangkok area who are using the facial skincare as routine especially SK-II, Bioderma, and Sulwhasoo.

1.3.2 To study on the effect of the third party endorsement whether can influence purchasing decision on SK-II, Bioderma, and Sulwhasoo or not.

1.3.3 To study the effect of brand (i.e.SK-II, Bioderma, and Sulwhasoo) on purchasing decision.

1.3.4 To study the marketing mix whether can influence purchasing decision on SK-II, Bioderma, and Sulwhasoo or not.

1.4 Importance of Study

The result of this study can help to understand on consumer behavior of the women who are using the facial skincare as a routine, and also help to understand whether the fact, third party endorsement can influence on purchasing decision on SK-II, Bioderma, and also Sulwhasoo or not or these three brands can sell by themselves.

Finally, the marketer can apply the result to improve on the marketing strategy for new brand which will be launched next and also on these three mentioned brands.

1.5 Scope of Study

For this study, the researcher study about the third party endorsement can influence purchasing decision on SK-II, Bioderma, and Sulwhasoo on the women who live in Bangkok area. The researcher use the questionnaire as a tool of survey and set the scope of the study as below;

1.5.1 Scope of Content

This study explore on the consumer behavior and also examine on the relationship between the independent variables and purchasing decision on three facial skincare brands which are SK-II, Bioderma, and Sulwhasoo on women in Bangkok, Thailand. This is the quantitative research base on the concept of consumer behavior, social, culture, and life style

1.5.2 Scope of Methodology, Samples population

This questionnaire focus on the women who live in Bangkok area only for being the respondents by age is between 15years to over 44 years. The methodology is quantitative by using socil media such as facebook, line application and off-line tool via paper. In timing of August to September, 2015. The sample size of this study is 400 respondents.

1.5.3 Scope of related variables

Variables are presented to develop on hypothesis as below;

H1o : β Age, Education, Occupation, Income = 0

H1a : At least one of β Age, Education, Occupation, Income \neq 0

H2o : β Skincare2, Skincare3, Celeb00, Celeb01 = 0

H2a : At least one of β Skincare2, Skincare3, Celeb00, Celeb01 \neq 0

H3o : β Brand1, Brand2, Brand3, Brand4 = 0

H3a : At least one of β Brand1, Brand2, Brand3, Brand4 \neq 0

H4o : β Brand5, Brand6, Brand7, Brand8 = 0

H4a : At least one of β Brand5, Brand6, Brand7, Brand8 \neq 0

H5o : β Celeb1, Celeb2, Celeb3, Celeb4, Celeb5, Celeb6 = 0

H5a : At least one of β Celeb1, Celeb2, Celeb3, Celeb4, Celeb5,

Celeb6 ≠ 0

There are 5 independent variables are as following;

1. Demographic which is including ;

- a. Age
- b. Education
- c. Occupation
- d. Income

2. Consumer Behavior which is including ;

- a. Reason to buy
- b. Frequency to buy
- c. To get the promotion from third party endorsement influence on purchasing decision
- d. Type of third party endorsement

3. Marketing mix which is including ;

- a. Product
- b. Price
- c. Place
- d. Promotion

4. Brand which is including ;

- a. Brand image
- b. Brand reputation

- c. Brand reliability
 - d. Brand recognition
5. Third party endorsement which is including ;
- a. Knowledge of Third party endorsement
 - b. Personality of Third party endorsement
 - c. Reputation of Third party endorsement
 - d. Reliability of Third party endorsement
 - e. Image of Third party endorsement
 - f. Type of Third party endorsement

And the dependent variable is purchasing decision on facial skincare, SK-II, Bioderma, and Sulwhasoo.

1.6 Focus and Limitation

This study is inspected on facial skincare which are SK-II, Bioderma, and Sulwhasoo whether the third party endorsement can influence on purchasing decision. As the third party endorsement as the one of marketing tool which is interesting in the marketer's eye.

The reason to select this three brands because it is quite popular in women society, it is easily to find the potential consumer.

1.7 Definition of Term

Third Party Endorsement

It is the one of marketing tool which is using the third party who is the superstar, celebrity, blogger, etc. to convince consumer to buy the goods and/or service.

- **Celebrity**

A person who is popular, well-known, famous, high-society in widely. They are behind the flashlight.

- **Beauty Blogger**

A writer who is sharing the own experience about facial skincare, beauty makeup , all category about beauty through website, blogger, or anywhere in social online.

- **Professional**

The person who have the high-skill, fully information or can called “Specialist”.

- **Peer Recommendation**

The group of people who have own experience to share to anyone through anywhere only on social network.

Consumer Behavior

The study of how the consumer choose, buy, use dispose goods and/or service to satisfy their needs. The decision is based on the knowledge of consumer. It help the marketer to get the benefit from. (Baugh H. a., 2007)

Purchasing Decision

This can explain what is the factor to affect on purchasing decision of consumer. It has the factor which is about the behavior to decide for purchasing and the market trend related. (Kollat, 1968)

Facial Skincare

All about the treatment for applying on face to clean the face, to heal the face, to lift up the face, to moisturize the face, etc.

Brand

The combination of name, symbol, sign to create an image which identify a product and differentiates from competitors.

Brand Image

The impression in the consumer's mind which has two ways are positive way and negative way depend on perception of consumer.

Brand Reputation

How the brand is viewed by others. If the consumer feel good in brand will affect to purchase the product by easily but if feel bad with brand it might be hesitate to buy.

Brand Reliability

How the brand are trustiness in consumer's eye if the brand are trustiness they will gain more the market share.

Brand Recognition

Brand recognition is the most successful once consumer can state a brand with a clearly.

Marketing's Mix

Marketing mix is the important element in part of marketing. It is factor which is the company can controllable. The business must have the suitable marketing mix in the strategic marketing which are including Product, Price, Place, Promotion (Saererat, 2541).

● **Product**

It is the first factor to show whether this business is ready. It can be tangible (goods) and intangible (service). It must be satisfied on consumer need.

- **Price**

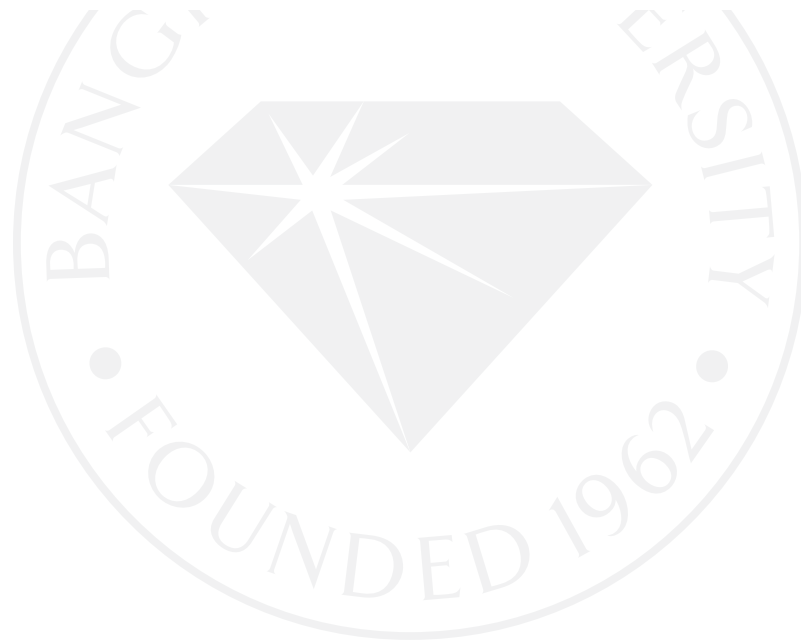
The marketer have to set up the reasonable price and value to meet up the price which is the consumer are willing to pay.

- **Place**

System of delivery product and/or service from factory to consumer.

- **Promotion**

The communication between seller to consumer by providing the information which is running to promote a product and/or service to build up the sales.



CHAPTER 2

LITERATURE REVIEW

This chapter the researcher, the researcher said to the theoretical foundation which is related to the study. The theories based on literature reviews, marketing mix, consumer behavior, brand , and third party endorsement

2.1 Theoretical Foundation

This research is focus on celebrity marketing which based on celebrity, beauty blocker, professional, and peer recommendation whether can influence purchasing decision on SK-II, Bioderma, and Sulwhasoo or not. There are five theories which is relate to the topic as follows;

1. Concept of Third party endorsement
2. Concept of Brand
3. Concept of marketing mix
4. Concept of consumer behavior
5. Concept of customer purchasing decision
6. Related research
7. Research framework
8. Hypothesises

2.2 Concept of Third Party Endorsement

The international Advertising more than half in all of media always use the presenter who is superstar, super model, singer, sporter, etc. even the marketer have to pay higher but if compare to the attraction it is worth. This is called “third party or

celebrity marketing” in meaning, the celebrity is not only superstar but including the professional, peer recommendation, etc. who are behind the flashlight.

The way of celebrity, it is not only acceptable but must be touchable, that mean any cartoon even it is the most popular but it is not “celebrity”. So, one of meaning of celebrity is the person who is touchable, and desire. (Post Today, 2005)

The nature of interests that people have on Celebrity are so many are as follows;

- Desire on the talent i.e. sport, acting, singing, etc.
- Desire on looking i.e. some celebrity have good looking even not outstanding performance but still being popular.
- Desire on status i.e. High society such as Mod Dam, K.Tan, etc.

Third party technique is a marketing strategy is employed by Public Relations (PR) company, which relate to premeditated message on “Mouth of the Media”, this equipment can take many forms, such as hire the journalist to report the organization in the light way, etc (Marketing, 2011)

Third party endorsement can define as solicited or unsolicited recommendation or testimonial from an individual who is neither factory nor seller of product or service. This recommendation can be from the loyal customer or can be a business associate who are known widely by consumer. (third-party endorsement, 2008)

Third party endorsement is the powerful equipment because it can lead or influence consumer for buying a product or service and they feel trust on the endorser. (<http://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/7288-third-party-endorsement.html>)

According to the above definition of third party endorsement, it is clearly shows that the third party endorsement is one of marketing tool to persuade or convince the consumer to buy the product or service. This tool is powerful. i.e. if

there is any facial skincare launch new product category even the consumer trust on brand but how they feel trust and make decision to buy new product as the price is quite expensive.

Thus, The third party endorsement is one of solution as they can represent the new product, can convince the consumer to trust and willing to buy and try it.

2.2.1 Type of third party endorsement

2.2.1.1 Celebrity

The celebrity is a famous person, the consumer known them well. Especially in entertainment i.e. Aum Patcharapa Chaicheu, Chompoo Araya A Harget, Note Visate Chaichan, etc. (Hartline, 2007)

2.2.1.2 Blogger

The blogger is a writer who share their own experiences, observations, opinions, etc. on a website containing. And always have photo, and give credit on mentioned brand i.e. Momay Paplern, Feonalita, Cinnamolgal, Tunies83, Nobluk, Archita, etc. (Ferrell, 2007)

2.2.1.3 Professional

A person who has achieved an acknowledged, creditable, celebrated, highly rate, etc. i.e. Mah Aornapa, etc. (Ferrell, 2007)

2.2.1.4 Peer Recommendation

Group of people who are gather to perform something, this type is quite same as blogger just different only number of people i.e. Korean boy brand, Korean girl group, etc (Schnaars, n.d)

In this study, third party endorsement affect on purchasing decision on facial skincare, SK-II, Bioderma, and Sulwhasoo because once any facial skincare launch new product, some of them trust in quality of brand so they can buy without any

irritation but some group of them need to get the guarantee from the specialist like a third party endorsement for peace of mind before buying new categories. i.e. Jeab Sophitnapa related to SK-II as one of product which is PITERA ESSENCE. It is quite popular product in women group and they call this product is “NAM PAH JEAB” as the brand ambassador is Jeab.

However, the good marketer should proper select type of third party endorsement to relate to mentioned brand such as this kind of product need third party endorsement to have the knowledge or not, how about personality, reputation, reliability (sincerity), image (attractive), credibility, etc.

2.3 Concept of Brand

Brand is a name which is given for identify a product or service. A brand name can build and stand for loyalty, trust, faith, unique-market appeal, mass-market appeal, up to how the brand is marketed, promoted, and advertised. A brand separate a product and service from similar other products and services and also help to charge a premium. A brand is help to exist longer than just an undifferentiated product. A brand can be an identity, personality, name, emotion, culture, vision and brain. (<http://economictimes.indiatimes.com/definition/brands>)

Brand is a set of perception and image which is represent the company, product, and service. While many peoples mention to brand by using a logo, tag line, audio jingle but the brand still being larger. A brand is the core factor or the agreement or what will be delivered or experienced. And the most important thing is help the consumer to easily recognition the company (http://www.persuasivebrands.com/Topics_Brand_Definition.aspx)

Gerard Tannam said that “A brand stands for the relationship between a business and it’s customers” (http://www.personadesign.ie/brand_profiling_and_positioning)

The key factors for branding a product or service are as follows;

1. To build up the memorable differentiation, divergence, conduct value.

2. To build up recognition and trustiness to consumer.
3. To create brand loyalty.
4. To add up the sales and profitability.
5. To build up sustainable competitive advantage
6. To decrease the waste of margin
7. To gain the benefit from launch the new product

In this study is talk about facial skincare which are SK-II, Bioderma, Sulwhasoo. In women group, we can say that no one do not know these three brands even they have the different position and product because they have the strong brand i.e. SK-II, the price of pitera essence is quite high why the consumer still using and trust on brand even there are many brand try to beat them, copy the product but can not success equal to SK-II, they just try to be but can not replace. Because the SK-II brand is a strong brand and they have obvious position to stand. Etc.

2.3.1 Brand Equity

Brand equity is the value associated with the propensity of consumer to buy a product or service from company in the market where all products and services are same. In other way, the brand equity is the extra price which is a company can add up its product over the competition.

(http://www.persuasivebrands.com/Topics_Brand_Definition.aspx)

- Brand Awareness

The awareness of existence of brand in consumer's mind. It help to evaluate the brand.

- Perceived Quality

The way to awareness the quality of product or service is to make customer perceive reliability. The perception of quality of product or service is the first stage

which the consumer is awareness on product or service, it might be not touchable but the way to be awareness is to make customer is reliable the performance of product or service.

- Brand Association

Brand identity or the factor creation to link product or service to brand is to create feature, benefit, etc by linking it to consumer's perception.

Brand association help to benefit in many stage i.e. make the differentiation on the product or service, it is the reason to buy, it make the positive attitudes, and it is the basis for extensions.

- Brand Loyalty

The loyalty to brand, which is the consumer has the positive attitude on brand. It affect to repeat on purchasing. At present, there are a variety of brand and marketing strategy for convincing consumer to change their mind or turn to buy new brand. So, one of marketing strategy is to create brand loyalty which has three main idea are to create high sale volume, to add the premium pricing ability, and to keep customer retention.

