

THE FACTOR OF INFLUENCING CONSUMER SATISFACTION TO PURCHASE
AND REPURCHASE SKIN CARE PRODUCTS THROUGH ONLINE SHOPPING IN
BANGKOK



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AND REPURCHASE SKIN CARE PRODUCTS THROUGH ONLINE SHOPPING IN
BANGKOK



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Title: **THE FACTOR OF INFLUENCING CONSUMER SATISFACTION TO
PURCHASE AND REPURCHASE SKIN CARE PRODUCTS THROUGH
ONLINE SHOPPING IN BANGKOK**

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ABSTRACT

The objective of this research are 1) To study the marketing mix(Product,Price,Place distribution,Promotion) that can influence to customer satisfaction to purchase and repurchased. 2) To study the website credibility such as easily to access,Convenience to used ,trusttiness and can take care of each visitor can influence to customer satisfaction to purchase and repurchased. 3) To study consumer behavior that can influence to customer satisfaction to purchase and repurchased. 4) To study he innovation that can influence to customer satisfaction to purchase and repurchased. 5) To study the brand ambassdor that can influence to customer satisfaction to purchase and repurchased.

The results found that Female 57.5% and male 42.2% by majority age between 20-25 yrs. Most of Carrere is student and income 10,001-20,000 baht

The factor is significant to consumer satisfaction to purchase and repurchased skin care through online shopping is The Product factor, The Price factor, The Promotion factor and The innovation factor

The factor is significant to consumer satisfaction and most attention to consumer repurchase is the place distribution and innovation factor which the consumer considering from convenience of selection and Innovation with Innovation that apply the natural ingredient as the main thing.

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Pharanya Paiboonthavornying

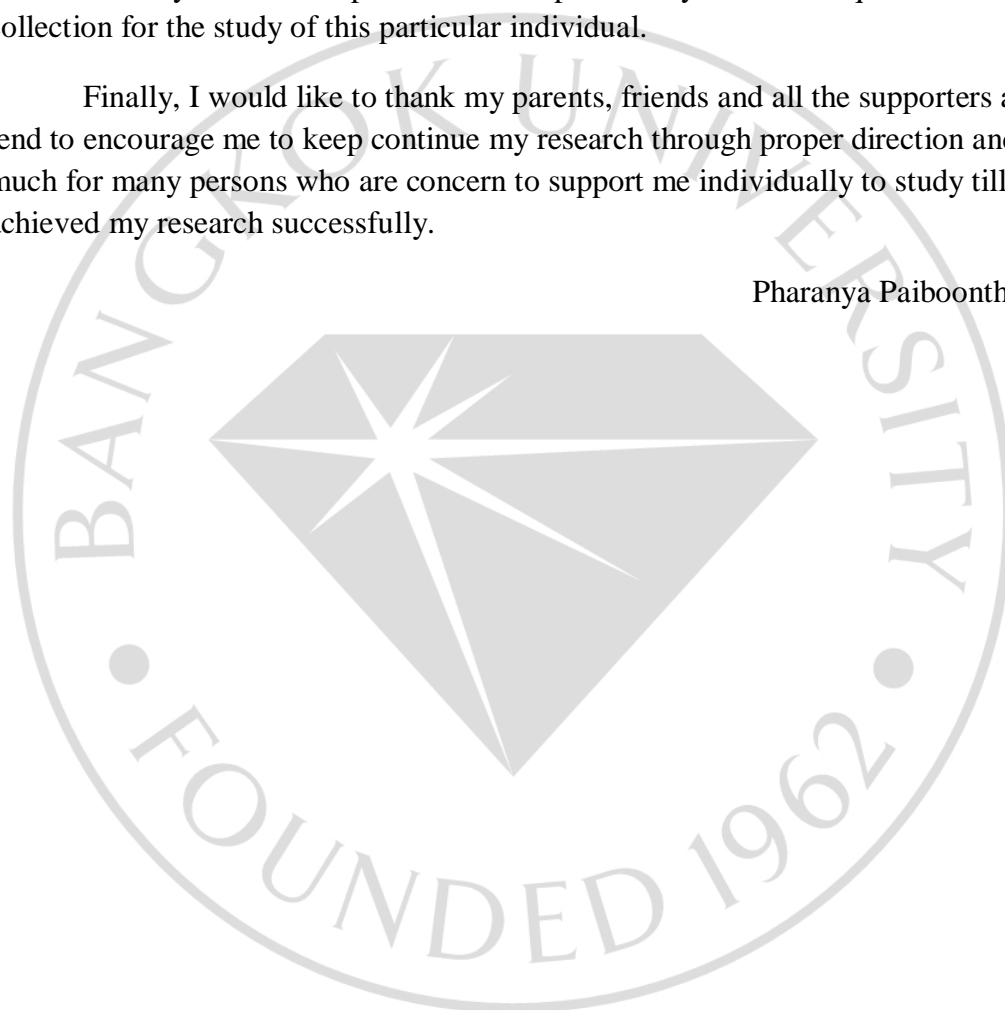
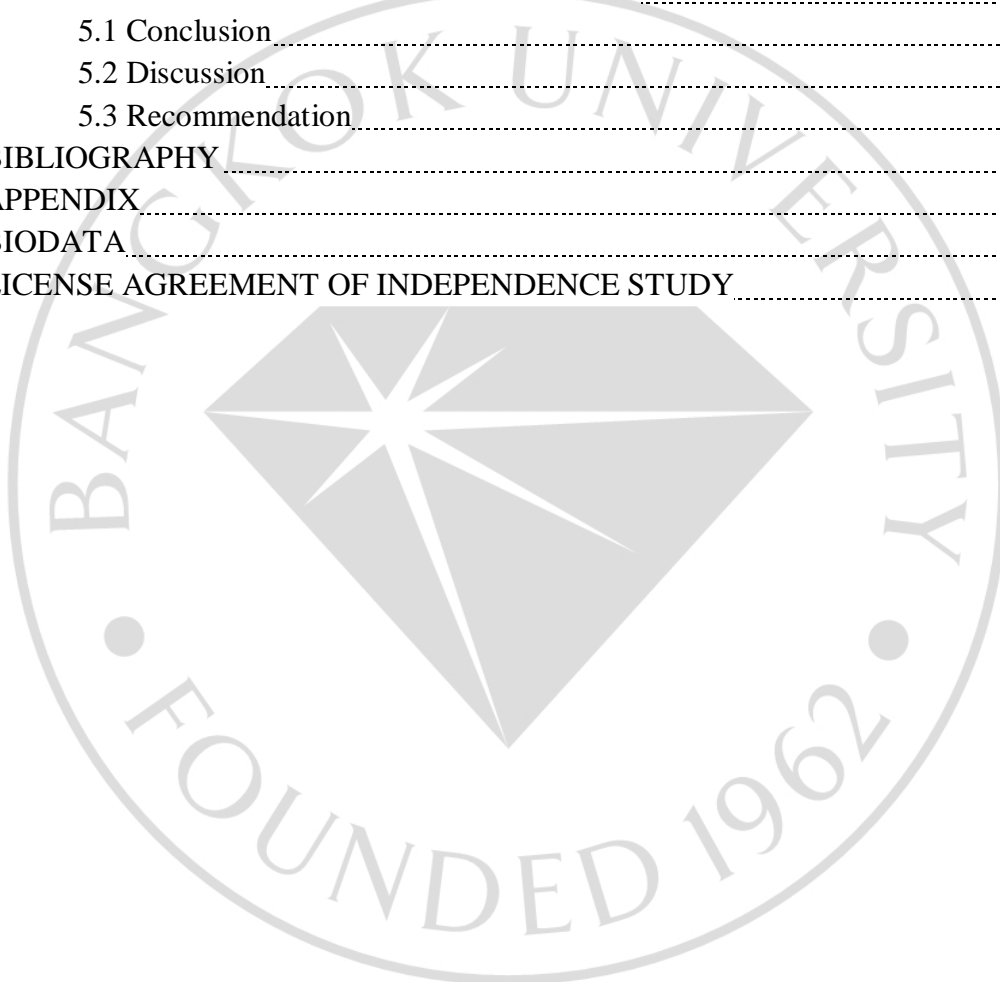


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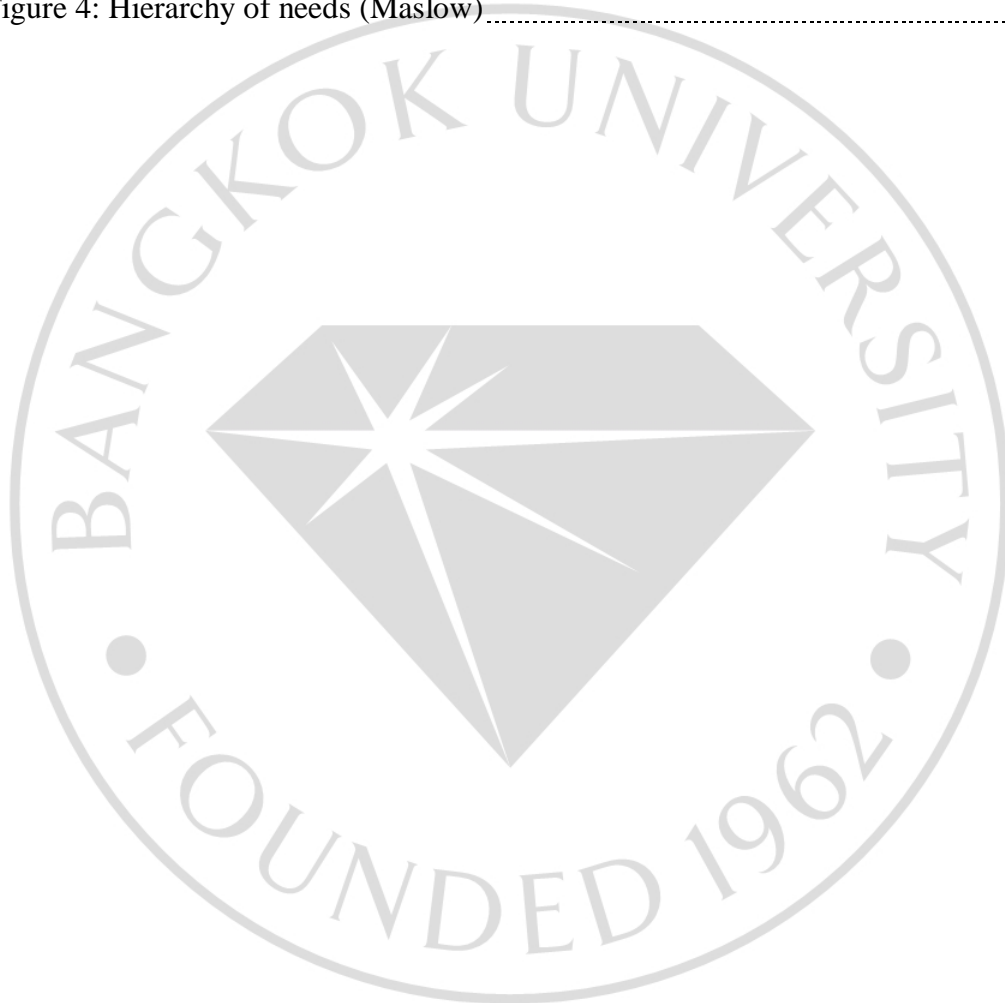


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CHAPTER 1

INTRODUCTION

1.1 Background

From past to present Consumers, both of men and women they focus on taking care of themselves for looking better to enhance their image in the society. Especially, skin treatment and great care were aimed to keep skin in a healthy condition always.

The most important issues concern to people's daily life are that they are facing significant amount of pollution in their surrounding environment decreasing the Ozone's layers also cause of many effects on skin. Such these mentioned incidents affect on people in Bangkok same as other parts of the world and force them to look after and care for their skin much more. So finding different products to protect, maintain and nourish the skin to keep it younger and beautiful became routine daily habits.

In particular, Cosmetics market is set to grow to 10% over 4-5 years, the behavior of consumers in Thailand to focus on the more beautiful the continued growth of social media to make consumers feel and believe that they watched so they want to make themselves look good all the time. The cosmetics brand in the industry continued to market especially from mass market group and premium group are the main to push for continued market growth.

In 2014 market shared of cosmetic is amount 1.1 billion bath by segment of cosmetic about 50,000-60,000 million bath and skincare amount the same of cosmetic 50,000-60,000 bath which increased from market shared of previous year 16,500 million bath then it make investor try to produce and expand product into market for get a huge of market shared. (Beauty absolute, 2557)

When the consumer has alternative to select product rather than the past then study about detail of product it is important to understand product that consumer never known or used and also help consumer prevent of risk to used product such as allergenic or not respond to consumer demand.

For the source or information of product the consumer can study about detail via TV, radio ,magazine , newspaper, billboard, bouchour, other event espeaciily right now is HI-tech generation internet like as social media, Facebook, Twitter, Intragram, ETC is most influence to communicate moreover the consumer can access to information as convinence and easily than the past.

Electronic commerce or E-commerce is business of electronic channel such as Internet, TV, Radio, Fax, Etc. along with message, sound, image, goods and services via electronic media all is called E-Commerce so business as Electronic business was used in long time ago but the word E-commerce just well-known after has various company try to make business via internet as much.

Various of business as domestic or universal business beginning to used internet into their organization for raised performance of communication cause internet is low cost channel, multimedia, interactive so we can get consumer feedback to develop goods or service at the same thing with cosmetic business that used web site as channel for disseminate data of organize, goods or service to achieve to target. therefore any website need to design to make it different, special, look credibility to gain advantage than competitor.

Web site of cosmetic business in various brand try to design website as luxury for stimulate people come to visit website and increase brand image also. normally any website will have graphic design as unique along with complete information and has credible such as lancome website (www.Lancome-th.com) which is web site to produce cosmetic that popular and most visitor in Thailand by amount of visitor 945/days. Unless design as official and luxury another factor as trade mark is effect to amount of visitor cause Lancome is universal brand to produce cosmetic longer than 77 yrs so it look like as expert and professional also has refer from skin doctor it raised credibility as well. more than that website still has channel to interact for consulting or asked about product directly then it make people trust this brand as much.

In mention, every information that access to audience will under controlled by marketer that already design, analyze and controlled to present only one side or positive side to convince people to purchase their product it made people not trust and incredibility then many people will choose to trust and believe products from source that non commercial influences or somebody that they known like as friends, blogger, or somebody closely to them.

When new technologies advance in social any web site changed to communicated in 2 ways that it not just consumer access to information only they still can respond and express opinion backward to products or even those shared information to other consumer also. When their opinion spread to public it like as channel to describe so it like a good power to convince people follow in this way reach to changed consumer behavior decide to purchase goods or service as well.

The mention that inspire researcher to study the factor that related to consumer satisfaction to purchase behavior via website or E-commerce to understand the influence of factor related to consumer satisfaction to purchase behavior by this research will help entrepreneur know which factor will affect to consumer satisfaction to purchase goods or service also can gathering information to analyze and improve their website including can be a guideline to create business via website such as design or develop to understand consumer demand and increasing market channel as effective.

1.2 Problems

Since technologies develop and surrounding more and more in social. Various of company try to selling goods and offer services through online then Internet become to customer alternative to purchase goods and service because it is easy way and convenience to interacting between buyer and seller by especially cosmetic market as skin care it is most importance to be able to know and understand what the consumer needs.

Then, Identifying and analyzing the influence of consumer when they satisfaction to purchase products through online shopping is vital and the internet it like as new media for have new demands that define by the consumer so that is the reason for know what is the influence to consumer satisfaction to purchase and repurchased the produce through online shopping.

1.3 Purpose of Study

1. To study the marketing mix(Product,Price,Place distribution,Promotion)that can influencing consumer satisfaction to purchase and repurchase.
2. To study the website credibility such as easily to access,Convenience to used, trusttiness and can take care of each visitor can influencing consumer satisfaction to purchase and repurchase.
3. To study consumer behavior that can influencing consumer satisfaction to purchase and repurchase.
4. The innovation that can influencing consumer satisfaction to purchase and repurchase.
5. The brand ambassdor that influencing consumer satisfaction to purchase and repurchase

1.4 Importance of Study

1. To know the important factor of marketing mix, The credibility of website, The consumer behavior, The innovation, The brand ambassador that can influence consumer satisfaction to purchase and repurchase by the way the entrepreneur can understand which factor that impact to customer to decide goods or service and bring it to analyze and improve their website.

2. To use the result of the research to guide the design and develop website to meet the customer needs as directly way.

3. To apply the foundation based data to increase market channel as most effective.

1.5 Limitation

To study emphasize the factor that related to influence consumer satisfaction to purchase and repurchase via Electronic commercial in Bangkok.

1.6 Definition of Terms

Electronic commerce is the business website that sell or buy goods or service through internet channel.

Web trust is trustfulness of consumer to website which is good motivate to consumer decide to purchase goods or service it depend on many factor such as design website look like reliability, always to improve as modern, show address of owner, Review from customer including Electronic Trust mark is importance to increase credibility as well.

Consumer purchase behavior is process or act of people to decide to using or buying goods or services.

Food and drug administration (FDA) is the health public responsible to protecting the consumer from medical, cosmetic, drug, food.

Brand ambassadors is a new trend of business both in the US and Thailand. In the real world nowadays, many big companies are using the brand ambassador as part of a major agent in every aspect of the business.

Marketing mix (4Ps) is the marketing strategies to useful in business for achieve the purpose. It is significant variable to controlled and has influence to create consumer demand combined with product, price, place and promotion

Black box is the sentiment of buyers compare like as Black box is the manufacturer or seller can't to know and they should be trying to find sentiment of buyers. Sentiment of buyers is influenced by various factors that influence the emotions of the buyer and decision making process



CHAPTER 2

LITERATURE REVIEW

2.1 Theoretical

In the reserch is study the factor that related to consumer behavior to purc hase skin care via electronic commerce which resercher study about thery and document to related this reserch by present as below:

1. Concept of consumer behavior and satisfaction
2. Concept of goods and service
3. Concept of marketing mix and brand ambassdor
4. Concept of Website Reliability and quality of service
5. Other research

2.2 Concept of Consumer Behavior

Consumer behavior model is study the process of consumer decide to purchase goods and service also to understand behavior how affect to their feeling to purchase, what is people needs including the influrence from group such as Family, Friends, social, sports group.