2.3.2 Brand Image

Brand image is the view of consumer to the brand. It indicate what is the brand standing for. "It is a set of beliefs held about a specific brand", it look nothing but it can indicate the position in the market and it is the organization's character. Brand image can convey the emotional value, it is not just a mental image.

The main elements of positive brand image are unique the logo to reflect to the organization's image, slogan explain organization's business in brief and brand identify to support the key values.

Brand image is the overall of impression in consumer's mind. Because it is basis of subjective perceptions of associations bundle which is the consumers have

about the brand. i.e. SKII is associated with Jeab Sophitnapa (Look smart and keep young).

Brand image is not only the consumer buying just a product or service but also the image associated with the product and service, it can be the strength for using to be a communication like an advertising, word of mouth, promotion tools, etc.

Brand image develops the product's character to be different from others's image or competitor's image. Brand image can not be created but it is automatically borned. Brand image is including the product's appeal, easy to use, functionality, fame, and overall value. Once consumer buy the product or service that mean they also buy the brand image.

The summarize is brand image is the consumer's net extract from the brand. (<http://www.managementstudyguide.com/brand-image.htm>)

2.3.3 Brand Reputation

Brand reputation is how consumer view on brand. If they rate in positive view mean they trust on the company, and feeling good on purchasing goods or services. But they rate in negative view mean they distrust on the company, and will affect to be irresoluted on purchasing goods or services. (<https://reputation911.com/brand-reputation/>)

2.3.4 Brand Reliability

Brand reliability is the ability to provide the proper service and product, on time, as the promise which is given to consumer. To keep maintain on the quality of product and service in the same time. (Ziethaml, 1990)

2.3.5 Brand Recognition

Brand recognition is recall or remember on brand which can be measured by asking the consumer whether they have ever seen this brand or not, it is the reflection to be accustomed of consumer on brand. (Asker, 1991)

Finally, the brand is to identify who we are, and help to make a differentiation and easy to recognize in consumer's perception. Even brand will be differentiated by having the name but the marketer must keep brand image, brand reputation to look good in consumer's eye to create value to their brand. And also keep brand reliability and brand recognition.

2.4 Concept of Marketing Mix

Marketing mix is the key element in the operation of the marketing. It is the factor which the business can control. The business must create the suitable marketing mix for planning the marketing strategy (Clinger)

Marketing mix is Product, Price, Place and Promotion or can called 4P's. Each P is equally important but depending on each marketer to plan the strategy what will they emphasize on for meeting the needs of consumer. (Tehrani)

2.4.1 Product

Product is Product or Service which the business present to consumer. The way to determine the product or service is what is the consumer want i.e. if consumer need to have bright face, the marketer should launch the skincare which have ingredient about brightening, whitening i.e. AHA, BHA, etc.

- Product or Service with difference by creating the differentiation. It should be the product or service which is the consumer can touch in the differentiation and prefer on this such as special feature, appearance, usability, safety, etc. this market is niche market.

- Product or Service with low price. This is the reduction of quality of product or service which is not important. Example ; find some ingredient which is cheaper but quality is the same or deduct some ingredient which is not important out.

2.4.2. Price

Price is quite important part of marketing. The way to settle the price is settle the price base on both consumer and business are acceptable

- Settle the price base on customer is to settle the price which is acceptable by customer.

- Settle the price base on market is to settle the price base on the competitor in the market. It may affect on the margin which business should gain. So, if the marketer want to settle the price base on the market, they should calculate the cost before settle the price to avoid loss instead of profit.

- Settle the price base on cost and net profit. This way it to calculate the cost and add more the transport cost, labor cost, then plus profit and get the price.

2.4.3 Place

Even the product or service is high quality but if the consumer can not reach, can not find the way to buy. The product and service can not meet the consumer needs. So, the marketer must consider how can they deliver the product or service to consumer's hand.

- Channel of Distribution : It emphasize to type of channel of distribution what is the method to sell the product or service to consumer.

- Physical Distribution : The way to distribute the product or service to consumer's hand by choosing the suitable transportation to help to distribute the product or service i.e. Air freight, trucking, train, sea freight, and pipe. The marketer must calculate the cost to find the best way.

2.4.4 Promotion

Promotion is the activities which is to tell the product or service characteristics. The objective of promotion is to convince to buy and remind to consumer.

- Personal Selling : It is the way to sell the product or service by face to face. The sale staff must meet to the consumer directly for selling the product or service. This way is the best way but high cost.

- Advertising : It is to pay for promotion by using advertising to promote the product or service such as TV, Radio, Newspaper, Magazine, Billboard, and internet, etc. All advertising can approach the large group of consumer.

- Sales Promotion : The activity which is help the sale staff and advertising to sell the product or service. The promotion help to encourage to buy the product or service i.e. to give the sample to try, to give the coupon, to collect the stamp for exchange the product or service, etc.

- Publicity and Public Relation : Nowadays, business is concentrate on the brand image. Then business spend a lot of money to create reputation and image of brand. Most of business do not emphasize to maximize profit only but must emphasize on the social objective because the survival of business depending on the consumer acceptance in society.

- Process : the creativity of product or service by using the good plan. The most important strategy to provide the service is time and effectiveness of service. So, the process of service is the fast and quality in providing the service and including to be easily to perform.

2.5 Concept of Consumer Behavior

Behavior is action or expression of response to stimulus which might occur immediately or after being being urged. (Konsumen)

Buyer is a man who receive the service from business or who is offered or convinced from business to buy the product or service. And including the man who using the product or receiving the service from business. (Libby)

Consumer Behavior is the action of each person who is relevance to use the product or service and including the process to make decision to affect on act. (Dangdach)

Model of consumer behavior (Kotler, Marketing Management Analysis, Planning, Implementation and Control, 1997)

- Stimulus : Stimulus both inside and outside, the marketer interest to emphasize in creating the stimulus which is controllable and uncontrollable.

- Buyer's black box : It is black box which is manufacturer or seller must try to understand the consumer's mind.

- Buyer's Response : The response or purchasing decision of consumer.

Process of Behavior

- Behavior happen by cause.
- Behavior happen by stimulus
- Behavior happen by toward the goal

The element of analysis on the consumer behavior ;

- Who : Who is your customer
- What : What is your customer want
- When : When is your customer buy the product or service
- Why : Why the customer buy the product or service
- Where : Where is the place which customer buy the product or service
- Who participate : Who is relevance on buying of customer

The benefit of study the consumer behavior ;

- To help to the marketer understand the factor which is influence on purchasing decision of consumer.
- To help to find the way to solve the behavior of purchasing decision of consumer in society in the right way.
- To help to develop the marketing and product or service.

- To help to gain benefit in market share to respond the consumer's needs.
- To help to improve the marketing strategy.

2.6 Concept of Customer Purchasing Decision

Customer purchasing decision is to use for describing the actions both of before and after purchasing the product or service (Kollat, 1968)

The main objective to purchase the product or service (Perreau, 2015)

- Need recognition or Problem recognition : Needs is driving to buy which have 2 side ; Inside needs such as consumer much buy food to survive. And outside needs such as the smell of food make consumer want to buy.

- Information search : Inside information is to present via using the memory of consumer such as the consumer used to buy this brand of skincare in last year and outside information is the information from others such as the beauty blogger recommend this brand of skincare.

- Alternative evaluation : The consumer evaluate the basic choices from outstanding, feature, and understanding on brand.

- Purchasing decision : Once the consumer has been selected the product or service How it help to solve the needs.

- ⊙ Customer service between the consumer is making decision to buy.
- ⊙ Promotion
- ⊙ Condition of shop
- ⊙ Website is more comfortable (In case to buy the product or service online)
- Behavior after buying
 - ⊙ Strengthen your brand via the marketing strategy.

☉ To provide the concrete information that consumer can access information about product or service.

☉ Follow up and answer the question of consumer.

☉ To improve the relationship between brand and consumer.

Factor which is influence on purchasing decision

● Culture Factor : It is base of determining human needs i.e. education, believe, and including the behavior which have 6 levels (Upper-Upper class, Lower-Upper class, Upper-Middle class, Lower-Middle class, Upper-Lower class, Lower-Lower class)

● Social Factor : It is relevant in lifestyle and influence on purchasing which is including reference group, family, the role of state.

● Personal Factor : The consumer make decision base on influence of personal such as age, occupation, economy, education, lifestyle, family.

● Psychological Factor : The selection of consumer is influenced by psychological factor which is including attracting, perception, believe, attitude, personality, idea of consumer.

2.7 Related Research

Usman Ghani, & Tatar Kakakhel (2011) study the impact of celebrity endorsement on the Youth of Pakistan. This study attempted to examine the perceptions of youth towards the use of celebrities in advertisements in Pakistan to get an insight about its effectiveness. Data was collected through a questionnaire from 150 students residing in Peshawar and Islamabad. Results show that celebrity endorsement has the potential of being noticed and liked by the viewers but it does not influence the purchase decision. The purchase decision has been found to be influenced by other factors like quality and price of the product.

Tul Akkanibutr, & Nottakrit Vantamay (2013) study the influences of advertising that used Korean Singers as presenters on Attitude and Purchase Intention among Female Teenagers in Bangkok. The objectives of this research are 1) to study the influence of advertising exposure that used Korean singer as presenters on attitude among female teenagers 2) to study the influence of advertising that used Korean singer as presenters on purchase intention among female teenagers 3) to study the influence of attitude towards on purchase intention among female teenagers This study is quantitative research and sample group 400 female teenager aged between 18-24 who live in Bangkok. This research studies 3 brand products including TWELPLUS, SCOTT PURE and EVERSENSE. The research found that 1) Advertising exposure that used Korean singer as presenters has influence on attitude among female teenagers 2) Advertising exposure that used Korean singer as presenters has influence on purchase intention among female teenagers 3) Attitude among female teenagers has influence on purchase intention among female teenagers

Vilai Vitayaveerasuk (2012) study effectiveness of using thai super stars for multiple brand endorsement, this research aims to determine future guidelines, procedures and solutions to help business owners and marketers deal with the issue of using super stars for multiple brand endorsement and whether it is indeed beneficial to the business or rather that it wastes a large amount of the advertising budget. The study involved a quantitative survey of 400 respondents in Bangkok and nearby provinces and used the statistical package for social science research (SPSS) software to analyze the data. The results show that all respondents could recall TVCs endorsed by Yaya and Na Dej. Moreover, most respondents (92-96%) could remember the correct product names. They were also convinced by Yaya and Na Dej about the product being promoted in the TVCs and had formed an intention to buy the products 2 times higher than without the advertising

Au-Yeung Pui Yi, Priscilla (2012) study effects of celebrity endorsement on consumer purchasing intention of apparel products in Hongkong, this is a quantitative research process to investigation the topic. It found what a celebrity is expert and trustiness had the most significant effect on purchase intention, regardless of gender.

But female, they will realize on celebrity endorsement rather more than group of male i.e. for the attraction of endorser found that the most important source while it was trustiness that male selected to be the most important. It showed that two genders have a different opinion on good-looking celebrity. A good-looking celebrity meant attractive, trustiness but not expert to female, while male would associate a celebrity with trustiness, expertise and attraction. As the perception towards a plain-looking celebrity, female only think it was expertise, whereas male consider both trustiness and expertise. The effect of celebrity endorsement found to have a little impact on consumer's purchasing decision. It is the effective strategy as it suggested to grab the consumer attention even they might be not willing to pay a higher price if the product or service are endorsed by celebrity. This study suggest to choose the celebrity endorsers with the right attributes for the product or service. It proved that even genders difference are existed in the perception of celebrity endorsement. The business are recommended to proceed.

Ms.Jyoti Kasana, and Mr.Naveen Chaudhary (2014) study the impact of celebrity endorsement on consumer buying behavior in India, this research focus on testing the perception of Indian consumer about celebrity endorsement, testing the celebrity attributes to influence consumer purchasing intention and the impact of celebrity endorsement on their purchasing intention, it start from the review of existing literature available on celebrity endorsement. A quantitative method is used for the research to prove the perception of consumer, attribute and subsequent the impact on purchasing intention. The data was collected by via a questionnaire and analyze by using SPSS program. The result showed that consumer find celebrity endorsement more attractive and influential as compare to non-celebrity endorsement. And the tested showed positive relationship with purchasing intention. However, the celebrity attributes to impact the purchasing intention of consumer. It proved that celebrity endorsement positively impact the purchasing intention of the consumer.

Seyed Saeed Sadat Mazloumi, Ako Efteghar, Abbas Ghalandari, Babak Saifi, and Iraj Aghandeh (2013) study evaluating the effect of demographic differences on consumers' purchasing behavior. The objective is to examine the effect of demographic differences on purchsasing behavior of Tetra Pak consumers. The

analysis of the data was conducted by SPSS software. And the result showed that it is confirming that the demographic differences effects on their purchasing behavior.

Lucia Vilcekova and Miroslav Sabo (2013) study the influence of demographic factors on attitudes toward brands and brand buying behavior of Slovak consumer. This research describes on brand buying behavior of Slovak consumers and their attitudes toward brands across gender, age, and education. Demographic characteristics play an important role in consumer purchasing decision process. The researcher need to be able to determine if demographic factor have an impact on Slovak consumer brand perception. The result showed that gender does not affect consumer opinions as male and female do not differ in their decision concerning domestic and foreign brands. Regarding age group and education levels have significant differences in brand buying behavior as consumers older than 50 years of age care where the products were made and they mostly buy domestic products while younger consumers prefer foreign brands. And for the respondents who finished college without graduation have positive feeling for Slovakia and they buy domestic products because they want to support the economy. Consumer have difference in their behavior and preferences. It is so important for marketer to examine all differences based on Demographic,

Lizbeth Salgado-Beltran, Joel Enrique Espejel-Blanco, and Luis Felipe Beltran0Morales (2012) Study on the marketing mix influencing organic foods purchase of Mexican consumers. This research provides the market evidence on how to approach Mexican consumers. Regarding to marketing mix and its effects on organic foods purchase. The main goal is encourage to the analysis of causes-effects on consumer perception based on the structure equation model. It contrast the hypothesis, the data were obtained using a structured questionnaire. So we rejected hypothesis.

Bundit Pungnirund (2013) study the influences of marketing mix on customer purchasing behavior at Chatuchak Plaza market. The objective of this study is to study the influence of marketing mix on customer purchasing behavior. The statistics utilized in the research included frequency, percentage, mean, standard deviation, and

multiple regression analysis. The majority of respondents were male with 25-34 years old hold under graduate degree, married and stay together. The income was between THB10,001 to 20,000 and work at private companies. The result showed that there were three variables of marketing mix which included price, place, and product which influence on the frequency of customer. These three variables can predict the purchase about 30% of the time. It also found that in term of marketing mix, there were two variables influence on the amount of customer purchasing (Physical characteristic, and the process).

Thu Ha Nguyen, and Ayda Gizaw (2014) study the factors that influence consumer purchasing decisions of Private Label food products. The objective of the study is to identify and to analyze the factors that influence consumer purchasing decision of private label food products. here are five factors that influence consumers purchasing decision of low price private label brand are brand, brand related activities, perception, attitude, purchase intention and demographic factors. The research proved brand and brand related factors are not significant factors that influence purchasing intention. So, for food industry, price-quality relationship is the most important factor. If consumer perception of quality and price match their expectation. They will be satisfied and will be perceived high value for the products. Anyhow, if the consumer is dissatisfied on the product, they perceive risk and get the negative impact on purchasing decision. And the research also showed female buy more low price private label once compare to male. The respondents who earn low income buy more low price than the one who earn higher income. And also showed the positive attitude towards the ICA brand have the positive influence on buying the PLB.

Anna Krizanova, and Lubica Stefanikova (2012) study the importance of the brand for consumer purchasing decision in the Slovak republic. The study mainly deals with the importance of branding on consumer purchasing decision with elements and importance of the brand in marketing management of enterprise, in tits corporate strategy which mean for the obtaining and maintaining the customers. The study present the result of the study performed last year at department of economics, Faculty of operation and economics of transport and communication, University of

Zilina. The researcher was to determine the proportion of respondents who decided under the brand influence in their purchasing decision and the researched factors that showed a correlation with decision making under the influence of the brand.

Tarinee Chaipradernsak (2007) study the influential factors on consumer purchasing decision in Bangkok pet retailing business. This study is to aim to identify the influential factors on consumer purchasing decision in Bangkok pet retailing business. The research identify independent variable including demographic factors, consumer behavior factors and marketing mix factors. The dependent variable is the consumer purchasing decision in Bangkok pet retailing business. The result showed that both demographic factors and marketing mix factors have no significant relationship with the consumer purchasing decision in the Bangkok pet retailing business, while the consumer behavior has a significant relationship with the consumer purchasing decision in the Bangkok pet retailing business.

Hitesh Mehta (2015) study the factors affecting consumer purchasing decision in Kenya's motor industry : Case of Toyota Kenya customers. The purpose is to examine factors affecting consumer purchasing decision in Kenya's motor industry. The study showed that Psychological factor, social-cultural factor, economic factor, and demographic factor are affecting consumer purchasing decision in Kenya's motor vehicle industry.

2.8 Research Framework

The variables are in the research framework to easily to understand on the factor of the topic, which is to study whether third party endorsement can influence on purchasing decision on SK-II, Bioderma, and Sulwhasoo.

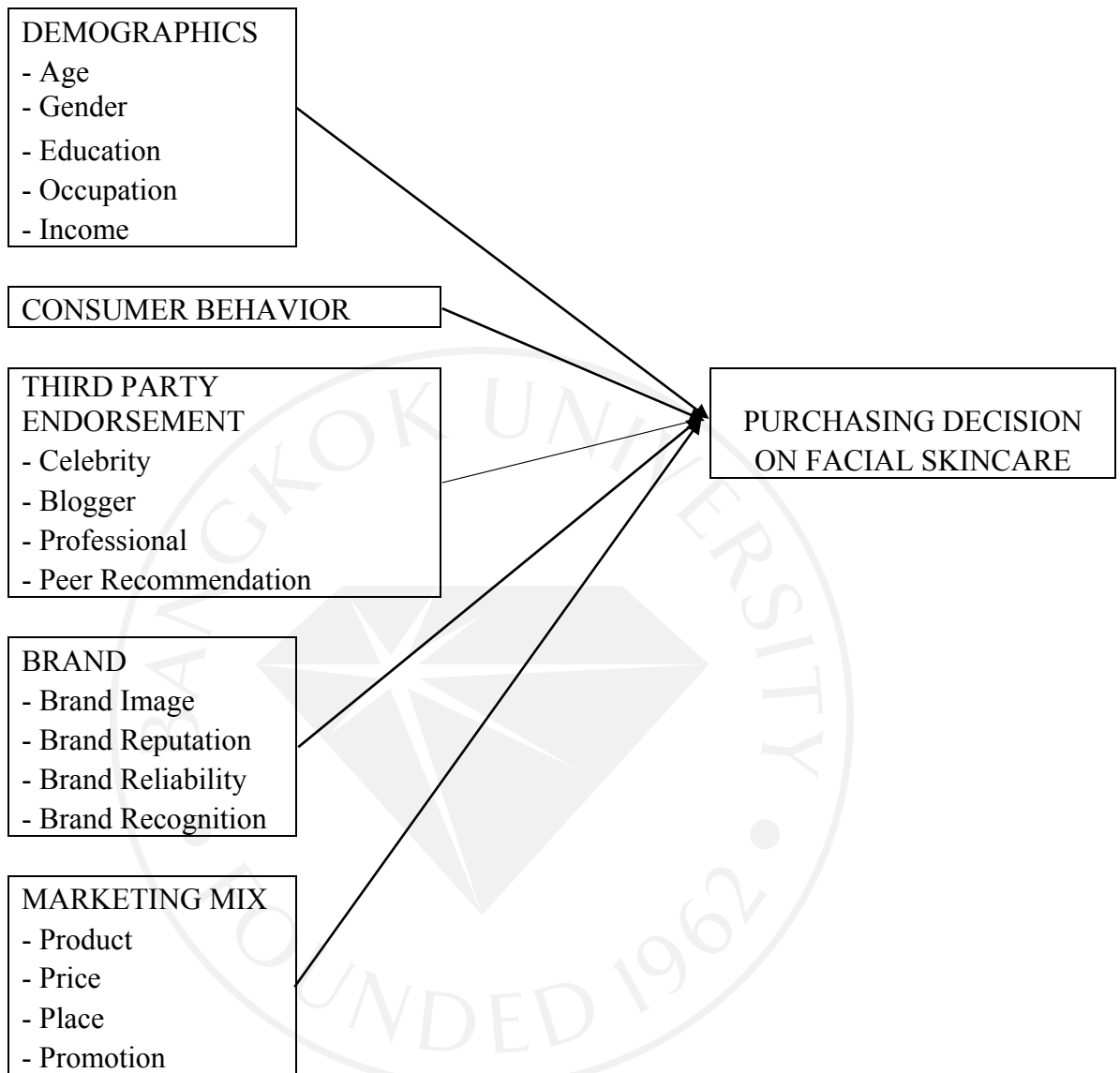


Figure 1 : Research Framework

2.9 Hypotheses

The variables are presented in the hypothesis as below;

H1o : $\beta_{\text{Age, Education, Occupation, Income}} = 0$

H1a : At least one of $\beta_{\text{Age, Education, Occupation, Income}} \neq 0$

H2o : $\beta_{\text{CB1, CB2, CB3, CB4}} = 0$

H2a : At least one of $\beta_{\text{CB1, CB2, CB3, CB4}} \neq 0$

H3o : $\beta_{\text{MKT1, MKT2, MKT3, MKT4}} = 0$

H3a : At least one of $\beta_{\text{MKT1, MKT2, MKT3, MKT4}} \neq 0$

H4o : $\beta_{\text{Brand0, Brand1, Brand2, Brand3}} = 0$

H4a : At least one of $\beta_{\text{Brand0, Brand1, Brand2, Brand3}} \neq 0$

H5o : $\beta_{\text{Celeb1, Celeb2, Celeb3, Celeb4, Celeb5, Celeb6}} = 0$

H5a : At least one of $\beta_{\text{Celeb1, Celeb2, Celeb3, Celeb4, Celeb5, Celeb6}} \neq 0$

CHAPTER 3

METHODOLOGY

In this chapter, the researcher explained about research strategy and approaches used in this research. Including to provide the detail about sample group, data collection and questionnaire structure.

3.1 Research Strategies

The study of Third Party Endorsement can influence on purchasing decision on SK-II, Bioderma, and Sulwhasoo in Bangkok area by uses a quantitative research, which spread out the data via Facebook, Line application, and paper to woman who lived in Bangkok area as tool of data collection process. The researcher conduct the research as follows;

1. To determine the Variables, Population, Sampling
2. Creating tools which is used in the research.
3. Data Collection
4. Data Analysis
5. The statistics used to analyze the data.

3.2 Population and Sampling to Determine

3.2.1 Population

Population of this research are conducted from female who lived in Bangkok area, who have used the facial skincare, SK-II, Bioderma, and Sulwhasoo.

3.2.2 Samples and Samples Size

Calculated by the following formula (Yamane 1967) :

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

Requiring is the sample size

N is the population size

E is the error of sampling

The population in this study is female who lived in Bangkok in 2015, the population of 2,995,765 people,

$$\text{so} \quad n = \frac{2,995,765}{(1+2,995,765(0.05)^2)}$$

$$n = 399.95$$

The calculations are based on a sample size of 400 sample, then assume that in this study the sample size was 400 samples.

3.2.3 Sampling Design

The researcher used the convenience sampling to collect 400 data sampling by using the questionnaire as a tool to study the female in Bangkok area about purchasing decision of facial skincare routine, SK-II, Bioderma, and Sulwhasoo.

3.3 Survey Instruments

The researcher used questionnaire as a tool to collect the data to examine and identify whether the third party endorsement can influence purchasing decision on SK-II, Bioderma, and Sulwhasoo or not. So, the researcher divide the questionnaire to three parts as follows;

Part 1 : Consist of Demographic and personal information such as gender, age, education level, occupation, and monthly income. These are Closed-Ended question and there are five questions as below;

Table 3.1 : Level of Information Measurement and Criteria

<i>Variable</i>	<i>Level of Measurement</i>	<i>Criteria Classification</i>
1. Age	Ordinal Scale	1. 15-24 Years 2. 25-34 Years 3. 35-44 Years 4. Above 44 Years
2. Gender	Nominal Scale	1. Female
3. Education Level	Ordinal Scale	1. Below Bachelor Degree 2. Bachelor Degree 3. Above Bachelor Degree
4. Occupation	Nominal Scale	1. Student 2. Official 3. Employed 4. Business Owner
5. Monthly Income	Ordinal Scale	1. Below THB15,000 2. THB15,000 – THB20,000 3. THB20,001 – THB30,000 4. THB30,001 – THB40,000 5. THB40,001 – THB50,000 6. Above THB50,001

Part 2 : Consist of Consumer Behavior, these are Closed-Ended question and there are five questions as below;

1. What is your facial skincare routine? (NOMINAL SCALE)
2. What is the reason to buy your facial skincare routine? (NOMINAL SCALE)
3. How often do you buy your facial skincare? (ORDINAL SCALE)
4. The promotion from third party who you follow/like them will affect on purchasing decision or not? (NOMINAL SCALE)
5. Please choose the type of third party who you trust or like? (NOMINAL SCALE)

Part 3 : Consist of factor of Brand and Third Party Endorsement which are Closed-Ended question which have rank by five likert scale to measure as below;

- | | | |
|---|----------|-------------------|
| 1 | equal to | Strongly Disagree |
| 2 | equal to | Disagree |
| 3 | equal to | Neutral |
| 4 | equal to | Agree |
| 5 | equal to | Strongly Agree |

And the question are as follows ;

1. The factor which influence for purchasing decision on SK-II, Bioderma, and Sulwhasoo.

- Demographic
- Consumer Behavior
- Brand

- Third Party Endorsement

2. Brand

- Brand influence on purchasing decision on facial skincare
- Price influence on purchasing decision on facial skincare
- Place influence on purchasing decision on facial skincare
- Promotion influence on purchasing decision on facial skincare
- Brand image influence on purchasing decision on facial skincare
- Brand reputation influence on purchasing decision on facial skincare
- Brand reliability influence on purchasing decision on facial skincare
- Brand recognition influence on purchasing decision on facial
skincare

3. Third Party Endorsement

- Knowledge of Third Party Endorsement influence on purchasing
decision on facial skincare
- Personality of Third Party Endorsement influence on purchasing
decision on facial skincare
- Reputation of Third Party Endorsement influence on purchasing
decision on facial skincare
- Reliability of Third Party Endorsement influence on purchasing
decision on facial skincare
- Image of Third Party Endorsement influence on purchasing decision
on facial skincare

- Type of Third Party Endorsement influence on purchasing decision on facial skincare

For the explication and analysis on interval scale formula to calculate of data for each level as following;

$$\begin{aligned} \text{Average} &= \frac{\text{maximum} - \text{minimum}}{\text{level}} \\ &= \frac{5 - 1}{5} \\ &= 0.8 \end{aligned}$$

Thus, the average score can describe as following :

Average score 4.21 – 5.00 equal to Strongly Agree

Average score 3.41 – 4.20 equal to Agree

Average score 2.61 – 3.40 equal to Neutral

Average score 1.81 – 2.60 equal to Disagree

Average score 1.00 – 1.80 equal to Strongly Disagree

3.4 Reliability and Validity Assessment

The questionnaire examines on two important aspects which are validity and reliability to assure that the respondents understand the questionnaire and can answer the questionnaire base on fact

3.4.1 Content Validity

The questionnaire has been submitted to advisor and five qualified experts to correct the questionnaire who are

1. Kachatewich Kijmaneechote – The owner of facial skincare brand (Herris)

2. Kanchayapich Chavananon - Assistant marketing manager
3. Oracha Kamsuwan - The owner of online shopping (adorable shop)
4. Phatthaporn Sae-darn - Sale manager
5. Chatkandao Suwannasilp - Consumer who is skincare aholic

To prove that the question are relevant to the topic and easy to understand

$$IOC = \frac{\Sigma R}{N}$$

IOC = consistency between the objective and content or questions and objective.

ΣR = total assessment points given from all qualified experts.

N = number of qualified experts.

The consistency index value must have the value 0.5 or above to be accepted. After received assessment result, the questions have been changed and have been adapted to assure that each question has the consistency index value more than 0.5.

3.4.2 Reliability

The researcher allocate the questionnaire to do Pre-test for 40 samples to examine the reliability of the questionnaire. The researcher use SPSS program to test reliability by using Cronbach's alpha coefficient.

Table 3.2 : Criteria of Reliability

<i>Cronbach's alpha coefficient</i>	<i>Reliability level</i>	<i>Desirability level</i>
0.80-1.00	Very high	Excellent
0.70-0.79	High	Good
0.50-0.69	Medium	Fair
0.30-0.49	Low	Poor
Less than 0.30	Very low	Unacceptable

Source: Vanitbuncha, K. (2003). *Statistical analysis: Statistics for management and research*. Thailand: Department of Statistic Faculty of Chulalongkon University.

The value of Cronbach's alpha coefficient must be higher than 0.70, the questionnaire reliability is acceptable. And for this research with number of items are 28, the result show that the Cronbach's alpha coefficient is 0.705 that mean the questionnaire are acceptable.

Table 3.3 : The result of Cronbach's alpha coefficient test with 40 Pre-test questionnaires.