The consumer behavior is the act of involving in searching, purchasing, using and estimating value of a product or service regarding their needs. (Siriwan Sereerat ,2550)

The consumer behavior is the consumer expression related to activities such as allocated to product and other service including elimated to used stuff. (Thongchai Santiwong ,2549)

The consumer behavior is the process about consumer demand, experience to purchase and used goods or service to respond their needs and consumer satisfaction. (Solomon ,2002, p.528)

The process decision making behavior:

The process decision to purchase behavior is the process of buyer to make decision about service or product that they want to buy it. There are 5 stage of decision making process:

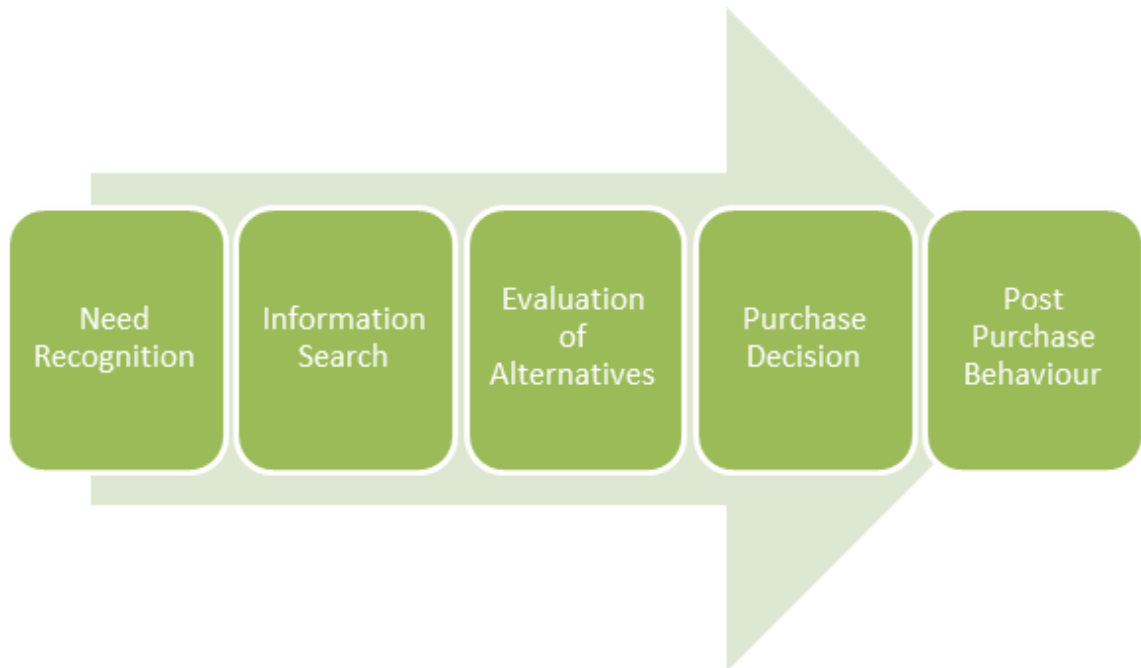


Figure 1: Decision Making Process Adapted from Kotler (2005)

1) Identify the problem: The first stage is the consumer can seeking the problem or significant of product after advertising or distribution.

2) Data collection: After the consumer found the problem they will find the way to solving the problem by gathering information from internal (Friends,Family) or external(Internet,Social media).

3) Assessment Options: After collect information, the consumer ready to measure by consider from standard and quality of product.

4) Purchase: This stage is the consumer already to choosed a product that they satisfy and needs

5)Post purchase behavior: After purchased a product the consumer compares the product with their expect and value of used.

Consumer response is the consumer reaction through decided something such as choose product, choose brand, choose seller or even time to purchase and number of purchase.

The consumer behavior model

Consumer behavior model is the study of the motives that lead to the decision to buy the product. The beginning of the stimuli cause needs. When the stimulus was passed into the mindset of consumers.

buying's black box which is like a black box, the manufacturer or the seller can not be predicted. This sentiment will be influenced in the minds of consumers, it is the response of the consumer or the consumer's decision to buy or not to buy.

In summary, the beginning of this model is due to the stimulus of the demand then cause subsequent response. Therefore, this model may be called the SR Theory that shown in the diagram in Figure 2 below.

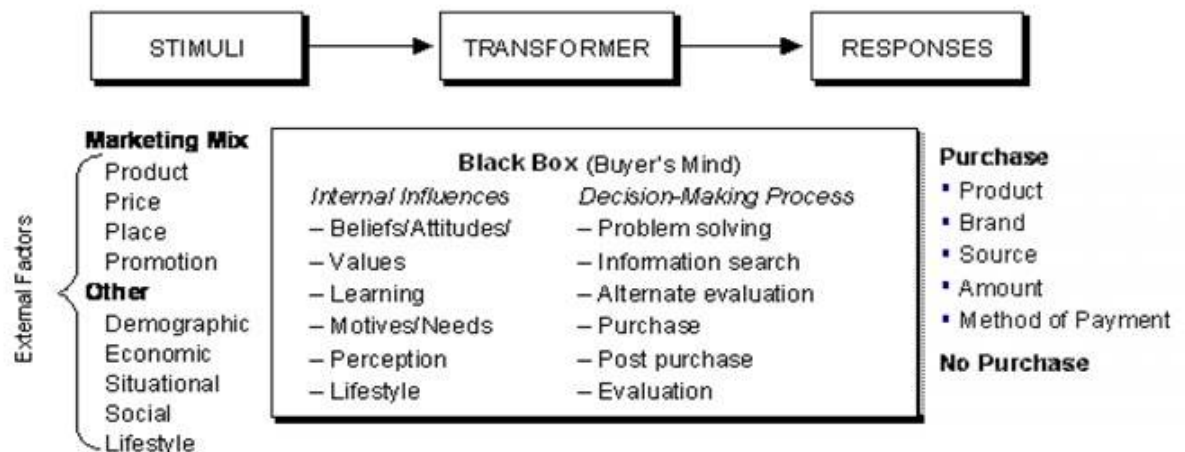


Figure 2: Simple Model of Consumer Behavior or SR Theory.

Source: Kotler, P.(1997).*Marketing Management Analysis, Planning, Implementation and Control* (9th ed.). New Jersey : A Simon & Schuster Company.

1. External stimuli

Stimulus means what drives a person to decide, what was the response or stimulus may occur from inside stimulus and outside Stimulus. Marketers will need attention and external stimuli so that consumers demand products.

Stimuli considered as a motive for the purchase which may be the motive for emotions of the external stimuli consisted of 2 parts.

1. Stimulate the market very important that marketers must take place It will create a demand for a stimulus that involves the marketing mix or 4P's.

1.1 Stimuli the product such as the elegant modern design to stimulate demand

1.2 Stimuli the price as the pricing to suit with a product directly through the prospective customer

1.3 Stimuli the distribution channels, such as the sale of products thoroughly the beautiful decor and cleanliness of the distribution to provide convenience of consumers.

1.4 Stimuli the promotion and marketing channels such as advertising a regular basis which promotions including a reduction price or giveaways to stimulate demand.

2. Other stimuli as stimuli to the needs of consumers from external to the organization. The companies can't control these stimuli include:

2.1 Economic stimuli such as income of consumers. These are influencing the needs of individuals.

2.2 Stimuli Technology as innovative of payment process such as using a credit card banks to purchase a product.

2.3 Stimuli cultural traditions like as in Thailand Festival will encourage consumers to buy the feast.

Black box or buyer sentiment means the sentiment of buyers compare like as Black box which is the manufacturer or seller can't to know what the consumer attitude, emotion, needs then they should be trying to find sentiment of buyers. Sentiment of buyers is influenced by various factors that influence the emotions of the buyer and consumer decision making process.

The response of the buyer means behavior is an expression after the stimulus this means the purchasing decisions of consumer including products Decision-making and the decision about how to buy as the following.

The decision on the product is the decision of the consumer to make a purchase based on attitudes towards entrepreneurs, businesses and brands to considering products will be decided to purchase.

Decision stores are the decision on the store depends on the attitude of consumer sense to select stores. The choice depends on the store location, product, Prices and services

The decision about the process to purchase that is method of consumers will use consider the following: 1. attitudes to time and distance by consumers will compare the distance between the product distribution 2. The decision to purchase multiple categories by consumers prefers to shop where they can buy everything that their need in a single store.

The consumer characteristic

The Consumer characteristic is individual manner, culture, social and psychology.

1 Cultural factor

Culture is rooted in the determination of needs and consumer behavior which Growing and learn to value the concept of family preferences behaviors and institutions.

Each culture contains subculture this will provide with details membership in organizations. Subcultures including nationality, religion, color, culture and many other cultures these are important for the segmentation marketers to invent products to suit the needs.

Social Level which is divided into levels as different and it is important factors that influence the purchasing decisions of consumers by each class will feature values and different purchasing behavior.

2 Social Factors

A reference group consisting of the direct and indirect effects on attitude and consumer behavior usually in the form of group members like as the family members, friends, neighbors, friends working.

Family members are the factors that have the greatest influence on attitudes, values by the way Asia and Europe will have a difference.

The role and status of the person involved with many groups, such as families, groups, clubs, organizations it will have a different role and status in each group.

3 Individual Factors

Decisions of consumers are influenced by personal characteristics, including age, Status, career, life cycle, economic, opportunities, Personality and style of living. The following guidelines:

Age in the life of consumer demand for goods and services different from early fetal, growth during, the adult age range of consumed is differently.

Family life cycle Livelihoods in each stage is influencing to demand, attitudes and values of the person demand for the products and buying habits are differently.

Political and economic opportunities Career influencing consumption patterns of individuals. Each class is needed of the different items a person with high incomes may be more expensive purchases. So marketers should to study which product is suit to their need.

Economic opportunities or income of individuals will affect the product and Decision which consists of purchasing power and attitudes about money.

Forms of life refer to a form of life in the world of human expression with the form of activities, interests, opinions and patterns of life, culture, social class and career of each person which the products and services based on the values and patterns of life.

Personality and the ways of living is expression of one's personality as self-confidence, independence and authority in society including the ability to adapt of acceptance. The Personality is a variable that reflects consumer behavior and can identify the needs and preferences of each customer group personality.

4 Psychology Factors

Influence of purchasing decisions for individuals are influencing by psychological factors which will be considered with the 4 elements of motivation, perception, learning, beliefs and attitudes.

Motivation refers to the power within the individual incentive which encourages individual performance it might be affected by external factors such as culture, social class. Incentive marketing as a tool to stimulate demand of human needs comprising Physical needs and psychological needs, the incentive to find a treatment for their needs by mentioned in Maslow's theory of motivation as follows.

Abraham Maslow's theory of motivation are all peoples want to seek pleasure and satisfaction for themselves by trying to build up their replacement parts missing to make life miserable for the most complete which definitions and correspondingly demand .

Cultural	Social	Personal	Psychological	Buyer
Culture	Reference Group	Age & life Cycle stage	Motivation	
Subculture	Family	Occupational Economic circumstance	Perception	
Social Class	Roles & Status	Lifestyle Personal & Self Concept	Learning Beliefs & Attitudes	

Source: Philip Kotler

Figure3: Buyer's Characteristics is Influenced by Factors.

Source: Kotler, P.(1997).*Marketing Management Analysis, Planning, Implementation and Control* (9th ed.). New Jersey : A Simon & Schuster Company.

2.3 The consumer satisfaction

There are 5 levels of satisfaction as below:

1. Physiological need is a basic requirement of human needs there are 4 factors, including food, water, medicine, house but the origin of all people in every classes factors which 4 are the most important for the maintenance of life. When all the basic factors for completeness needs to move on to a higher level they try to finding meet demand which is stability and security in the next.

2. Safety need, when can meet basic needs of the 4 factors completely. The demand level is demand for the safety of life and property and the need to protect the safety of life, property, and to live a peaceful, stable, both in private family or social in next.

3. Social needs refers to the social needs love and care as well as recognition and a part of the cluster where they live and the need for this level of influence and as important factors in the selection consumption significantly This is part of the behavior and values that are based on the group and the environment in which the person lives in order to be recognized as a member of the group.

4. Esteem needs is regarded private demand Esteem, social status Featuring a value correlated highly with another person. These people try seeking the way to enhance the status and reputation in society including to promote thire positive image in society.

5. Self-actualization needs to be true identity as a human being to meet their own needs all 4 step constitutes a successful life has almost reached the pinnacle of success, however, this is not only possible to stand in the top spot to maintain a career high position alone but also include the pursuit of happiness. They are experiencing success in this final.

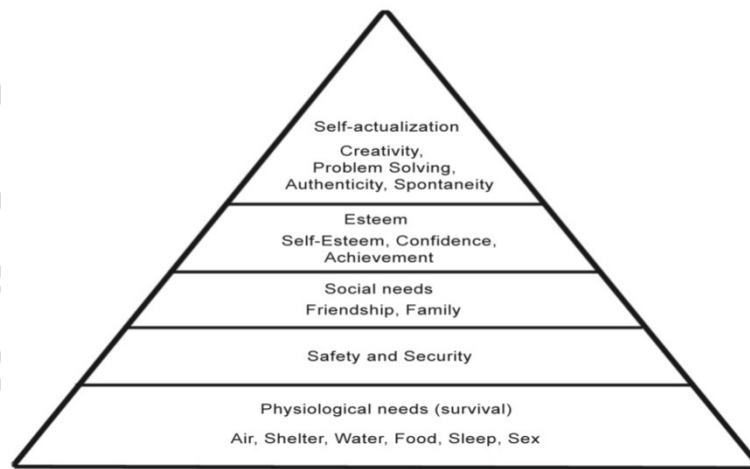


Figure 4: Hierarchy of Needs (Maslow)

Source: Kotler, P.(1997).*Marketing Management Analysis, Planning, Implementation and Control* (9th ed.). New Jersey : A Simon & Schuster Company.

Therefore, it is necessary to study the demand at each stage to considering that can meet the needs with what to encourage consumer demand products and satisfaction.

2.4 Factor is an indication of the quality of goods and services.

Factors which are an indication of the quality of the product:

1. Performance represents the products must be accompanied by the properties of the product.
2. Feature refers to the shape of the product designed to be convenient of special product or the way to enhanced features to create a product.
3. Reliability refers to the consistency of the product quality that It works every time is available regularly.
4. Durability reflects the product is not damaged or broken by a long-lasting use.
5. Service ability is the desired product or after sale service which the service needs to be knowledgeable about the property and facilitation of outstanding services to the user which can help ensure the long term to consumers.
6. Fit and Finish is product looks quality considering all factors by the overall product will be the product quality as well as reasonable shape beautifully.

Perceived Quality

Quality perceived a sense of consumer awareness to quality overall or superior quality than another one with regarding to used or purpose of the product classified as a component of brand value as it make consumers to get to know the difference and the position of the goods to make the consumer decide to purchased product along with understanding the quality and the properties products arising from the receipt of the information or feelings toward the brand which has a direct influence on brand loyalty then understanding the quality is so different from satisfaction.

The factor of service quality

1. Tangibles refer to the practice of providing consumers with a clear vision. The Good service should manage of evidence such as modern luxury hotel along with beautiful and clean the staff uniforms that is the evidence to show the quality of hotel.
2. Reliability refers to the consistency of the service quality as well such as the validity of the charge if restaurant will be charged up it make that consumers will not trust and not to use the service again.
3. Competence is the quality must have knowledge of the subject as well.

4. Responsiveness represents a reaction to the consumer needs.

5. Empathy is service quality is a must to be eager to serve others and willing to help without offensive.

2.5 Theory and the concept of the marketing mix.

Chatrapron samurjai (2547) the theory of marketing mix is a concept that used to be considered an important component in response to market properly by default. The business must have something to offer to customers or products how to set the right price for a delivery to customers more effectively by managing distribution channels and find a way to communicate to notify beside the substance and encourages the purchase by doing a promotion.

In the mention of factors, the marketing mix as we known is Price, Place, Product and Promotion can influence to the buyer behavior and the final outcome between the seller and the buyer interaction (Kotler & Armstrong, 2001).

Marketing mix (4Ps) is the marketing strategies to useful in business for achieve the purpose. It is significant variable to controlled and has influence to create consumer demand combined with product, price, place and promotion

1. Product is the first factor to offer goods or service for respond the consumer needs or consumer satisfaction such as package, color, price, quality, service and seller credibility which product it can be service, place distribution or idea. Therefore a product or service should to be utility and value to consumer to stimulated consumer purchase.
2. Price is value of products which the best price strategies is 1) perceived value mean value of product is higher than price.2) cost of product 3) competition 4) other factor like as price discount.
3. Place distribution is channel to deliver product through the target market and easily to access consumer as convenience. the feature of distribution
1) Transportation 2) Storage 3) Warehousing 4) Inventory management
4. Promotion is communication tools create satisfaction to goods or service for stimulate consumer demand and remind to product by expect to influence to feeling, belief and buyer behavior or communicate interact

between seller and buyer for create attitude and purchase behavior which the significant promotion tools are:

4.1 Advertising is activity to present information of organization, product, service or idea that support by sponsor.

4.2 Personal selling is communicate person to person for try to motivate buyer to use product or service and for create good relationship with consumer.

4.3 Sales promotion to stimulate between seller and consumer to finish transaction as soon as possible.

4.4 Publicity and public relations is activities to share about thinking or idea of product or service for create positive attitude.

4.5 Direct marketing and online marketing is the way to communicated and respond directly to consumer.

2.6 Brand ambassadors

Brand ambassadors is a new trend of business both in the US and Thailand. In the real world nowadays, many big companies are using the brand ambassador as part of a major agent in every aspect of the business. Since its introduction as a presenter tied into the brand of its own Including representation in communication with the public in particular, customers, suppliers and dealers, and so on.

Teerayud Wattanasupachoke (2550) has provided a means of brand ambassadors that in the first definition of the brand ambassador referring to employees at all levels from the staff to the chief executive and the board of directors to the passion in the corporate and brand is a product of both organizations understand and communicate to the work related to their correctness.

For another meaning, it is the brand ambassador of hiring celebrities who are famous, Character or ability and links relating to the brand as well. A person who is doing promotions through various communication channels, as well as meet new people, Talk to the audience and activities to increase sales and build brand image, provided the activities are ongoing.

Shield Gold (2550) academics marketing communications provide the definition of brand ambassador that referring to a person or individual who has a reputation as an agent branding and linked directly to the product and target groups

Sirikul Laukaikul (2550) mentions the brand ambassador in terms of created brand that means all the employees of the organization's brand because a person has relationship to the corporate brand and truly knowledgeable insight to the identity of the brand.

Wattanasupachoke Supachok (2550) provides that the party will be a brand ambassador that comes from 2 major sources.

1. The first source is popular all over the world is to hire famous people in the world to be an ambassador branding of the business. The person must be qualified to a reference persons to the target customers of the business, including personality and image that corresponds to the identity of the brand. And can bring the brand to the competitive position of business needs effectively. The brand ambassadors of this type usually come from people in the industry, such as actors, singers, athletes, musicians all those who succeed in life until have someone want to be same as them and called them Idol.

In addition, many companies may also employ a person have special character to create a unique and distinctive to the brand of their own affairs which ambassador of this type are often used like a successful athlete in the legend to become the brand ambassador of the company such as by associated with the sport, The sports apparel Costume and health services, etc.

2. The second most popular as Thailand country is bring the management or owners to be as a brand ambassador because it not invest too much also can control the character and not be afraid to get lost or go to endorse other company such as the case of DTAC CEO of the company as a brand ambassador by MR. Sigve Brekke as well as a presenter to representatives of the company and leaders to communicate with concerned groups outside all the customers, partners, suppliers, in order to demonstrate sincerity intimate and family or another case like as Ichitan have Mr. Ton Passakornnatee as brand ambassadors with the image of the marketers who focus on quality products and a focus on customer needs so that is best strategy of Ichitan business to growth as continuous.

2.7 Website credibility

Suthip karnchanaphun (2550) Public relationship of organization or personal by published through WWW spread as quickly. The measure with information need to gain that information is accurate or how much can trust it. By the researched of Persuasive Technology Lab of Stanford from the 1400 of sampling group both of united state and Europe assessment the website amount 51 places found that some factor can increase credibility and some factor can decrease credibility also.