Reliability Statistics

Cronbach's Alpha	N of Items
.705	28

3.5 Data Collection

In this study, the data analyzed from 2 sections as follows ;

1. Primary data is the data which is collected by researcher via using the questionnaire as a research tool. There are 3 parts in questionnaire as demographic information, consumer behavior, the factors which influence on purchasing decision on SKII, Bioderma, and Sulwhasoo. Total number of the questionnaire is 400 respondents consist of the female who live in Bangkok from Facebook 100 respondents, from Line application 100 respondents, and from paper 200 respondents

2. Secondary data is the data which is collected from previous study which is relevant to the topic of the researcher.

The data collection has been done on August to September, 2015 by gathering self-administered questionnaires to sample group by using Facebook, Line application, and paper.

3.6 Statistic for Data Analysis

Data analysis process for this research is analyzed by using SPSS statistic program and presented on table format with description on each table.

1. Descriptive Statistics analysis by using percentage and frequency to describe the data of female in Bangkok

- Frequency : The frequency (Number of respondents) of the qualitative variables which are included age, gender, education, occupation, and monthly income.

- Cross tabulation : The contingency analysis is to analyze categorical data by using the number of frequency of respondents whether can describe the specific characteristics of research.

2. Inferential statistics correlations factors which are related to a statistically significant or not significant. The data are analyzed by using SPSS program to test the relevance between the variable in hypothesis.

- Regression Analysis : It is using to analyze the relevance between the influence of third party endorsement and purchasing decision of consumer on facial skincare (SK-II, Bioderma, Sulwhasoo).



CHAPTER 4

RESEARCH FINDING AND DATA ANALYSIS

In this chapter, the researcher explain about the outcome of the research including an analysis of the empirical study. The analysis part will be consisted of the research framework which is clarify in the second chapter and method given which is clarify in the third chapter. The result of the research will be described into 4 parts ;

Part 1 : The analysis of general demographic and consumer behavior information of sample by using frequency and percentage.

Part 2 : The analysis of cross tabulation to look up the characteristics information whether there is relevance to variables about influent of third party endorsement on purchasing decision facial skincare (SK-II, Bioderma, Sulwhasoo).

Part 3 : The analysis of regression analysis to describe the relevance between the influence of third party endorsement and purchasing decision of consumer on facial skincare (SK-II, Bioderma, Sulwhasoo).

Part 4 : The analysis of hypothesis test.

4.1 The Analysis of General Demographic and Consumer Behavior Information of Sample

The questionnaire has been submitted 440 respondents, by separate to 40 respondents are used to test the validity and 400 respondents are used to analyze.

Table 4.1 : Frequency and Percentage of General Demographic : Age

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15-24 YRS	107	26.8	26.8	26.8
25-34 years	239	59.8	59.8	86.5
35-44 years	43	10.8	10.8	97.3
Above 44 years	11	2.8	2.8	100.0
Total	400	100.0	100.0	

The majority of respondents age are in range between 25-34 years old which is equal to 239 respondents or 59.8%, followed by range between 15-24 years old with 107 respondents or 26.8%, then range between 35-44 years old with 43 respondents or 10.8%, and above 44 years old 11 respondents or 2.8%.

Table 4.2 : Frequency and Percentage of General Demographic : Gender

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	400	100.0	100.0	100.0

A hundred percent of respondents are female.

Table 4.3 : Frequency and Percentage of General Demographic : Education

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below Bachelor Degree	25	6.3	6.3	6.3
Bachelor Degree	288	72.0	72.0	78.3
Above Bachelor Degree	87	21.8	21.8	100.0
Total	400	100.0	100.0	

The majority of respondents are graduated with Bachelor Degree which is equal to 288 respondents or 72%, followed by Above Bachelor Degree with 87 respondents or 21.8%, and Below Bachelor Degree with 25 respondents or 6.3%.

Table 4.4 : Frequency and Percentage of General Demographic : Occupation

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Student	95	23.8	23.8	23.8
Official	17	4.3	4.3	28.0
Employee	204	51.0	51.0	79.0
Business Owner	84	21.0	21.0	100.0
Total	400	100.0	100.0	

The majority of respondents work as employee which is equal to 204 respondents or 51%, followed by students are 95 respondents or 23.8%, then business owner with 84 respondents or 21%, and the last one is official with 17 respondents or 4.3%.

Table 4.5 : Frequency and Percentage of General Demographic : Monthly Income

Monthly Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below THB15,000	82	20.5	20.5	20.5
THB15,000– THB20,000	96	24.0	24.0	44.5
THB20,001 – THB30,000	78	19.5	19.5	64.0
THB30,001 – THB40,000	45	11.3	11.3	75.3
THB40,001 – THB50,000	33	8.3	8.3	83.5
Above THB50,001	66	16.5	16.5	100.0
Total	400	100.0	100.0	

The majority of respondents earn THB15,000-THB20,000 per month which is equal to 24%, followed by below THB15,000 with 82 respondent or 20.5%, then THB20,0001-THB30,000 with 78 respondents or 19.5%, above THB50,001 with 66 respondents or 16.5%, THB30,001-THB40,000 with 45 respondents or 11.3%, and THB40,001-THB50,000 with 33 respondents or 8.3%.

Table 4.6 : Frequency and Percentage of Consumer Behavior : Brand of Facial Skincare

Brand of Facial Skincare

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SK-II	127	31.8	31.8	31.8
Bioderma	58	14.5	14.5	47.3
Sulwhasoo	25	6.3	6.3	52.5
OTHER	190	47.5	47.5	100.0
Total	400	100.0	100.0	

The above table can describe the market share, due to the question asks the consumer about what is your facial skincare routine, it show that the most one is SK-II which get the market share at 31.8% or 127 respondents from 400 respondents. Followed by Bioderma with 14.5% or 58 respondents from 400 respondents, then

Sulwhasoo with 6.3% or 25 respondents from 400 respondents while other brand which is mixed a lot of brand in the market get the market share 47.5% or 190 respondents from 400 respondents.

Table 4.7 : Frequency and Percentage of Consumer Behavior : Reason to buy change skincare

Reason to Buy Facial Skincare

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.Buy follow third party endorsement (who you like) recomment	36	9.0	9.0	9.0
2.Buy because it is facial skincare routine of third party endorsement (who you like) use	48	12.0	12.0	21.0
3.Buy because you trust in Brand	32	8.0	8.0	29.0
4.Buy because you trust in Quality of product	284	71.0	71.0	100.0
Total	400	100.0	100.0	

The majority of respondents buy because they trust in quality of product which is equal to 284 respondents or 71%, followed by buy because it is the facial skincare which is the third party endorsement (who they like) use at 48 respondents or 12%, then buy follow the third party endorsement (who they like) recommend with 36 respondents or 9% and the last reason is buy because they trust in Brand with 32 respondents or 8%

Table 4.8 : Frequency and Percentage of Consumer Behavior : Frequency to buy

Frequency to buy your Facial Skincare

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3months	72	18.0	18.0	18.0
6months	161	40.3	40.3	58.3
12months	51	12.8	12.8	71.0
MORE THAN 12months	116	29.0	29.0	100.0
Total	400	100.0	100.0	

The majority of respondents frequency to buy the facial skincare are every 6 months per times at 161 respondents or 40.3%, followed by change the facial skincare over a year per times at 116 respondents or 29%, then change every 3 months per times at 72 respondents or 18%, the last one is once a year per times.

Table 4.9 : Frequency and Percentage of Consumer Behavior : Promotion from Third party endorsement

Promotion from Third Party Influence on Purchasing Decision

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	34	8.5	8.5	8.5
Agree	146	36.5	36.5	45.0
Neutral	191	47.8	47.8	92.8
Disagree	19	4.8	4.8	97.5
Strongly Disagree	10	2.5	2.5	100.0
Total	400	100.0	100.0	

The majority of respondents feel neutral to get the promotion from Third party endorsement which is equal to 191 respondents or 47.8%, followed by they agree

whether the promotion from third party endorsement will affect on purchasing decision at 146 respondents or 36.5%, then they strongly agree whether the promotion from third party endorsement will affect on purchasing decision at 34 respondents or 8.5%, and there are a few respondents to feel that the promotion from third party endorsement will be affected not on purchasing decision at 19 respondents or 4.8% for disagree and 10 respondents or 2.5% for strongly disagree.

Table 4.10 : Frequency and Percentage of Consumer Behavior : Type of Third party endorsement

Type of Third Party

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CELEBRITY	48	12.0	12.0	12.0
BEAUTY BLOCKER	79	19.8	19.8	31.8
PROFESSIONAL	149	37.3	37.3	69.0
PEER RECOMMENDATION	124	31.0	31.0	100.0
Total	400	100.0	100.0	

The majority of respondents trust on Professional which is equal to 149 respondents or 37.3%, followed by Peer Recommendation are 124 respondents or 31%, then Beauty Blocker are 79 respondents or 19.8% and Celebrity are 48 respondents or 12%.

4.2 THE CROSSTAB ANALYSIS ON THIRD PARTY ENDORSEMENT CAN INFLUENCE PURCHASING DECISION ON SKII, BIODERMA, SULWHASOO

Table 4.11 : Cross tabulation analysis ; Between Ages and Brand of Facial skincare

Age * Brand of Facial Skincare Crosstabulation

			BRAND OF FACIAL SKINCARE				Total
			SK-II	Bioderma	Sulwhaso o	OTHER	
AGE 15-24 years	Count	24	17	4	62	107	
	% within AGE	22.4%	15.9%	3.7%	57.9%	100.0%	
	% within BRAND	18.9%	29.3%	16.0%	32.6%	26.8%	
25-34 years	Count	86	31	19	103	239	
	% within AGE	36.0%	13.0%	7.9%	43.1%	100.0%	
	% within BRAND	67.7%	53.4%	76.0%	54.2%	59.8%	
35-44 years	Count	8	10	2	23	43	
	% within AGE	18.6%	23.3%	4.7%	53.5%	100.0%	
	% within BRAND	6.3%	17.2%	8.0%	12.1%	10.8%	
Above 44 years	Count	9	0	0	2	11	
	% within AGE	81.8%	0.0%	0.0%	18.2%	100.0%	
	% within BRAND	7.1%	0.0%	0.0%	1.1%	2.8%	
Total	Count	127	58	25	190	400	
	% within AGE	31.8%	14.5%	6.3%	47.5%	100.0%	
	% within BRAND	100.0%	100.0%	100.0%	100.0%	100.0%	

The above table show that the most respondents are preferred brand of SKII at 31.8%, followed by Brand of Bioderma at 14.5%, then Brand of Sulwhasoo at 6.3%, and others are 47.5% which is mixed a lot of brand in the market. Moreover, the most age of respondents who are using SK-II, Bioderma, and Sulwhasoo are age between

25-34 years old followed by 15-24 years old by SK-II gain 67.7% and 18.9% respectively, Bioderma gain 53.4% and 29.3% respectively while Sulwhasoo gain 76% and 16%.

However, the majority of respondents of all brands in Age are 25-34 years (59.8%) at SK-II brand (36%).

Table 4.12 : Cross tabulation analysis ; Between Education and Brand of Facial skincare

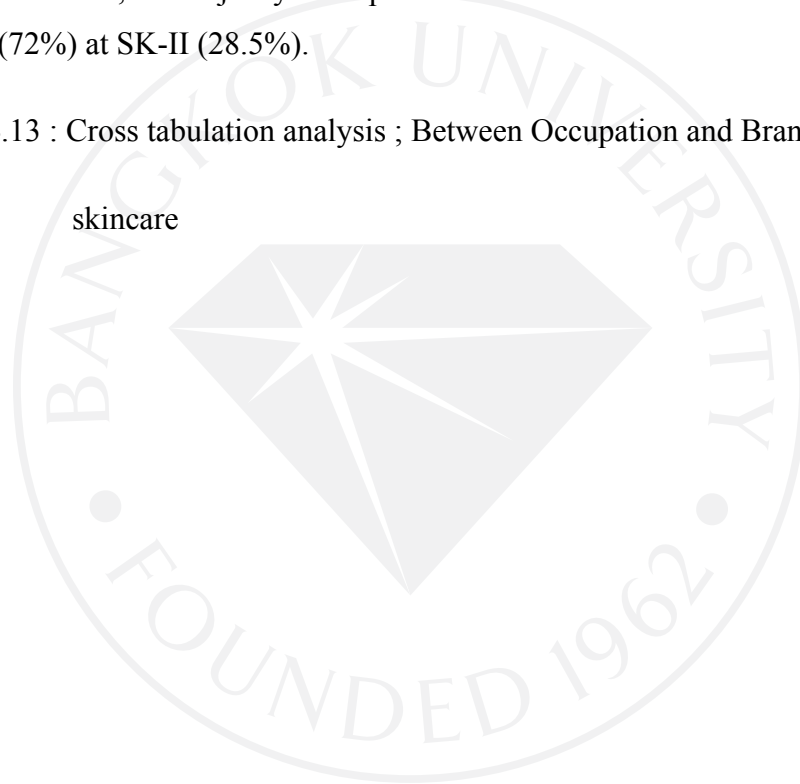
Education * Brand of Facial Skincare Crosstabulation

			BRAND OF FACIAL SKINCARE				Total
			SK-II	Bioderma	Sulwhasoo	OTHER	
EDUCATION	Below Bachelor Degree	Count	9	6	0	10	25
		% within EDUCATION	36.0%	24.0%	0.0%	40.0%	100.0%
		% within BRAND	7.1%	10.3%	0.0%	5.3%	6.3%
	Bachelor Degree	Count	82	41	24	141	288
		% within EDUCATION	28.5%	14.2%	8.3%	49.0%	100.0%
		% within BRAND	64.6%	70.7%	96.0%	74.2%	72.0%
	Above Bachelor Degree	Count	36	11	1	39	87
		% within EDUCATION	41.4%	12.6%	1.1%	44.8%	100.0%
		% within BRAND	28.3%	19.0%	4.0%	20.5%	21.8%
Total	Count	127	58	25	190	400	
	% within EDUCATION	31.8%	14.5%	6.3%	47.5%	100.0%	
	% within BRAND	100.0%	100.0%	100.0%	100.0%	100.0%	

The above table show that the most respondents are preferred brand of SK-II at 31.8%, followed by Brand of Bioderma at 14.5%, then Brand of Sulwhasoo at 6.3%, and others are 47.5% which is mixed a lot of brand in the market. Moreover, the most of respondents who are choosing SK-II, Bioderma, and Sulwhasoo have the education level in Bachelor degree and higher Bachelor degree by SK-II 64.6% and 28.3% respectively, Bioderma 70.7% and 19% respectively, Sulwhasoo 96% and 4% respectively.

However, the majority of respondents of all brands in education are bachelor degree (72%) at SK-II (28.5%).