5 factor to increase credibility:

1. Real –world Feel
2. Easy to use
3. Expertise
4. Trustworthiness
5. Care to each visitor

The factor decrease credibility:

1. Commercial Implications
2. Amateurism

The factor of Design website

When creating or designing a website for sales product or services to customers there are several reasons the convenience, cost, several of choice are the most important. Customers can access easily from anywhere that they have an Internet connection that is reason of many companies interesting to create website to access the target from internet connection. (Jill Novak, University of Phoenix, Texas A&M University)

Siriwan Serirat & team (2546, p.77) the website will succeed and have many visitors used as continuous it have many factor to make website look more interesting for motivate consumer come to visit.

There are 7 features as below:

1. Content is design format and layout this is the first thing to make website look interesting which is compose by alphabet and photo to explain product qualification and detail to purchase including condition of after sale service.

2. Context is information to present in website including with image, video, sound effect to add more interesting and motivate customer feel enjoy when using website.

3. Community is group within social network by interacting between seller and buyer to communicate, comment or sharing idea which group of social network is such a good way to create relationship and stimulate customer come to visit website more. The feature to create social in website have many format as below:

3.1 Web board is the main service to create community by visitor can communicate or asking any question through webboard.

3.2 Chatroom is the room create from website to customer free communicate to each other within website.

3.3 Pic post is the one service that customer can post their photo for vote

3.4 Diary or blog is the board to writing and recording their stories via website.

3.5 Mailing list is service to transferring news or information update to receiver by mail for inform new service or recently information of website to update to membership or someone interesting which this service is the best way to convince customer back to visit website again.

4. Customization is format of service that can adjust to appropriate to each customer such as recently history of visitor, present product to appropriate to each consumer by refer from list or detail of each member by we can understand customer behavior more in this way as well. In addition we can adjust website to respond customer require as many way such as:

4.1 Adjusting information for service is the part to made information and service within website to respond to customer in the right way and specific to each person.

4.2 Adjusting product for sale is adjusting product to appropriate to customer which is made customer feel as unique and special than other market.

4.3 Collecting information to offer by choose and gathering data for match to each customer by collecting from customer information such as registering before used website.

5. Communication is the way consumer interacting to seller such as ,Smart phone ,Mobile,Fax,E-mail ,Etc if have various way to contact it is the best way to gain customer access the website more and more.

6. Connection is ability of website to connect within internal website and also connect to other website including ability to searching about detail product through intrernal and external websites.

7. Commerce is the process to payment should to be clear,easily and convinence it not complicated to make it difficult and confuse.

Credibility is believability like as you believe someone that you trust for information is same you believe to information that you think it is accurate. Then when explain about quality of computer need to refer perception of credibility always. The professor believes perception of credibility is thinking by measure from many factor as follow:

1. Trustworthiness is the significant factor the visitor will measure website from well intentioned, Truthful, unbiased then trustiness is good ethic that any website must have.

2. Expertise is Ability, educated, experience, skill and performance that website should to have

When combined with 2 factors the result is make website look high credibility for make visitor perceive that web site can trust and high expertise .The research conclude is the majority measured website credibility at the same reason those are:

1. Design website to show unique of organization: A simple way to make credibility is shows address, telephone number and photo of personal in organization for easily to contact and this is the important factor of credibility.
2. Design as easily to used: Make it easily to access not too complicated.
3. Design look Expertise: have article or reference as clearly
4. Trustiness: Connect to other website and show information as accurate and unbiased.
5. Care to visitor such as some website will shows welcome every time when sign in to the website
6. Avoid advertising: Many advertising it can effect to decrease credibility.
7. Avoid error: even just a little bit problems like as type wrong name, put photo and explanation is wrong position is too affect to credibility.

From the research of Stanford and Makorsky and team in 2002 found the factor to increase credibility:

1. Add more value to website: Improve and always to update information .Answer the question on web board, respond the customer via e-mail, Search engine available to useful and telephone number or e-mail available to contact also.
2. Protect to information: Separated information from advertising as clear .No more advertising both of banner and pop-up also have reference in each article always.
3. Design look like performance: Design look as modern and appropriated with substance. No type error and domain name should to be from organization if free domain name it can decrease credibility as much.
4. Make sure every factor is work: Error when connection or stop when used take a long time to download is effect to customer they will bored and annoying then when put graphics need to considerate .
5. Credibility in real world of organization is effect directly to website: Organize defamations is effect direct to website.

Therefore, the quantities research of Stanford Persuasive Technology Lab is survey from Anglo Saxon in United state and Europe not including Asian then it needs to adjust to appropriate with difference of culture.

2.8 Related research

Kunlayanee Kornkirati, Naruran Wuttisin & Krisada Kittigowittana (2553) Study the factors that influence the selection to products of people working in Krathumbaen at Samut Sakhon. Total 400 questionnaires were used to collect data. The statistics used to analyze the frequency, percentage, mean and standard deviation. Test Mann-Whitney and use of Kruskal Wallis Test and analyzed using SPSS. The research found that the majority of females aged 31-35 years of undergraduate study. The Careers are employees and average income 10,001-15,000 baht marketing mix factors affecting the decision to buy the product allows the skin at a high level and by an average factor of the product is the most effective, followed by the price, promotion, marketing and distribution channels, respectively.

Suntisuk Wanthong¹ ,Oranut Pipittapan & Numporn Insin(2551) Study the Choose of Facial Cream Products of Female Students in SakonNakhon Rajabhat University by Collect data from a sample of 370 people from a random process.1. The demographics data 2 The reason and the way to choose skin care product and information

on the labels of cosmetic skin types and analyzed using descriptive statistics, including the number, percentage, mean and standard deviation.

The result is the most reason to choose skin care is the product indication that appropriate with their needs 91.9 % and the majority consider skin care choose from product indications before they decision to purchase 98.6% and the skin care that they used is from information label of product 81.1%

Nawaphol Ruengamonkit (2003) The study "Consumer preference for hair cosmetics consumer in Bangkok" is intended to study the consumption of cosmetics for the hair of consumers in Bangkok. The decision to buy cosmetics for the hair of consumers in Bangkok comments concerning the marketing mix of cosmetics for the hair of consumers in Bangkok and the relationship between demographic characteristics The decision to buy cosmetics for hair of Consumers in Bangkok The questionnaire was used to collect demographic study. Consumer behavior has on the consumption of cosmetics for hair. Using a sample of 400 people processed by a computer program SPSS for statistical inferences. The study found that consumers were more female than male was 56.0 and 44.0 percent, respectively, the average age mostly between 26-30 years to 38.0 % have a bachelor's degree in education or at the most of 55.0 samples with income levels below 10,000 baht per month, 44.3%, marital status, most single of 73.5% and majority are private employee 46.8% and behavior in the consumption of cosmetics for the hair in the events that have made the hair is mostly 96.5 % had shampoo and 66.8 was used Smoothing, Gel, oil to 55.3 percent and 47.5 percent had used hair dye / color / bleach hair and 38.3 percent had curling / straightening. Most samples Buy cosmetics for hair from the mall. The cost of the purchase hair cosmetics for less than 500 baht per month and will buy when they are out of use by making a purchase on their own and gain knowledge about cosmetics for hair from television.

In the decision-making process on consumption of cosmetics for the hair found the step of consumers make the most important is to recognize the problem, followed by post-purchase process to seek information from the selected store. And evaluate alternatives, respectively.

For the marketing mix has influence the purchasing decisions of consumers on cosmetics for hair. The factors that most influence is the quality of the product, followed by the price of brand / model, ease of purchase. Colorful shapes of Looks beautiful packaging and discount promotion, giveaways, and samples, respectively.

The study of the relationship demographic the decision-making process on consumption of cosmetics for hair that demographic, gender, age, education, income,

marital status and career decision-making process in relation to the consumption of cosmetics 5 steps are Problem Awareness, seeking for information, Assessment and Selection buying from store and after the purchase process.

Sasithorn Supphawan (2553) study the factors affecting beauty drink product to buying behavior of consumers in Bangkok which the results as below:

1. The majority of the respondents were female, age 25 - 34 years. Majority are employees of private companies and average revenue per month from 5001 to 15,000 baht.
2. The attitude of the marketing mix that affect purchasing behavior beverage products for beauty, considering it was found that the majority of respondents have attitude of Products, distribution channels and the promotion of the overall market with a good attitude and for the overall price are moderate level
3. Knowledge and understanding of the factors affecting the purchase of Beauty drink found that the respondents understanding of the beverage to the overall beauty is moderate.
4. Motivation factors affecting buying behavior beverage a product for beauty on considering it was found that Respondents are motivated by reasoning was at the high level and the overall mood incentives are moderate.
5. Social factors affecting buying behavior beverage products for beauty on considering it was found that Respondents were influenced by direct reference group and indirect reference by overall is moderate
6. The majority of respondents they bought beauty drink brands with collagen formula the average frequency of 3 times a week. There were 2 bottles at a time and the average purchase amount for the purchase of 378 baht per month on the purchase.

The store they purchased is convenience store products. The main source of the perception of beauty beverage products is television. The tendency to buy the product is after consumed then tells the others to consumers at levels are not sure. Trends and products in the future at levels are not sure.

Palitapa rungreungkul (2549) study "Factors affecting buying behavior herb Thailand of women in Bangkok" is intended to study the influence of consumer buying behavior herb Thailand. Factors affecting buying herbal cosmetics contain Thailand. The factors in the marketing mix (4P's) factors, cultural / social sciences. Psychological

factors And to study the behavior of consumers buying herbal cosmetics Thailand 400 people Questionnaires were used to collect data analysis by using descriptive statistics such as frequency, percentage, mean and standard deviation of static tests using One Way ANOVA and Correlation Coefficient.

The analysis of demographic characteristics found that consumers between 16-23 years old, single, a bachelor's degree. Professional student / student / student the average monthly income is less than or equal to 5,000 baht most other brands such as cosmetics, herbal Thailand bassist Herb Madamheng and white queen. Cosmetics to buy the products for Bath Salt Scrub Soap, Body Wash, most consumers buy herbal cosmetics Thailand by itself from the mall, retail store large by buying herbal cosmetics Thailand because it is a natural product.

The analysis of the marketing mix is the product provides the most important is the safety of the product. The price great importance to product quality and the prices are reasonable. The distribution of the most important is that you can buy products easily. The marketing campaign is very important to advice employees how to use it well. Cultural / sociological focus is to buy herbal cosmetics, Thailand. The psychology of great importance is the reputations of its products make a purchase.

The analysis of consumer behavior is most consumers find value in buying herbal cosmetics of Thailand 100-399 baht per visit with an average maximum of 10 baht to 2,000 baht minimum frequency of herbal cosmetics of Thailand 1 month with an average of up to 3 months at a time, one month at a time and minimum quantity to buy herbal cosmetics of Thailand 1 bottle , jar , tube , piece at a time with an average maximum of 3 bottles , bottle , tube , piece minimum per 1 bottle , jar , tube piece at a time.

For the data analysis to test the hypothesis that the age difference. Thailand has a habit of buying the value and frequency of herbal cosmetics, herbal Thailand different status. Education, occupation, income is different. Thailand has a habit of buying the value and frequency of herbal cosmetics, herbal Thailand is no different. Brand cosmetics category those involved in buying herbal cosmetics of Thailand. The reason for consumers to buy herbal cosmetics of Thailand is the place to buy cosmetics are have different but buying habits herb Thailand are no different. The Factors affecting buying herbal cosmetics Thailand Product Is associated with the buying habits of the value in buying Thailand herbal cosmetics. The Factors affecting the purchase price of the products herbal cosmetics of Thailand. The cultural , social science and psychology is associated with purchasing behavior Thailand quantity to buy herbal cosmetics, herbal cosmetics, Thailand.

Benjawan Kantawong (2555) study consumer behavior to the selection of korea cosmetic of woman in mueang district, Chiangmai province. This study aimed (1) behavior of women buy cosmetics from Korea (2) factors that influence the buying behavior of ladies cosmetics from Korea, and (3) relationship. Among the factors that influence the buying behavior of ladies cosmetics from Korea. The sample was a lady who lives in the city Which is used for cosmetic products from Korea, a total of 400 cases analyzed using descriptive statistics quarried and statistical inference techniques with One Way ANOVA Results of the study respondents and found mostly between 21-30 years of undergraduate study or studying at the undergraduate level. SIP has the student / student the average monthly income of up to 10,000 baht.

The study of women choose to buy cosmetics from Korea showed that the choice is mainly cosmetic skincare average monthly purchase of imported cosmetics stores generally 2,001-3,000 baht per time. The influence the decision to buy is their own. The source of Knowledge is the Internet channel. The reason for the decision to buy is the expectation that when using the product the skin will look better and beautiful as Korean star. The most important factor in choosing Korean cosmetics is the quality of the product. For the opportunity to buy cosmetics from Korea most is the products are finish to used and time to finish a product about 6 months to 1 year.

The Marketing mix factors that influence the choice of buying as the highest average number is product, price, and distribution and the last is the promotion.

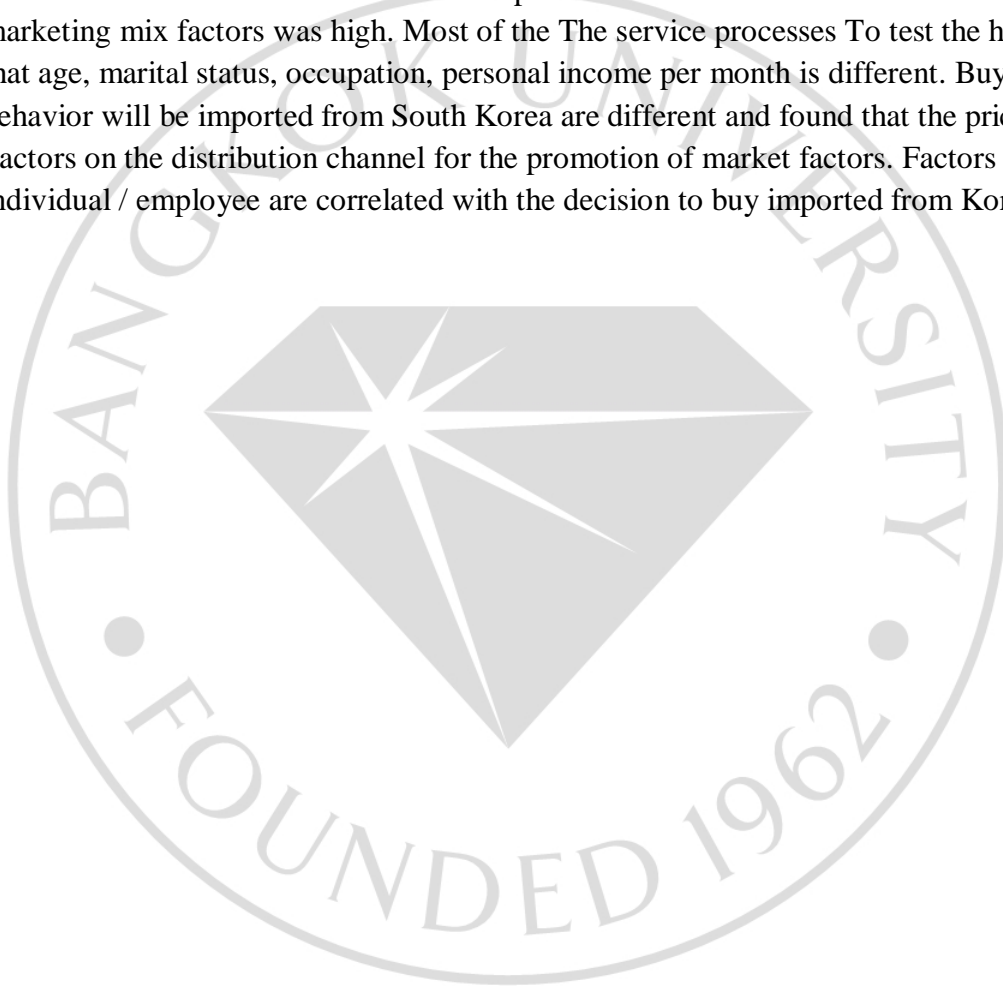
For the test the relationship between the marketing mixes showed a different side of the product significant at the 0.05 level of significance, price, distribution and promotion is insignificant.

Kotphun wirawon (2553) study the factors affecting the purchase of the Korea skincare of consumer in Bangkok the result found that the individual factors include gender, age, education, marital status, career, monthly income influences to buying skincare from Korea in Bangkok.

The Behavioral factor is the decision to buy skincare imported from the things to consider in choosing a product that influence the decision to buy Korean skincare as significantly.

Factors of marketing mix consist of the product, the price, the property, the marketing and promotion. Not influence the customer to decide to buy Korean cosmetics skin types as significantly

Supanee & sumana (2554) study factors Affecting Purchasing Decision on Imported Korea Cosmetics in Bangkok This research aims. To determine the factors that influence the buying behavior imported from Korea. In Bangkok Questionnaires were used to collect information from consumers who have ever used Korea cosmetic total 400 people statistics used in this study were frequency, percentage, mean and standard deviation. The hypotheses by statistical t-test One-way ANOVA and Chi-Square analysis showed that most consumers will use the product for the face. And to focus on the overall marketing mix factors was high. Most of the The service processes To test the hypothesis that age, marital status, occupation, personal income per month is different. Buying behavior will be imported from South Korea are different and found that the price factor Factors on the distribution channel for the promotion of market factors. Factors and the individual / employee are correlated with the decision to buy imported from Korea.



CHAPTERS 3

METHODOLOGY

3.1 Research strategy

The study of the factor of influencing on consumer behavior satisfaction to purchase and repurchase skin care product through online shopping in Bangkok by this study the research was conducted as follows:

1. Population and sampling to determine
2. Creating tools used in the research.
3. Data Collection
4. Data Analysis
5. The statistics used to analyze the data.
6. The variables
7. Frame work

3.2 Population and sampling to determine

The Research study population was male and female consumers who live in Bangkok and had experience to purchased skin care through online shopping by aged from 20 - 35 years

Calculated by the following formula:

Formula $n = (N / (1 + N (e)^2))$.

Requiring n is the sample size.

N is the population size

E is the error of sampling.

The population in this study is that women and men who live in Bangkok in 2014, the population of 5,674,843 people, so $n = 5,674,843 / (1 + (5,674,843 (0.05)^2))$.

The calculations are based on a sample size of 400 samples

Then assume that in this study the sample size was 400 samples

3.3 Creating tools used in the research

For creating tool used in this research the researcher used convenience sampling for gathering the data total 400 sampling by the tools for gathering data in this research is questionnaire to study the factor influencing to consumer satisfaction to purchase and re purchased skincare through online shopping.