Table 4.13 : Cross tabulation analysis ; Between Occupation and Brand of Facial
skincare



Occupation * Brand of Facial Skincare Crosstabulation

		BRAND OF FACIAL SKINCARE				Total	
		SK-II	Bioderma	Sulwhasoo	OTHER		
OCCUPATION	Student	Count	20	22	1	52	95
		% within OCCUPATION	21.1%	23.2%	1.1%	54.7%	100.0%
		% within BRAND	15.7%	37.9%	4.0%	27.4%	23.8%
	Official	Count	10	2	1	4	17
		% within OCCUPATION	58.8%	11.8%	5.9%	23.5%	100.0%
		% within BRAND	7.9%	3.4%	4.0%	2.1%	4.3%
	Employee	Count	68	15	16	105	204
		% within OCCUPATION	33.3%	7.4%	7.8%	51.5%	100.0%
		% within BRAND	53.5%	25.9%	64.0%	55.3%	51.0%
Business Owner	Count	29	19	7	29	84	
	% within OCCUPATION	34.5%	22.6%	8.3%	34.5%	100.0%	
	% within BRAND	22.8%	32.8%	28.0%	15.3%	21.0%	
Total	Count	127	58	25	190	400	
	% within OCCUPATION	31.8%	14.5%	6.3%	47.5%	100.0%	
	% within BRAND	100.0%	100.0%	100.0%	100.0%	100.0%	

The above table show that the most respondents are preferred brand of SK-II at 31.8%, followed by Brand of Bioderma at 14.5%, then Brand of Sulwhasoo at 6.3%, and others are 47.5% which is mixed a lot of brand in the market. Moreover, the most of respondents who are preferred SK-II, and Sulwhasoo are employed group with 53.5%, and 62.5% followed by business owner level with 22.8%, and 28% while

the most of respondents who are preferred Bioderma are students with 37.9% followed by business owner level with 32.8%.

However, the majority of respondents of all brands in occupation are employed (51%) at SK-II (33.3%).

Table 4.14 : Cross tabulation analysis ; Between Monthly Income and Brand of Facial skincare

Monthly Income * Brand of Facial Skincare Crosstabulation

			BRAND OF FACIAL SKINCARE				Total
			SK-II	Bioderma	Sulwhasoo	OTHER	
INCOME Below	Count		19	17	0	46	82
	THB15,000	% within INCOME	23.2%	20.7%	0.0%	56.1%	100.0%
		% within BRAND	15.0%	29.3%	0.0%	24.2%	20.5%
THB15,001 –	Count		26	13	8	49	96
	THB20,000	% within INCOME	27.1%	13.5%	8.3%	51.0%	100.0%
		% within BRAND	20.5%	22.4%	32.0%	25.8%	24.0%
THB20,001 –	Count		25	13	7	33	78
	THB30,000	% within INCOME	32.1%	16.7%	9.0%	42.3%	100.0%
		% within BRAND	19.7%	22.4%	28.0%	17.4%	19.5%
THB30,001 –	Count		16	12	1	16	45
	THB40,000	% within INCOME	35.6%	26.7%	2.2%	35.6%	100.0%
		% within BRAND	12.6%	20.7%	4.0%	8.4%	11.3%
THB40,001 –	Count		10	0	3	20	33
	THB50,000	% within INCOME	30.3%	0.0%	9.1%	60.6%	100.0%
		% within BRAND	7.9%	0.0%	12.0%	10.5%	8.3%
Above	Count		31	3	6	26	66
	THB50,001	% within INCOME	47.0%	4.5%	9.1%	39.4%	100.0%
		% within BRAND	24.4%	5.2%	24.0%	13.7%	16.5%
Total	Count		127	58	25	190	400
		% within INCOME	31.8%	14.5%	6.3%	47.5%	100.0%
		% BRAND	100.0%	100.0%	100.0%	100.0%	100.0%

The above table show that the most respondents are preferred brand of SK-II at 31.8%, followed by Brand of Bioderma at 14.5%, then Brand of Sulwhasoo at 6.3%, and others are 47.5% which is mixed a lot of brand in the market. Moreover, the most of respondents who do favor on SK-II have level of monthly income above THB50,001 (24.4%) followed by who have level of monthly income between THB15,001-20,000 (20.5%), while Bioderma's lover have level of monthly income below THB15,000 (29.3%) followed by who have level of monthly income between THB15,001 – THB30,000 (22.4%) and Sulwhasoo's lover have level of monthly income between THB15,001 - THB20,000 (32%) followed by who have level of monthly income between THB20,001 – THB30,000 (28%).

However, the majority of respondents of all brands in income are THB15,001-20,000 (24%) at SK-II (27.1%).

Table 4.15 : Cross tabulation analysis ; Between Reason to buy facial skincare routine and Brand of Facial skincare

Reason to buy your Facial Skincare Routine? * Brand of Facial Skincare Crosstabulation

			BRAND OF FICIAL SKINCARE				Total
			SK-II	Bioderma	Sulwhasoo	OTHER	
REASON TO BUY YOUR FACIAL SKINCARE ROUTINE?	Buy because third party recoment	Count	18	3	1	14	36
		% within REASON TO BUY	50.0%	8.3%	2.8%	38.9%	100.0%
		% within BRAND	14.2%	5.2%	4.0%	7.4%	9.0%
	Buy becasue it is facial skincare routine of third party use	Count	13	5	8	22	48
		% within REASON TO BUY	27.1%	10.4%	16.7%	45.8%	100.0%
		% within BRAND	10.2%	8.6%	32.0%	11.6%	12.0%
	Buy because you trust in Brand	Count	15	6	0	11	32
		% within REASON TO BUY	46.9%	18.8%	0.0%	34.4%	100.0%
		% within BRAND	11.8%	10.3%	0.0%	5.8%	8.0%
	Buy because you trust in Quality of product	Count	81	44	16	143	284
		% within REASON TO BUY	28.5%	15.5%	5.6%	50.4%	100.0%
		% within BRAND	63.8%	75.9%	64.0%	75.3%	71.0%
Total	Count	127	58	25	190	400	
	% within REASON TO BUY	31.8%	14.5%	6.3%	47.5%	100.0%	
	% within BRAND	100.0%	100.0%	100.0%	100.0%	100.0%	

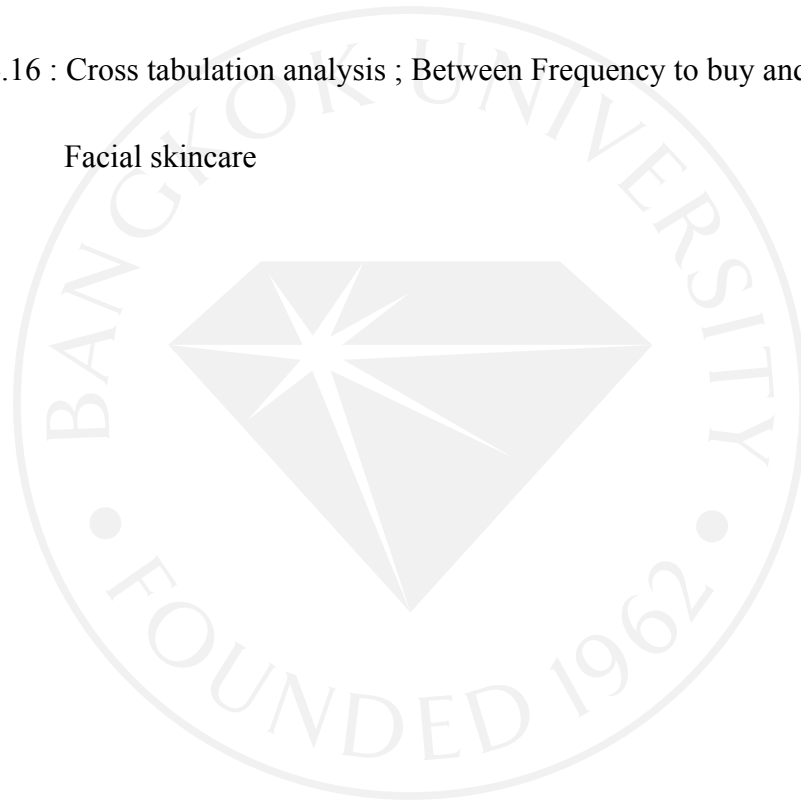
The above table show that the most respondents are preferred brand of SK-II at 31.8%, followed by Brand of Bioderma at 14.5%, then Brand of Sulwhasoo at 6.3%, and others are 47.5% which is mixed a lot of brand in the market. Moreover, most of respondents who buy SK-II because they trust in the quality of product at 63.8% and they trust in Brand only 11.8% while buy because third party endorsement recommend and use at 14.2% and 10.2%. For Bioderma, the most of respondants buy because they trust in the quality of product and brand at 75.9%, and 10.3% while buy because third party endorsement use and recommend at 8.6%, and 5.2%. And for Sulwhasoo, most of respondents buy because they trust in the quality of product at

64%, but they have no trust in Brand while buy because third party endorsement use and recommend at 32% and 4%.

In the result, this table show that most of respondents buy because they trust in quality of product and brand at 79% while the third party endorsement (use and recommend) influence on purchasing decision only at 21%.

However, the majority of respondents of all brands in reason to buy the facial skincare are to buy because they trust on quality of product (71%) at SK-II (28.5%).

Table 4.16 : Cross tabulation analysis ; Between Frequency to buy and Brand of Facial skincare



Frequency to buy Facial Skincare * Brand of Facial Skincare Crosstabulation

			BRAND OF FACIAL SKINCARE				Total
			SK-II	Bioderma	Sulwhasoo	OTHER	
FREQUENCY TO BUY FACIAL SKINCARE	3months/times	Count	19	5	7	41	72
		% within FREQUENCY TO BUY	26.4%	6.9%	9.7%	56.9%	100.0%
		% within BRAND	15.0%	8.6%	28.0%	21.6%	18.0%
	6months/times	Count	59	32	11	59	161
		% within FREQUENCY TO BUY	36.6%	19.9%	6.8%	36.6%	100.0%
		% within BRAND	46.5%	55.2%	44.0%	31.1%	40.3%
	12months/times	Count	20	8	2	21	51
		% within FREQUENCY TO BUY	39.2%	15.7%	3.9%	41.2%	100.0%
		% within BRAND	15.7%	13.8%	8.0%	11.1%	12.8%
	MORE THAN 12months/times	Count	29	13	5	69	116
		% within FREQUENCY TO BUY	25.0%	11.2%	4.3%	59.5%	100.0%
		% within BRAND	22.8%	22.4%	20.0%	36.3%	29.0%
Total	Count	127	58	25	190	400	
	% within FREQUENCY TO BUY	31.8%	14.5%	6.3%	47.5%	100.0%	
	% within BRAND	100.0%	100.0%	100.0%	100.0%	100.0%	

The above table show that the most respondents are preferred brand of SK-II at 31.8%, followed by Brand of Bioderma at 14.5%, then Brand of Sulwhasoo at 6.3%, and others are 4.5% which is mixed a lot of brand in the market. Moreover, the most of respondents buy SK-II, Bioderma, Sulwhasoo every 6 months with percentage at 46.5%, 55.2%, 44% respectively.

The result show that the most of consumer will buy their facial skincare repeatedly every 6 months over 40%.

However, the majority of respondents of all brands in frequency to buy are every six months (40.3%) at SK-II (36.6%).

Table 4.17 : Cross tabulation analysis ; Between Type of Third party endorsement and

Type of Third Party * Brand of Facial Skincare Crosstabulation

		BRAND OF FACIAL SKINCARE				Total
		SK-II	Bioderma	Sulwhasoo	OTHER	
TYPE OF CELEBRITY THIRD PARTY	Count	13	11	1	23	48
	% within TYPE	27.1%	22.9%	2.1%	47.9%	100.0%
	% within BRAND	10.2%	19.0%	4.0%	12.1%	12.0%
BEAUTY BLOCKER	Count	29	19	5	26	79
	% within TYPE	36.7%	24.1%	6.3%	32.9%	100.0%
	% within BRAND	22.8%	32.8%	20.0%	13.7%	19.8%
PROFESSIONAL	Count	44	19	14	72	149
	% within TYPE	29.5%	12.8%	9.4%	48.3%	100.0%
	% within BRAND	34.6%	32.8%	56.0%	37.9%	37.3%
PEER RECOMMENDATIO N	Count	41	9	5	69	124
	% within TYPE	33.1%	7.3%	4.0%	55.6%	100.0%
	% within BRAND	32.3%	15.5%	20.0%	36.3%	31.0%
Total	Count	127	58	25	190	400
	% within TYPE	31.8%	14.5%	6.3%	47.5%	100.0%
	% within BRAND	100.0%	100.0%	100.0%	100.0%	100.0%

Brand

The above table show that the most respondents are preferred brand of SK-II at 31.8%, followed by Brand of Bioderma at 14.5%, then Brand of Sulwhasoo at

6.3%, and others are 4.5% which is mixed a lot of brand in the market. Moreover, the most respondents who are choosing SK-II give the credit on Professional whether can influence on purchasing decision on facial skincare more than another third party endorsement with 34.6% followed by Peer recommendation which is 32.3%, then beauty blocker which is 22.8%, the last one is Celebrity which influence on purchasing decision only 10.2% while Bioderma's lover give a credit on Professional equal to Beauty blocker at 32.8% followed by celebrity (19%) and peer recommendation (15.5%) respectively, the last group is Sulwhasoo's lover who give a credit on professional at 56% followed by peer recommendation which is equaled to beauty blocker at 20%, then celebrity which got a point only 4%.

The result show that type of the third party endorsement which is the most influence on purchasing decision is Professional with the percentage at 37.3% followed by Peer recommendation with 31%, then beauty blocker at 19.8% and the last one is celebrity is at 12%

However, the majority of respondents of all brands in third party are professional (37.3%) at SK-II (29.5%).

4.3 Multinomial Logistic Regression Analysis

Table 4.18: Multinomial logistic regression analysis ; Between Brand of facial skincare and Factor

Likelihood Ratio Tests

Effect	Model Fitting	Likelihood Ratio Tests		
	Criteria			
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	326.017 ^a	.000	0	.
FACTOR1	338.267	12.250	9	.200
FACTOR2	354.966	28.949	12	.004
FACTOR3	348.116	22.099	9	.009
FACTOR4	336.060	10.043	12	.612

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.

From multinomial logistics regression using brand of skincare as dependent variable, using Demographics (Factor1), Consumer Behavior (Factor2), Brand (Factor3), and Third party endorsement (Factor4) as the independent variable, the above table showed that there are two factor which are Factor2 (Consumer Behavior) and Factor3 (Brand) have a significant effect on purchasing decision of SK-II, Bioderma, and Sulwhasoo due to the p-value is less than 0.05, therefore, the factors which influence on purchasing decision of SK-II, Bioderma, and Sulwhasoo are showed as below;

Table 4.19 : Multinomial logistic regression analysis ; Between Brand of facial skincare and Factor (In details)

Parameter Estimates

FACIAL SKINCARE		B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
								Lower Bound	Upper Bound
SK-II	Intercept	.173	.375	.214	1	.643			
	[FACTOR3=4]	-.787	.271	8.432	1	.004	.455	.268	.774
Bioderma	Intercept	-1.301	.545	5.702	1	.017			
Sulwhasoo	Intercept	-2.673	1.074	6.196	1	.013			
	[FACTOR1=3]	-2.544	.878	8.395	1	.004	.079	.014	.439
	[FACTOR1=4]	-1.730	.760	5.182	1	.023	.177	.040	.786
	[FACTOR2=3]	4.805	1.345	12.771	1	.000	122.106	8.755	1702.946
	[FACTOR2=4]	3.072	1.176	6.823	1	.009	21.575	2.153	216.200

a. The reference category is: OTHER.

b. Floating point overflow occurred while computing this statistic. Its value is therefore set to system missing.

c. This parameter is set to zero because it is redundant.