3.4 The questionnaire

Part 1. In term of create questionnaire we started by the question related to Demographics by using Multiple choice questions total 4 question as follow:

1. Ages (Ordinal scale)
2. Career (Nominal scale)
3. Education (Ordinal scale)
4. Salary (Ordinal scale)

Part 2. The factor of Marketing Mix toward satisfaction to purchase products (Product, Price, Place distribution, Promotion) by using Closed-Ended Question for measure Interval scale divided 5 levels as below:

Level 5	mean	maximum satisfaction
Level 4	mean	most satisfaction
Level 3	mean	medium satisfaction
Level 2	mean	less satisfaction
Levels 1	mean	minimum satisfaction

Part 3. The Website Credibility, The consumer behavior, the innovation and the brand ambassador toward satisfaction to purchase products by using Closed-Ended question for measure Interval scale divided 5 levels as below:

Level 5	mean	maximum satisfaction
Level 4	mean	most satisfaction
Level 3	mean	medium satisfaction
Level 2	mean	less satisfaction
Levels 1	mean	minimum satisfaction

Part 4. The satisfaction to repurchase skincare through online marketing by using Closed-Ended question for measure Interval scale divided 5 levels as below:

Level 5	mean	maximum satisfaction
Level 4	mean	most satisfaction
Level 3	mean	medium satisfaction
Level 2	mean	less satisfaction
Levels 1	mean	minimum satisfaction

For interpretation and analysis interval scale with rating scale of liker scale in this questionnaire and the rating average is calculated as follows

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

Thus, The analyze of rating scale can interpert as below:

4.21-5.00	mean	Maximum satisfaction
3.41-4.20	mean	Most satisfaction
2.61-3.40	mean	medium satisfaction
1.81-2.60	mean	less satisfaction
1.00-1.80	mean	minimum satisfaction

3.5 Data collection

1. The researchers study and gathering data from other research that correlated to be guideline for creating questionnaire that comprehensive to this research.
2. Design the questionnaire and do spread to the sampling by this research do questionnaire as offline and online
 - Offline: Go to survey at Sukumvit road and Siam square area to spread questionnaires
 - Online: Post questionnaire on the shopping website such as www.pantipmarket.com, www.weloveshopping.com, and community website as www.pantip.com , www.mthai.com to Post a questionnaire for collecting information from a sample survey of at least 400 people in the month of January 2014 for a period of 1 month.

Quality monitoring tool

The researcher test quality of complete questionnaire from validity test and reliability test with 2 processes as follow:

1. Validity test by asked the advisor to check and adjust the question to make the questionnaires most comprehensive and directly to communicate with respondents
2. Reliability test by the researcher do pre-test with questionnaire with 30 sampling for check each question that easily to understand and appropriate. After that brought the answer to test reliability coefficient with Cronbach's Coefficient Alpha program which the reliability coefficients must not less than 0.7 is reliability by this research has .957 which is considering is reliability

3.6 Analysis and data processing

The processed and analyzed by using SPSS program for processing and statistical analysis. The statistics used to analyze the data in this study are as follows.

1. Descriptive statistics to present the results by percentage used to analyze the data for the sample and the Factors affecting the selection skin care for consumers in Bangkok.

1.1 Frequency: the percentage and frequency for the qualitative variables, including gender, age, education, occupation, income, lifestyle and hobby.

1.2 Descriptive: Using deviation on average in the quantitative variables such as Marketing mix, the website credibility, the innovation and technology, the brand ambassador and the consumer satisfaction.

2. Inferential statistics correlations factors that are associated with a statistically significant or not. Data were analyzed using the statistical package for the computer to test the relationship between the variables in the hypothesis.

2.1 Regression Analysis: is used to test the hypothesis that both variables are quantitative variables.

2.2 Multinomial logistic: is used to test the variable that influence to repurchase.

3.7 The variables

The variables in this study can separate 2 groups are Independent Variables and Dependence Variables as follow:

Independent Variables

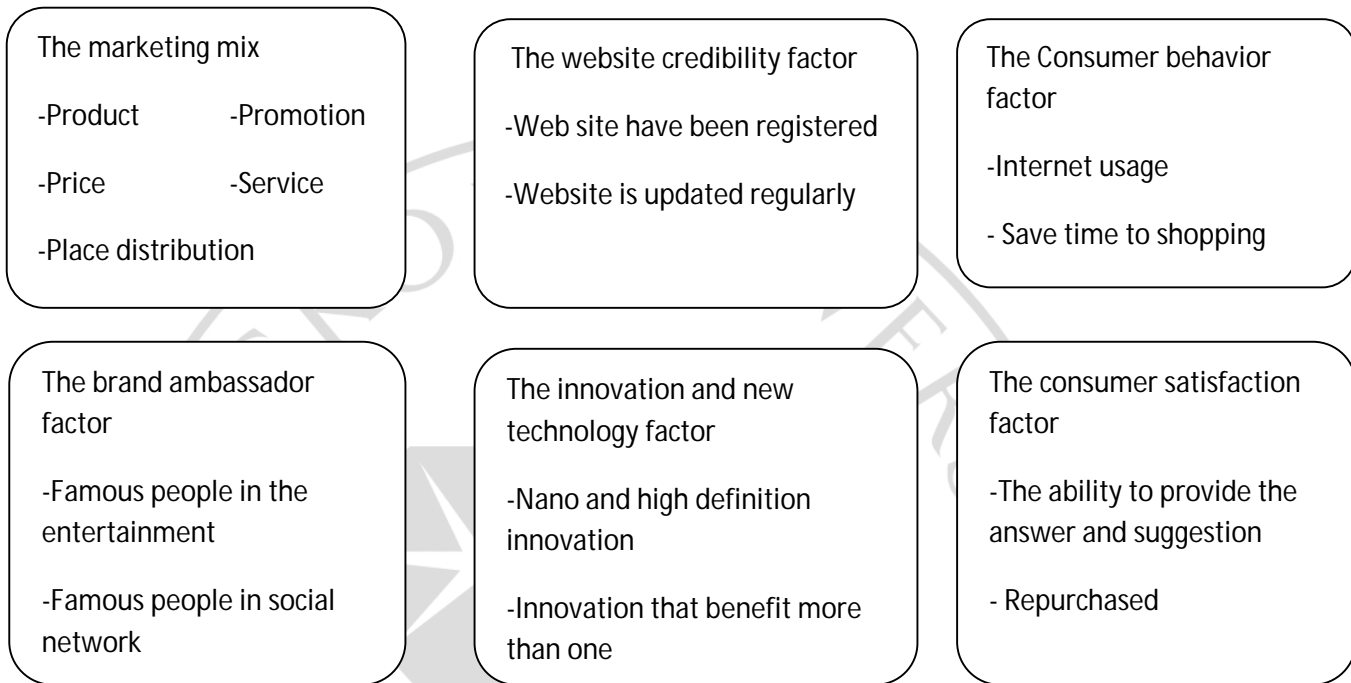
1. The marketing mix (Product, Price, Place distribution, Promotion and services)
2. The Website Credibility, The consumer behavior, the innovation and the brand ambassador toward satisfaction of products by using Closed-Ended question for measure Interval scale.
3. The satisfaction to repurchase skincare through online marketing by using Closed-Ended question for measure Interval scale.

Dependence variables

The Consumer satisfaction to purchase and repurchased through online shopping

3.8 Framework

Independent Variables



Dependence Variables

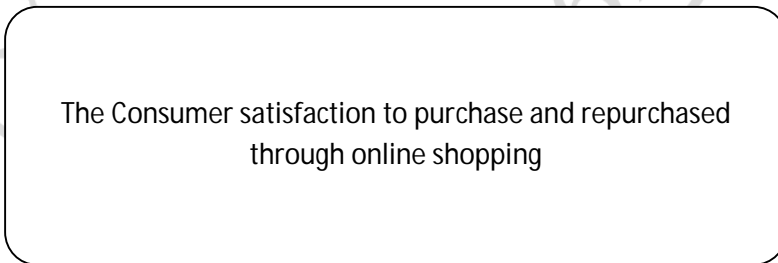


Figure 5: Framework

CHAPTER 4

RESEARCH FINDING AND DATA ANALYSIS

This chapter describes and analyzes the data to test hypotheses correlated to each variable which such data were collected from a questionnaire with complete answers total of 400 questionnaires by 100 % of the total number of 400 questionnaire.

The analysis is divided into 4 parts:

Part 1. The analysis of Demographics

Part 2. The analysis of The marketing mix(4Ps)

Part 3. The analysis of the website credibility, The consumer behavior , The innovation and The brand ambassdor.

Part 4. The analysis of the consumer satisfaction

The analytical result

4.1 Part 1. The analysis of Demographics

Table 4.1.1: shows the number and percentage of respondents classified by gender

Gender	Amount (person)	Percent
Male	169	42.2
Female	230	57.5
Total	400	100.0

The results from Table 4.1 Analysis of the data about the respondents used the sample in this study consisted of 400 people by variable as follows:

The gender showed that the majority were female 230 persons or 57.5 % were male with a total of 169 people, representing 42.2 %.

Table 4.1.2: shows the number and percentage of respondents classified by age

Age	Amount (person)	Percent
20-25 yrs	223	55.8
26-30 yrs	88	22.0
30-35 yrs	70	17.5
above 35 yrs	19	4.8
Total	400	100.0

The age of the sample were aged between 20- 25 years 223 persons, representing 55.8 %, followed by the age between 26 - 30 years 88 persons representing 22.0 % were aged between 30 - 35 years 70 persons this figure represents 17.5 % and Finally, above 35 years 19 persons, representing 4.8 %.

Table 4.1.3: shows the number and percentage of respondents classified by education,

Education	Amount (person)	Percent
Below Bachelor Degree	116	29.0
Bachelor Degree	240	60.0
Above Bachelor Degree	42	10.5
Total	400	100

The education level, the study found that the majority of the bachelor degree maximum of 240 persons or 60.0 %, followed by below bachelor degree 116 person, representing 29.0 % and the last is above bachelor degree 42 persons or 10.5 %.

Table 4.1.4: shows the number and percentage of respondents classified by career

Career	Amount (person)	Percent
Student	178	44.5
officers / employees of state enterprises	86	21.5
Private Employee	99	24.8
Business owner	37	9.2
Total	400	100

The career found that the majority is the student 178 persons, representing 44.5 % followed by private employee 99 persons, representing 24.8 %. The officers / state enterprises 86 persons, representing 21.5 % and the last is business owner 37 persons representing 9.2 %.