Brand of SK-II :

Main Factors of Brand has significant with score of main factor of Brand 4 = Agree (0.004) once compare to others. That means brand can influence on purchasing decision on SK-II

Brand of Bioderma :

The result showed that it has no factor which has significant once compare to others. That means it has no factor can influence on purchasing decision on Bioderma.

Brand of Sulwhasoo :

Main Factors of Demographics, and Consumer Behavior have significant with score of main factor of Demographic 3 = Neutral (0.04), Demographic 4 = Agree, Consumer Behavior 3 = Neutral, and Consumer Behavior 4 = Agree once compare to others. That means demographic, and consumer behavior can influence on purchasing decision on Sulwhasoo.

Table 4.20 : Multinomial logistic regression analysis ; Between Brand of facial
skincare and Marketing Mix

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	326.410 ^a	.000	0	.
MKT1	358.399	31.989	9	.000
MKT2	341.003	14.593	9	.103
MKT3	347.704	21.294	6	.002
MKT4	332.684	6.274	9	.712

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.

From multinomial logistics regression using brand of skincare as dependent variable, using Marketing mix which have product, price , place and promotion as the independent variable, the above table showed that there are two factors which are MKT1 (Product) and MKT3 (Place) have a significant effect on purchasing decision of SK-II, Bioderma, and Sulwhasoo due to the p-value is less than 0.05, therefore, the factors which influence on purchasing decision of SK-II, Bioderma, and Sulwhasoo are showed as below;

Table 4.21 : Multinomial logistic regression analysis ; Between Brand of facial
skincare and Marketing Mix (In details)

Parameter Estimates

FACIAL SKINCARE	B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
							Lower Bound	Upper Bound
SK- Intercept	-.490	.265	3.408	1	.065			
II [MKT1=4]	-1.130	.271	17.351	1	.000	.323	.190	.550
[MKT3=3]	1.310	.419	9.794	1	.002	3.707	1.632	8.421
Bioderma Intercept	-2.062	.424	23.618	1	.000			
[MKT2=3]	1.063	.533	3.976	1	.046	2.894	1.018	8.223
Sulwaso Intercept	-2.962	.652	20.654	1	.000			
[MKT3=3]	1.866	.782	5.696	1	.017	6.463	1.396	29.920

a. The reference category is: OTHER.

b. Floating point overflow occurred while computing this statistic. Its value is therefore set to system missing.

c. This parameter is set to zero because it is redundant.

Brand of SK-II :

Main Factors of marketing mix – product, and place have significant with score of main factor of marketing mix – product 4 = Agree (0.000), and marketing mix – place 3 = Neutral (0.002) once compare to others. That means marketing mix in part of product and place can influence on purchasing decision on SK-II

Brand of Bioderma :

Main Factors of marketing mix – price has significant with score of main factor of marketing mix – price 3 = Neutral (0.046) once compare to others. That means marketing mix in part of price can influence on purchasing decision on Bioderma.

Brand of Sulwhasoo :

Main Factors of marketing mix –place has significant with score of main factor of marketing mix – place 3 = Neutral (0.017) once compare to others. That means marketing mix in part of place can influence on purchasing decision on Sulwhasoo.

Table 4.22 : Multinomial logistic regression analysis ; Between Brand of facial
skincare and Brand perception

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	295.466 ^a	.000	0	.
BRAND1	316.578	21.112	12	.049
BRAND2	312.371	16.905	9	.050
BRAND3	322.951	27.485	9	.001

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.

From multinomial logistics regression using brand of skincare as dependent variable, using brand image, brand reputation, brand reliability, and brand recognition as the independent variable, the above table showed that there are three factors which are Brand1 (Brand reputation), Brand2 (Brand reliability), and Brand3 (Brand recognition) have a significant effect on purchasing decision of SK-II, Bioderma, and Sulwhasoo due to the p-value is less than 0.05, therefore, the factors which influence on purchasing decision of SK-II, Bioderma, and Sulwhasoo are showed as below;

Table 4.23 : Multinomial logistic regression analysis ; Between Brand of facial
skincare and Brand perception (In details)

Parameter Estimates

FACIAL SKINCARE		B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
								Lower Bound	Upper Bound
SK-II	Intercept	-.280	.241	1.353	1	.245			
	[BRAND2=3]	-2.165	.960	5.083	1	.024	.115	.017	.754
Bioderma	Intercept	-1.426	.333	18.360	1	.000			
	[BRAND3=4]	-.850	.402	4.457	1	.035	.428	.194	.941
Sulwhasoo	Intercept	-2.458	.504	23.745	1	.000			
	[BRAND1=3]	3.364	1.368	6.047	1	.014	28.906	1.979	422.179

a. The reference category is: OTHER.

b. Floating point overflow occurred while computing this statistic. Its value is therefore set to system missing.

c. This parameter is set to zero because it is redundant.

Brand of SK-II :

Main Factors of brand reliability has significant with score of main factor of reliability 3 = Neutral (0.024) once compare to others. That means brand reliability can influence on purchasing decision on SK-II.

Brand of Bioderma :

Main Factors of brand recognition has significant with score of main factor of brand recognition 4 = Agree (0.035) once compare to others. That means brand recognition can influence on purchasing decision on Bioderma.

Brand of Sulwhasoo :

Main Factors of brand reputation has significant with score of main factor of brand reputation 3 = Neutral (0.014) once compare to others. That means brand reputation can influence on purchasing decision on Sulwhasoo.

Table 4.24 : Multinomial logistic regression analysis ; Between Brand of facial skincare and Third party endorsement

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	473.590 ^a	.000	0	.
CELEB1	500.671	27.081	12	.008
CELEB2	485.051	11.461	9	.245
CELEB3	494.706	21.116	9	.012
CELEB4	485.924	12.334	9	.195
CELEB5	498.855	25.265	12	.014
CELEB6	507.928	34.338	9	.000

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.

From multinomial logistics regression using brand of skincare as dependent variable, using third party endorsement as the independent variable, the above table showed that there are four factors which are celeb1 (knowledge of third party endorsement), celeb3 (reputation of third party endorsement), celeb5 (image of third party endorsement), and celeb6 (type of third party endorsement) have a significant effect on purchasing decision of SK-II, Bioderma, and Sulwhasoo due to the p-value is less than 0.05, therefore, the factors which influence on purchasing decision of SK-II, Bioderma, and Sulwhasoo are showed as below;

Table 4.25 : Multinomial logistic regression analysis ; Between Brand of facial skincare and third party endorsement (In details)

Parameter Estimates

FACIAL SKINCARE	B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
							Lower Bound	Upper Bound
SK-II	Intercept	-.408	.299	1.863	1	.172		
	[CELEB1=3]	-1.020	.467	4.764	1	.029	.361	.144 .901
	[CELEB2=4]	-1.161	.483	5.773	1	.016	.313	.121 .807
	[CELEB5=3]	1.560	.704	4.909	1	.027	4.757	1.197 18.905
Bioderma	Intercept	-.731	.339	4.640	1	.031		
	[CELEB1=2]	-5.830	2.936	3.942	1	.047	.003	9.302E-6 .928
	[CELEB3=2]	4.213	1.539	7.489	1	.006	67.530	3.305 1379.640
	[CELEB4=3]	-1.631	.820	3.955	1	.047	.196	.039 .977
	[CELEB5=3]	2.169	.880	6.074	1	.014	8.746	1.559 49.068
Sulwhasoo	Intercept	-3.113	.856	13.229	1	.000		
	[CELEB5=3]	4.167	1.344	9.608	1	.002	64.528	4.628 899.707
	[CELEB5=4]	2.438	.998	5.962	1	.015	11.450	1.618 81.045
	[CELEB6=3]	-2.656	.868	9.352	1	.002	.070	.013 .385
	[CELEB6=4]	-3.169	.718	19.487	1	.000	.042	.010 .172

a. The reference category is: OTHER.

b. Floating point overflow occurred while computing this statistic. Its value is therefore set to system missing.

c. This parameter is set to zero because it is redundant.

Brand of SK-II :

Main Factors of knowledge of third party endorsement, personality of third party endorsement, and image of third party endorsement have significant with score of main factor of knowledge of third party 3 = Neutral (0.029), personality of third party endorsement 4 = Agree(0.016), and image of third party endorsement 3 = Neutral (0.027) once compare to others. That means knowledge of third party endorsement, personality of third party endorsement, and image of third party endorsement can influence on purchasing decision on SK-II.

Brand of Bioderma :

Main Factors of knowledge of third party endorsement, reputation of third party endorsement, reliability of third party endorsement, and image of third party

endorsement have significant with score of main factor of knowledge of third party endorsement 3 = Neutral (0.047), reputation of third party endorsement 2 = Disagree (0.006), reliability of third party endorsement 3 = Neutral (0.047), and image of third party endorsement 3 = Neutral (0.014) once compare to others. That means knowledge of third party endorsement, reputation of third party endorsement, reliability of third party endorsement, and image of third party endorsement can influence on purchasing decision on Bioderma.

Brand of Sulwhasoo :

Main Factors of image of third party endorsement, and type of third party endorsement have significant with score of main factor of image of third party endorsement 3 = Neutral (0.002), image of third party endorsement 4 = Agree (0.015), type of third party endorsement 3 = Neutral (0.002), and type of third party endorsement 4 = Agree (0.000) once compare to others. That means image of third party endorsement, and type of third party endorsement can influence on purchasing decision on Sulwhasoo.

Table 4.26 : Multinomial logistic regression analysis ; Brand and Demographics

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	330.388 ^a	.000	0	.
AGE	364.271	33.883	9	.000
GENDER	330.388 ^a	.000	0	.
EDUCATION	349.283	18.895	6	.004
OCCUPATION	364.845	34.457	9	.000
INCOME	366.925	36.537	15	.001

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.

From multinomial logistics regression using brand of skincare as dependent variable, using demographics which age, gender, education, occupation, and income

as the independent variable, the above table showed that there are four factors which are age, education occupation, and income have a significant effect on purchasing decision of SK-II, Bioderma, and Sulwhasoo due to the p-value is less than 0.05, therefore, the factors which influence on purchasing decision of SK-II, Bioderma, and Sulwhasoo are showed as below;

Table 4.27 : Multinomial logistic regression analysis ; Between Brand of facial skincare and Demographics (In details)

Parameter Estimates

FACIAL SKINCARE	B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
							Lower Bound	Upper Bound
SK-II	Intercept	1.970	.875	5.071	1	.024		
	[AGE=1]	-2.029	.955	4.519	1	.034	.131	.020 .854
	[AGE=3]	-2.571	.912	7.950	1	.005	.076	.013 .457
	[OCCUPATION=2]	1.410	.684	4.247	1	.039	4.095	1.071 15.654
	[INCOME=2]	-1.012	.448	5.098	1	.024	.363	.151 .875
	[INCOME=5]	-1.059	.506	4.387	1	.036	.347	.129 .934
Bioderma	Intercept	-18.125	.782	537.120	1	.000		
	[AGE=1]	14.643	.845	300.632	1	.000	2287103.467	436953.154 11971174.073
	[AGE=2]	16.764	.527	1011.787	1	.000	19074312.667	6789635.738 53585997.511
	[OCCUPATION=3]	-1.521	.429	12.554	1	.000	.218	.094 .507
	[INCOME=4]	1.884	.754	6.235	1	0.013	6.579	1.500 28.850
Sulwhasoo	Intercept	-19.607	6913.611	.000	1	.998		
	[EDUCATION=2]	2.483	1.076	5.324	1	.021	11.973	1.453 98.646

a. The reference category is: OTHER.

- b. This parameter is set to zero because it is redundant.
- c. Floating point overflow occurred while computing this statistic. Its value is therefore set to system missing.

Brand of SK-II :

Main Factors of demographic which are age, occupation, and income have significant with score of main factor of age 1 = 15-24 years (0.034), age 3 = 35-44 years (0.005), occupation 2 = official (0.039), income 2 = THB15,000 – THB20,000 (0.024), income 5 = THB40,001 – THB50,000 (0.036) once compare to others. That means age, occupation, and income can influence on purchasing decision on SK-II.

Brand of Bioderma :

Main Factors of demographic which are age, and occupation have significant with score of main factor of age 1 = 15 – 24 years (0.000), age 2 = 25-34 years (0.000), and occupation 3 = employed (0.000) once compare to others. That means age, and occupation can influence on purchasing decision on Bioderma.

Brand of Sulwhasoo :

Main Factors of demographic which is education has significant with score of main factor of education 2 = bachelor degree (0.021) once compare to others. That means education of consumer can influence on purchasing decision on Sulwhasoo.

Table 4.28 : Multinomial logistic regression analysis ; Between Brand of facial

skincare and consumer behavior

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	470.069 ^a	.000	0	.
CB1	501.030	30.961	9	.000
CB2	491.161	21.092	9	.012
CB3	491.028	20.958	12	.051
CB4	493.216	23.147	9	.006

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.

From multinomial logistics regression using brand of skincare as dependent variable, using consumer behavior as the independent variable, the above table showed that there are three factors which are reason to buy the facial skincare, frequency to buy the facial skincare, and type of third party have a significant effect on purchasing decision of SK-II, Bioderma, and Sulwhasoo due to the p-value is less than 0.05, therefore, the factors which influence on purchasing decision of SK-II, Bioderma, and Sulwhasoo are showed as below;

Table 4.29 : Multinomial logistic regression analysis ; Between Brand of facial skincare and Consumer Behavior (In details)

Parameter Estimates

FACIAL SKINCARE		B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
								Lower Bound	Upper Bound
SK-II	Intercept	-.880	.770	1.306	1	.253			
	[CB1=3]	.997	.440	5.129	1	.024	2.709	1.144	6.419
	[CB2=2]	.862	.307	7.899	1	.005	2.368	1.298	4.320
Bioderma	Intercept	-1.704	.933	3.332	1	.068			
	[CB2=2]	.966	.402	5.764	1	.016	2.627	1.194	5.781
	[CB4=1]	1.285	.563	5.214	1	.022	3.614	1.200	10.887
	[CB4=2]	1.721	.507	11.529	1	.001	5.589	2.070	15.093
Sulwhasoo	Intercept	-19.821	.667	884.374	1	.000			
	[CB1=2]	1.291	.599	4.645	1	.031	3.637	1.124	11.768
	[CB3=2]	16.868	.504	1117.899	1	.000	21165948.878	7874224.630	56894159.482
	[CB4=3]	1.163	.580	4.024	1	.045	3.200	1.027	9.968

a. The reference category is: OTHER.

b. This parameter is set to zero because it is redundant.

c. Floating point overflow occurred while computing this statistic. Its value is therefore set to system missing.

Brand of SK-II :

Main Factors of consumer behavior which are CB1 (reason to buy the facial skincare) and CB2 (frequency to buy the facial skincare) have significant with score of main factor of reason to buy the facial skincare 2 = buy because third party endorsement use (0.024), and frequency to buy the facial skincare 2 = every six months (0.005) once compare to others. That means reason to buy and frequency to buy can influence on purchasing decision on SK-II.

Brand of Bioderma :

Main Factors of consumer behavior which are CB2(frequency to buy the facial skincare), CB4 (type of third party endorsement) have significant with score of main factor of frequency to buy the facial skincare 2 = every six months (0.016), type of third party endorsement 1 = celebrity (0.022), and type of third party endorsement 2 = beauty blogger (0.001) once compare to others. That means frequency to buy and type of third party can influence on purchasing decision on Bioderma.

Brand of Sulwhasoo :

Main Factors of consumer behavior which are CB1 (reason to buy the facial skincare), CB3 (promotion from third party endorsement), and celeb01 (type of third party endorsement) have significant with score of main factor of reason to buy the facial skincare 2 = every six months (0.031), promotion from third party endorsement 2 = Agree (0.000), and type of third party endorsement 3 = professional (0.045), once compare to others. That means reason to buy, promotion from third party endorsement, and type of third party can influence on purchasing decision on Sulwhasoo.

4.4 The Analysis of Hypothesis Testing

To test the hypothesis, the researcher used the Multinomial Logistic Regression Analysis. By base on purchasing decision on SK-II, Bioderma, and Sulwhasoo to be the dependent variable and all questions are independent variables as the below output.

Testing Third Party Endorsement Hypothesis

Table 4.30: Multinomial Logistic Regression Analysis on Purchasing decision of Facial Skincare : Testing Demographic Factor Hypothesis

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	330.388 ^a	.000	0	.
AGE	364.271	33.883	9	.000
EDUCATION	349.283	18.895	6	.004
OCCUPATION	364.845	34.457	9	.000
INCOME	366.925	36.537	15	.001

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.

From more details multinomial Logistic Regression analysis to examine each independent variable context, the hypothesis testing result is as below;

H1o : $\beta_{\text{Age, Education, Occupation, Income}} = 0$

H1a : At least one of $\beta_{\text{Age, Education, Occupation, Income}} \neq 0$

For product category which is called facial skincare, the result showed that every factors which are Age, Education, Occupation, Income have a significant effect on purchasing decision of SK-II, Bioderma, and Sulwhasoo due to the p-value is less than 0.05 which are Age at level of p-value 0.000, Education at level of p-value 0.004, Occupation at level of p-value 0.000, and Income at level of p-value 0.001.

Therefore, it rejects hypothesis H1a and support on H1o. It means that demographic is significant which influence on purchasing decision on facial skincare, SK-II, Bioderma, and Sulwhasoo at the standard level (0.005) of significant in all of dimension of Demographic

Table 4.31: Multinomial Logistic Regression Analysis on Purchasing decision of

Facial Skincare : Testing Consumer Behavior Factor Hypothesis

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	470.069 ^a	.000	0	.
CB1	501.030	30.961	9	.000
CB2	491.161	21.092	9	.012
CB3	491.028	20.958	12	.051
CB4	493.216	23.147	9	.006

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.

From more details multinomial Logistic Regression analysis to examine each independent variable context, the hypothesis testing result is as below;

$$H_{2o} : \beta_{CB1, CB2, CB3, CB4} = 0$$

$$H_{2a} : \text{At least one of } \beta_{CB1, CB2, CB3, CB4} \neq 0$$

For product category which is called facial skincare, the result showed that there are three factors which are reason to buy, frequency to buy, and type of third party endorsement have a significant effect on purchasing decision of SK-II, Bioderma, and Sulwasoo due to the p-value is less than 0.05 which are CB1 (Reason to buy) at level of p-value 0.000, CB2 (Frequency to buy) at level of p-value 0.012, and CB3 (Type of third party endorsement) at level of p-value 0.006.

Therefore, it rejects null hypothesis H_{1o} and support on H_{1a}. It means that consumer behavior is significant which influence on purchasing decision on facial skincare, SK-II, Bioderma, and Sulwasoo at the standard level (0.005) of significant even some dimension has no significant.

Table 4.32: Multinomial Logistic Regression Analysis on Purchasing decision of
Facial Skincare : Testing Marketing mix and Brand Factor Hypothesis

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	613.353 ^a	.000	0	.
MKT1	638.860	25.507	9	.002
MKT2	630.181	16.828	9	.051
MKT3	636.744 ^b	23.391	6	.001
MKT4	625.669 ^b	12.316	9	.196
BRAND0	626.293	12.940	9	.165
BRAND1	628.114	14.761	9	.098
BRAND2	632.349 ^b	18.996	9	.025
BRAND3	647.365 ^b	34.012	9	.000

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.

b. Unexpected singularities in the Hessian matrix are encountered. This indicates that either some predictor variables should be excluded or some categories should be merged.

From more details multinomial Logistic Regression analysis to examine each independent variable context, the hypothesis testing result is as below;

Marketing mix

H3o : $\beta_{\text{MKT1, MKT2, MKT3, MKT4}} = 0$

H3a : At least one of $\beta_{\text{MKT1, MKT2, MKT3, MKT4}} \neq 0$

Brand

H4o : $\beta_{\text{Brand0, Brand1, Brand2, Brand3}} = 0$

H4a : At least one of $\beta_{\text{Brand0, Brand1, Brand2, Brand3}} \neq 0$

For product category which is called facial skincare, the result showed that there are four factors which are two factors of marketing mix reason (Product, and Place) and two factors of brand (Brand reliability, and Brand recognition have a significant effect on purchasing decision of SK-II, Bioderma, and Sulwhasoo due to the p-value is less than 0.05 which are MKT1 (Product) at level of p-value 0.002, MKT3 (Place) at level of p-value 0.001, Brand2 (Brand reliability) at level of p-value 0.025, and Brand3 (Brand recognition) at level of p-value 0.000.

Therefore, it rejects null hypothesis H1o and support on H1a. It means that marketing and brand are significant which influence on purchasing decision on facial skincare, SK-II, Bioderma, and Sulwhasoo at the standard level (0.005) of significant even some dimension has no significant.

Table 4.33: Multinomial Logistic Regression Analysis on Purchasing decision of Facial Skincare : Testing Third Party Endorsement Factor Hypothesis

Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	473.590 ^a	.000	0	.
CELEB1	500.671	27.081	12	.008
CELEB2	485.051	11.461	9	.245
CELEB3	494.706	21.116	9	.012
CELEB4	485.924	12.334	9	.195
CELEB5	498.855	25.265	12	.014
CELEB6	507.928	34.338	9	.000

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.

From more details multinomial Logistic Regression analysis to examine each independent variable context, the hypothesis testing result is as below;

H5o : $\beta_{\text{Celeb1, Celeb2, Celeb3, Celeb4, Celeb5, Celeb6}} = 0$

H5a : At least one of $\beta_{\text{Celeb1, Celeb2, Celeb3, Celeb4, Celeb5, Celeb6}} \neq 0$

For product category which is called facial skincare, the result showed that there are four factors which are knowledge of third party endorsement, reputation of third party endorsement, image of third party endorsement, and Type of third party endorsement have a significant effect on purchasing decision of SK-II, Bioderma, and Sulwhasoo due to the p-value is less than 0.05 which are Celeb1 (knowledge of third party endorsement) at level of p-value 0.008, Celeb3 (reputation of third party endorsement) at level of p-value 0.012, Celeb5 (image of third party endorsement) at level of p-value 0.014, and Celeb6 (Type of third party endorsement) at level of p-value 0.000.

Therefore, it rejects null hypothesis H1o and support on H1a. It means that third party endorsement is significant which influence on purchasing decision on facial skincare, SK-II, Bioderma, and Sulwhasoo at the standard level (0.005) of significant even some dimension has no significant.

SUMMARY OF HYPOTHESES TESTING

HYPOTHESES	RESULT
DEMOGRAPHIC	SIGNIFICANT
CONSUMER BEHAVIOR	SIGNIFICANT
MARKETING MIX	SIGNIFICANT
BRAND	SIGNIFICANT
THIRD PARTY ENDORSEMENT	SIGNIFICANT

That mean all of variable have significant.

CHAPTER 5

DISCUSSION AND CONCLUSION

In the final chapter, the researcher summarized the overall of the important component of the research which is included conclusion, discussion, managerial implication, and recommendation with is related on the research.

The research will benefit to skincare, and cosmetic business, investor, the marketer, and also staffs. The result of this research can develop the brand, fulfill the benefit information, develop on consumer behavior, branding, marketing mix, and can be the information to forecast trends. It can benefit to develop the marketing strategy, and can help the marketer to know what is the way to do next to gain more the market share which they loss to competitors.

From this research, the researcher had created the theoretical foundation of the conceptual framework of third party endorsement can influence on the purchasing decision on SK-II, Bioderma, and Sulwhasoo and analyzed to the hypothesis as follows;

H1o : $\beta_{\text{Age, Education, Occupation, Income}} = 0$

H1a : At least one of $\beta_{\text{Age, Education, Occupation, Income}} \neq 0$

H2o : $\beta_{\text{CB1, CB2, CB3, CB4}} = 0$

H2a : At least one of $\beta_{\text{CB1, CB2, CB3, CB4}} \neq 0$

H3o : $\beta_{\text{MKT1, MKT2, MKT3, MKT4}} = 0$

H3a : At least one of $\beta_{\text{MKT1, MKT2, MKT3, MKT4}} \neq 0$

H4o : $\beta_{\text{Brand0, Brand1, Brand2, Brand3}} = 0$

H4a : At least one of $\beta_{\text{Brand0, Brand1, Brand2, Brand3}} \neq 0$

H5o : $\beta_{\text{Celeb1, Celeb2, Celeb3, Celeb4, Celeb5, Celeb6}} = 0$

H5a : At least one of β Celeb1, Celeb2, Celeb3, Celeb4, Celeb5,
Celeb6 \neq 0

This research methodology is the quantitative research, the tool which the researcher used to collect the data is the questionnaire by using 400 respondents were the sample size base on consumer who is using the facial skincare. The hypothesis analyzed through Frequency, Cross Tabulation, Multinomial Logistic Regression and Analysis of Hypothesis testing.

5.1 Conclusion

From the research of third party endorsement can influence on purchasing decision on SK-II, Bioderma, and Sulwhasoo be able to conclude the result as follows;

According to the Frequency, the majority of respondents of demographic is age are in range between 23-34 years old which is equal to 239 respondents or 59.8%, A hundred percent of respondents are female, they mainly are graduated with Bachelor Degree which is equal to 288 respondents or 72%, and work as employee which is equal to 204 respondents or 51%, and they mainly earn THB15,000-THB20,000 per month which is equal to 24%.

The major of respondent of consumer behavior is the most of facial skincare routine which the respondent selected is SK-II which get the market share at 31.8% or 127 respondents from 400 respondents. They are mainly to buy because they trust in quality of product which is equal to 284 respondents or 71%, by the frequency to buy the facial skincare are every 6 months per times at 161 respondents or 40.3%, they feel neutral to get the promotion from Third party endorsement which is equal to 191 respondents or 47.8%, and most of them trust on Professional which is equal to 149 respondents or 37.3%.

Due to the cross tabulation, the major of respondents are preferred brand of SKII at 31.8%, followed by Brand of Bioderma at 14.5%, then Brand of Sulwhasoo at 6.3%, and others are 47.5% which is related to the majority of respondents of all

brands in Age are 25-34 years (59.8%) at SK-II (36%), education are bachelor degree (72%) at SK-II (28.5%), occupation are employed (51%) at SK-II (33.3%), income are THB15,001-20,000 (24%) at SK-II (27.1%), reason to buy the facial skincare are to buy because they trust on quality of product (71%) at SK-II (28.5%), frequency to buy are every six months (40.3%) at SK-II (36.6%), third party are professional (37.3%) at SK-II (29.5%).

As per multinomial logistic regression results of SK-II, Bioderma, and Sulwhasoo comparing to other brands of the standard level (0.05) of significant that influence on purchasing decision of each brands.

SK-II comparing to other brands, The factors which influence on purchasing decision of consumer within the standard level of significant are marketing mix in product (0.000), and marketing mix in place (0.002), brand reliability (0.024), knowledge of third party (0.029), personality of third party endorsement (0.016), image of third party endorsement (0.027), demographic which are age (0.034) and (0.005), occupation (0.039), income (0.024) and (0.036), reason to buy the facial skincare (0.024), and frequency to buy the facial skincare (0.005).

Bioderma comparing to other brands, The factors which influence on purchasing decision of consumer within the standard level of significant are marketing mix in price (0.046), brand recognition (0.035), knowledge of third party endorsement (0.047), reputation of third party endorsement (0.006), reliability of third party endorsement (0.047), image of third party endorsement (0.014), demographic which are age (0.000) and (0.000), and occupation (0.000), frequency to buy the facial skincare (0.016), type of third party endorsement (0.022) and (0.001).

Sulwhasoo comparing to other brands, The factors which influence on purchasing decision of consumer within the standard level of significant are marketing mix in place (0.017), brand reputation (0.014), image of third party endorsement (0.002) and (0.015), type of third party endorsement (0.002) and (0.000), demographic which is education (0.021), reason to buy the facial skincare (0.031),

promotion from third party endorsement (0.000), and type of third party endorsement (0.045).

As the hypothesis testing, the result showed that all of factor which are demographic, consumer behavior, marketing mix, brand, and third party endorsement are influencing on purchasing decision on facial skincare, SK-II, Bioderma, and Sulwhasoo.

As above conclusion of frequency, cross tabulation, multinomial logistic regression, hypothesis testing, even the result shown that the other brands always have highly score in all of result because there are many brands in others but the respondent have selected each brand just only 2-3 person or less than 1%. So, it has no effect to three main brands, SK-II, Bioderma, and Sulwhasoo.

5.2 Discussion

Usman Ghani, & Tatara Kakakhel (2011) study the impact of celebrity endorsement on the Youth of Pakistan. This study attempted to examine the perceptions of youth towards the use of celebrities in advertisements in Pakistan to get an insight about its effectiveness. Results show that celebrity endorsement has the potential of being noticed and liked by the viewers but it does not influence the purchase decision. The purchase decision has been found to be influenced by other factors like quality and price of the product.

Tul Akkanibutr, & Nottakrit Vantamay (2013) study the influences of advertising that used Korean Singers as presenters on Attitude and Purchase Intention among Female Teenagers in Bangkok. The objectives of this research are 1) to study the influence of advertising exposure that used Korean singer as presenters on attitude among female teenagers 2) to study the influence of advertising that used Korean singer as presenters on purchase intention among female teenagers 3) to study the influence of attitude towards on purchase intention among female teenagers. This research studies 3 brand products including TWELPLUS, SCOTT PURE and EVERSENSE. The research found that 1) Advertising exposure that used Korean singer as presenters has influence on attitude among female teenagers 2) Advertising

exposure that used Korean singer as presenters has influence on purchase intention among female teenagers 3) Attitude among female teenagers has influence on purchase intention among female teenagers

Vilai Vitayaveerasuk (2012) study effectiveness of using Thai super stars for multiple brand endorsement, this research aims to determine future guidelines, procedures and solutions to help business owners and marketers deal with the issue of using super stars for multiple brand endorsement and whether it is indeed beneficial to the business or rather that it wastes a large amount of the advertising budget. The results show that all respondents could recall TVCs endorsed by Yaya and Na Dej. Moreover, most respondents (92-96%) could remember the correct product names. They were also convinced by Yaya and Na Dej about the product being promoted in the TVCs and had formed an intention to buy the products 2 times higher than without the advertising

Au-Yeung Pui Yi, Priscilla (2012) study effects of celebrity endorsement on consumer purchasing intention of apparel products in Hongkong, this is a quantitative research process to investigate the topic. It found that a celebrity's expertise and trustiness had the most significant effect on purchase intention, regardless of gender. But for females, they will realize on celebrity endorsement rather more than a group of males. i.e. for the attraction of an endorser, females found that the most important source was expertise, while for males it was trustiness. It showed that the two genders have a different opinion on good-looking celebrities. A good-looking celebrity meant attractive, trustiness but not expertise to females, while males would associate a celebrity with trustiness, expertise and attraction. As for the perception towards a plain-looking celebrity, females only think it was expertise, whereas males consider both trustiness and expertise. The effect of celebrity endorsement was found to have a little impact on consumers' purchasing decisions. It is an effective strategy as it suggested grabbing consumer attention even if they might not be willing to pay a higher price if the product or service are endorsed by a celebrity. This study suggests choosing the right celebrity endorser with the right attributes for the product or service. It proved that even

genders difference are existed in the perception of celebrity endorsement. The business are recommended to proceed.

Ms.Jyoti Kasana, and Mr.Naveen Chaudhary (2014) study the impact of celebrity endorsement on consumer buying behavior in India, this research focus on testing the perception of Indian consumer about celebrity endorsement, testing the celebrity attributes to influence consumer purchasing intention and the impact of celebrity endorsement on their purchasing intention, it start from the review of existing literature available on celebrity endorsement. A quantitative method is used for the research to prove the perception of consumer, attribute and subsequent the impact on purchasing intention. The data was collected by via a questionnaire and analyze by using SPSS program. The result showed that consumer find celebrity endorsement more attractive and influential as compare to non-celebrity endorsement. And the tested showed positive relationship with purchasing intention. However, the celebrity attributes to impact the purchasing intention of consumer. It proved that celebrity endorsement positively impact the purchasing intention of the consumer.

Seyed Saeed Sadat Mazloumi, Ako Efteghar, Abbas Ghalandari, Babak Saifi, and Iraj Aghandeh (2013) study evaluating the effect of demographic differences on consumers' purchasing behavior. The objective is to examine the effect of demographic differences on purchsasing behavior of Tetra Pak consumers. And the result showed that it is confirming that the demographic differences effects on their purchasing behavior.

Lucia Vilcekova and Miroslay Sabo (2013) study the influence of demographic factors on attitudes toward brands and brand buying behavior of Slovak consumer. This research describes on brand buying behavior of Slovak consumers and their attitudes toward brands across gender, age, and education. Demographic charactersitics play an important role in consumer purchasing decision process. The result showed that gender does not affect consumer opinions as male and female do not differ in their decision concerning domestic and foreign brands. Regarding age group and education levels have significant differences in brand buying behavior as consumers older than 50 years of age care where the products were made and they

mostly buy domestic products while younger consumers prefer foreign brands. And for the respondents who finished college without graduation have positive feeling for Slovakia and they buy domestic products because they want to support the economy. Consumer have difference in their behavior and preferences. It is so important for marketer to examine all differences based on Demographic,

Lizbeth Salgado-Beltran, Joel Enrique Espejel-Blanco, and Luis Felipe Beltran Morales (2012) Study on the marketing mix influencing organic foods purchase of Mexican consumers. Regarding to marketing mix and its effects on organic foods purchase. The main goal is encourage to the analysis of causes-effects on consumer perception based on the structure equation model. It contrast the hypothesis, the data were obtained using a structured questionnaire. So we rejected hypothesis.

Bundit Pungnirund (2013) study the influences of marketing mix on customer purchasing behavior at Chatuchak Plaza market. The objective of this study is to study the influence of marketing mix on customer purchasing behavior. The statistics utilized in the research included frequency, percentage, mean, standard deviation, and multiple regression analysis. The majority of respondents were male with 25-34 years old hold under graduate degree, married and stay together. The income was between THB10,001 to 20,000 and work at private companies. The result showed that there were three variables of marketing mix which included price, place, and product which influence on the frequency of customer. These three variables can predict the purchase about 30% of the time. It also found that in term of marketing mix, there were two variables influence on the amount of customer purchasing (Physical characteristic, and the process).

Thu Ha Nguyen, and Ayda Gizaw (2014) study the factors that influence consumer purchasing decisions of Private Label food products. The objective of the study is to identify and to analyze the factors that influence consumer purchasing decision of private label food products. There are five factors that influence consumers purchasing decision of low price private label brand are brand, brand related activities, perception, attitude, purchase intention and demographic factors. The research proved brand and brand related factors are not significant factors that

influence purchasing intention. So, for food industry, price-quality relationship is the most important factor. If consumer perception of quality and price match their expectation. They will be satisfied and will be perceived high value for the products. Anyhow, if the consumer is dissatisfied on the product, they perceive risk and get the negative impact on purchasing decision. And the research also showed female buy more low price private label once compare to male. The respondents who earn low income buy more low price than the one who earn higher income. And also showed the positive attitude towards the ICA brand have the positive influence on buying the PLB.

Anna Krizanova, and Lubica Stefanikova (2012) study the importance of the brand for consumer purchasing decision in the Slovak republic. The study mainly deals with the importance of branding on consumer purchasing decision with elements and importance of the brand in marketing management of enterprise, in tits corporate strategy which mean for the obtaining and maintaining the customers. The study present the result of the study performed last year at department of economics, Faculty of operation and economics of transport and communication, University of Zilina. The researcher was to determine the propotion of respondents who decided under the brand influence in their purchasing decision and the researched factors that showed a correlation with decision making under the influence of the brand.

Tarinee Chaipradermsak (2007) study the influent factors on consumer purchasing decision in Bangkok pet retailing business. This study is to aim to identify the influential factors on consumer purchasing decision in Bangkok pet retailing business. The research identify independent variable including demographic factors, consumer behavior factors and marketing mix factors. The dependent variable is the consumer purchasing decision in Bangkok pet retailing business. The result showed that both demographic factors and marketing mix factors have no significant relationship with the consumer purchasing decision in the Bangkok pet retailing business, while the consumer behavior has a significant relationship with the consumer purchasing decision in the Bangkok pet retailing business.

Hitesh Mehta (2015) study the factors affecting consumer purchasing decision in Kenya's motor industry : Case of Toyota Kenya customers. The purpose is to examine factors affecting consumer purchasing decision in Kenya's motor industry. The study showed that Psychological factor, social-cultural factor, economic factor, and demographic factor are affecting consumer purchasing decision in Kenya's motor vehicle industry.

5.3 Managerial Implication

The result of the study can be a guideline to improve the marketing strategy to the skincare or cosmetic business.

Demographic

The female which is age over 20 years old but not over than 35 years old is the best to focus which in bachelor degree level and work as employee and got the monthly income between THB15,000 to THB20,000.

This can tell the marketer to know what is the potential customer to run into.

Consumer Behavior

The facial skincare routine which is the most consumer selected is SK-II. And reason to repeatedly buy or buy the new one is because they trust in the quality of product. And the mean to buy is every six months per times. And the consumer feel neutral to get the promotion from third party endorsement to persuade to buy that brand. Type of third party which is effectively is Professional.

This help the marketer to know the market share, who has the highest one in this market. They can forecast what they have to develop on brand and how to promote or launch the new brand. And once the marketer need to do celebrity marketing they can find the right type of third party endorsement to persuade the consumer.

Marketing Mix : Product

Nowadays the new product launch into the market everyday. It can prove by we found a lot of brand in off-line shop and also on-line shop, therefore the marketer should develop new innovation to market share and brand dynamic. Anyway, the new product should be studied by target consumer for getting the guarantee to led to sales.

Marketing Mix : Place

The distribution become to the important part in nowadays. The marketer should be suitable plan to manage the distribution because if it worse mean the business loss to gain the sales, because while other competitor have the stock available but if we have no stock available.

Brand

The most important thing of brand is brand should easy to call, should have brand reputation, brand reliability, and brand recognition. But still having one more important point is how to get the consumer's mind because if we got it that mean we got the loyalty from them.

Third Party Endorsement

The important thing to select third party endorsement are Knowledge of third party endorsement, reputation of third party endorsement, image of third party endorsement, and type of third party also have the significant as it influence on the purchasing decision of consumer. The marketer should select the third party endorsement to be suitable or related to the brand.

5.4 Recommendation for Future Research

The researcher recommend to future research as follows;

1. The next research, should add more area of data collection even in BKK area such as PHATPONG, Foreigner area, Muslim, etc. to get the different details from different view, nationality, and society.

2.The next research, should not limit gender only female as nowadays a man turn to taking care of themselves is higher than before. It help to expand the market to be bigger.

3.The next research, should focus on customer needs toward on the facial skincare such as new ingredient, trend of beauty, and packaging, etc.



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APPENDIX



APPENDIX

Cross Tabulation Table

Gender * What is your Facial Skincare Routine? Crosstabulation

			FACIAL SKINCARE				Total
			SKII	Bioderma	Sulwhaso o	OTHER	
GENDER Female	Count		127	58	25	190	400
	% within GENDER		31.8%	14.5%	6.3%	47.5%	100.0%
	% within FACIAL SKINCARE		100.0 %	100.0%	100.0%	100.0%	100.0%
Total	Count		127	58	25	190	400
	% within GENDER		31.8%	14.5%	6.3%	47.5%	100.0%
	% within FACIAL SKINCARE		100.0 %	100.0%	100.0%	100.0%	100.0%

Questionnaire

To Study Whether Third Party Endorsement can Influence Purchasing Decision on Facial Skincare.

In this questionnaire I separate in 4 parts are following:

Part 1: Demographics

Part 2: Customer Behavior

Part 3: Brand / Third Party Endorsement

Part 1. Demographics

DIRECTION: Please put in box which you select (only 1 choice)

1. Age

- 1. 15-24 years
- 2. 25-34 years
- 3. 35-44 years
- 4. Above 44 years

2. Gender

- 1. Male
- 2. Female

3. Education

- 1. Below Bachelor Degree
- 2. Bachelor Degree
- 3. Above Bachelor Degree

4. Occupation

- 1. Student
- 2. Official
- 3. Employee
- 4. Business Owner

5. Monthly Income

- 1. Below THB15,000
- 2. THB15,000 – THB20,000
- 3. THB20,001 – THB30,000
- 4. THB30,001 – THB40,000
- 5. THB40,001 – THB50,000
- 6. Above THB50,001

Part 3: Brand / Third Party Endorsement

DIRECTION : Please put ✓ on table which you select

3.1 The factor which influence for purchasing decision on SKII, BIODERMA, SULWHASOO

Brand	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
3.1.1 DEMOGRAPHIC					
3.1.2 . CONSUMER BEHAVIOR					
3.1.3 BRAND					
3.1.4 THIRD PARTY ENDORSEMENT					

3.2 Brand

Brand	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
3.1 Brand influence on purchasing decision on facial skincare					
3.2 Price influence on purchasing decision on facial skincare					
3.3 Place influence on purchasing decision on facial skincare					
3.4 Promotion influence on purchasing decision on facial skincare					
3.5 Brand image influence on purchasing decision on facial skincare					
3.6 Brand reputation influence on purchasing decision on facial skincare					
3.7 Brand reliability influence on purchasing decision on facial skincare					

3.8 Brand recognition influence on purchasing decision on facial skincare					
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3.3 Third Party Endorsement

Third Party Endorsement	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
4.1 Knowledge of Third party endorsement influence on purchasing decision on facial skincare					
4.2 Personality of Third party endorsement influence on purchasing decision on facial skincare					
4.3 Reputation of Third party endorsement influence on purchasing decision on facial skincare					
4.4 Reliability of Third party endorsement influence on purchasing decision on facial skincare					
4.5 Image of Third party endorsement influence on purchasing decision on facial skincare					
4.6 Type of Third party endorsement influence on purchasing decision on facial skincare					

BIODATA

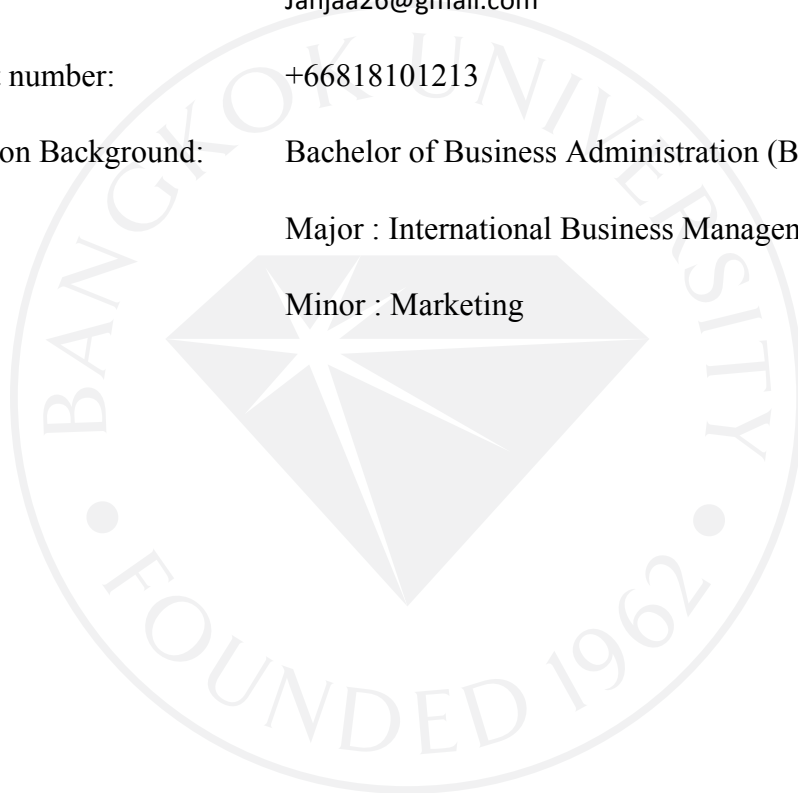
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