Table 4.1.5: shows the number and percentage of respondents classified by income

Income	Amount (person)	Percent
below 10,000 baht	92	23.0
10,001 - 20,000	163	40.8
20,001 - 30,000	114	28.5
Above 30,000 baht	31	7.8
Total	400	100.0

The Income found that the majority is 10,001- 20,000 baht 163 persons, representing 40.8 % followed by 20,001-30,000 baht 114 persons, representing 28.5 %. Below 10,000 baht 92 persons, representing 23.0% and the last is above 30,000 baht 31 persons representing 7.8%

4.2 Part2. The analysis of marketing mix with factor

Table 4.2: The product factor can be summarized as follows:

Product	\bar{x}	Std. Deviation	Level
Credibility of Brands	3.8275	.89428	Most satisfaction
A product has certified security standards	3.9000	.88428	Most satisfaction
Appearance of product packaging	3.8575	.84497	Most satisfaction
Details information about the features of the products	3.9150	.84532	Most satisfaction
Quality of products	3.9675	.86505	Most satisfaction
Total	3.8935	.67890	Most satisfaction

The result shows the consumer decide to purchase skincare through online shopping to product factor at the most satisfaction level with average 3.8935 and considering the comments on each comment found that the result found that the product found that the samples group focus on Quality of products with most satisfaction level at average 3.9675, followed by Details information about the features of the products with most satisfaction level at average 3.9150. A product has certified security standards with most satisfaction level at average 3.9000. Appearance of product packaging with most satisfaction level at average 3.8575 and the last is Credibility of Brands with most satisfaction level at average 3.8275 as respectively.

Table 4.2.1: The Price factor can be summarized as follows:

Price	\bar{x}	Std. Deviation	Level
Cheaper than the market price	3.6425	.86404	Most satisfaction
The price suit with quality	3.7400	.88281	Most satisfaction
Easy to compare price	3.7550	.90111	Most satisfaction
Negotiating prices easy	3.6375	.97903	Most satisfaction
Total	3.69:38	.72631	Most satisfaction

For the price factor at most satisfaction level with average 3.6938 by the majority the consumer considering from Easy to compare price with most satisfaction level at average 3.7550, followed by The price suit with quality of the product with most satisfaction level at average 3.7400, next is Cheaper than the market price with most satisfaction level at average 3.6425 and the last is Negotiating prices easy with most satisfaction level at average 3.6375 as respectively.

Table 4.2.2: The Place distribution factor can be summarized as follows:

Place distribution	\bar{x}	Std. Deviation	Level
A variety of distribution channels and store	3.9700	.88093	Most satisfaction

(Continued)

Table 4.2.2 (Continued): The Place distribution factor can be summarized as follows:

The fast and easy product selection	4.0650	.84413	Most satisfaction
Convenience of selection	4.1275	.85620	Most satisfaction
Contact to order in several ways	4.1450	.80970	Most satisfaction
Total	4.0769	.63881	Most satisfaction

For the place distribution factor at most satisfaction level with average 4.0769 by the majority the consumer considering from Contact to order in several ways with most satisfaction level at average 4.1450, followed by Convenience of selection with most satisfaction level at average 4.1275, next is The fast and easy product selection with Most satisfaction level at average 4.0650 and the last is A variety of distribution channels and store with most satisfaction level at average 3.9700 as respectively.

Table 4.2.3: The Promotion factor can be summarized as follows:

Promotions	\bar{x}	Std. Deviation	Level
Reduction in price and promotions	4.0175	.83902	Most satisfaction
Giving gifts to customers (coupon ,tester)	3.7375	.89756	Most satisfaction
Payment process is easy and quickly	3.8500	.89695	Most satisfaction
The after sales service	3.6275	1.07780	Most satisfaction
Providing advice and answering questions	3.7450	1.81748	Most satisfaction
Warranty and Service	3.7300	1.07003	Most satisfaction
Total	3.7846	.77470	Most satisfaction

For the Promotion factor at most satisfaction level with average 3.7846 by the majority the consumer considering from Reduction in price and promotions with most satisfaction level at average 4.0175, followed by Payment process is easy and quickly with high level at average 3.8500, Providing advice and answering questions with most satisfaction level at average 3.7450 next is The Giving gifts to customers (coupon, tester) with most satisfaction level at average 3.7375. Warranty and Service with most satisfaction level at average 3.7300 and the last is the after sales service with most satisfaction level at average 3.6275 as respectively.

4.3 Part 3. The analysis of another factor

Table 4.3.1: The website credibility factor can be summarized as follows:

The website credibility	\bar{x}	Std. Deviation	Level
The site has a good image has been entrusted	3.8450	.84425	Most satisfaction
The site is recommended by a trusted acquaintance	3.7525	.80178	Most satisfaction
Web site are advertised through various media	3.7375	.81870	Most satisfaction
Web sites have been registered	3.8825	1.71349	Most satisfaction
Website is updated regularly	3.8475	.80677	Most satisfaction
The site is registered with a bank or financial institution	3.9875	2.27162	Most satisfaction
The seller disclosed the details (name, phone, address)	3.7775	1.03231	Most satisfaction
Total	3.8329	.70111	Most satisfaction

For the website credibility factor at most satisfaction level with average 3.8329 by the majority the consumer considering The site is registered with a bank or financial institution with most satisfaction level at average 3.9875, followed by Web sites have been registered with most satisfaction level at average 3.8825 Website is updated regularly with most satisfaction level at average 3.8475. The site has a good image has been entrusted with most satisfaction level at average 3.8450. The seller disclosed the details (name, phone, and address with most satisfaction level at average 3.7775. The site is recommended by a trusted acquaintance with most satisfaction level at average 3.7525 and the last is Web site are advertised through various media with most satisfaction level at average 3.7375 as respectively.

Table 4.3.2: The consumer behavior factor can be summarized as follows:

The consumer behavior	\bar{x}	Std. Deviation	Level
internet usage	4.0650	1.70088	Most satisfaction
Ingredients of product	4.0575	2.29398	Most satisfaction
Product preference	3.8125	.82708	Most satisfaction
Advertising from internet or social media (Facebook, instgram, Etc)	3.8475	.84024	Most satisfaction
A beautiful of product logo	3.9475	.78822	Most satisfaction
A luxury of packaging	3.9550	.83949	Most satisfaction
Price consciousness	4.1775	3.24921	Most satisfaction
Expected to look like celebrities	3.4150	1.09808	Most satisfaction
Recommended from family, cousin	3.5750	2.34267	Most satisfaction
Recommended from friend , acquaintance	3.5325	1.07323	Most satisfaction

(Continued)

Table 4.3.2 (Continued): The consumer behavior factor can be summarized as follows:

Recommended from celebrity, super star, presenters	3.6100	1.90183	Most satisfaction
Modern and trendy	3.8200	1.43099	Most satisfaction
Save time to shopping	4.2625	2.58560	Most satisfaction
Save cost of travel	4.1550	.84128	Most satisfaction
Total	3.8738	.68163	Most satisfaction

For the consumer behavior factor at most satisfaction level with average 3.8738 by the majority the consumer considering Save time to shopping with most satisfaction level at average 4.2625, followed by Price consciousness with most satisfaction level at average 4.1775. Save cost of travel with most satisfaction level at average 4.1550. Internet usage with most satisfaction level at average 4.0650 Ingredients of product with most satisfaction level at average 4.0575. Packages look luxury with most satisfaction level at average 3.9550. Logos look beautiful with most satisfaction level at average 3.9475. Advertising from internet or social media (Facebook, instragram, Etc with most satisfaction level at average 3.8475. for modern and trendy with most satisfaction level at average 3.8200. Product preference with most satisfaction level at average 3.8125. Recommended from celebrity, super star, presenters with most satisfaction level at average 3.6100. Recommended from family, cousin with most satisfaction level at average 3.5750. Recommended from friend, acquaintance with most satisfaction level at average 3.5325 and the last is expected to look like celebrities with most satisfaction level at average 3.4150 as respectively.

Table 4.3.3: The innovation factor can be summarized as follows:

Innovations	\bar{x}	Std. Deviation	Level
Innovations that apply New Technology such as Nano technology, High Definition	3.8900	.80593	Most satisfaction

(Continued)

Table 4.3.3 (Continued): The innovation factor can be summarized as follows:

Innovations that apply the natural ingredient as the main things	3.8900	.85424	Most satisfaction
Innovations that have an academic reference	3.8425	.85997	Most satisfaction
Innovation that not to experiment on animals	3.6750	.91184	Most satisfaction
Innovations that benefit more than one	3.8050	.89665	Most satisfaction
Total	3.6750	.91184	Most satisfaction

For the innovation factor at most satisfaction level with average 3.8205 by the majority the consumer considering Innovations that apply New Technology such as Nano technology, High Definition and Innovations that apply the natural ingredient as the main things with most satisfaction level at the same average 3.8900, followed by Innovations that have an academic reference with most satisfaction level at average 3.8425. Innovations that benefit more than one with most satisfaction level at average 3.8050 and the last is Innovation that not to experiment on animals with most satisfaction level at average 3.6750 as respectively.

Table 4.3.4: The brand ambassador factor can be summarized as follows:

Brand ambassador	\bar{x}	Std. Deviation	Level
Famous people in the entertainment such as celebrity, superstar, actor	3.9675	1.76188	Most satisfaction
Famous people in the sport industry	3.9125	1.75286	Most satisfaction
Famous people as Academician	3.8075	.92063	Most satisfaction

(Continued)

Table 4.3.4 (Continued): The brand ambassador factor can be summarized as follows:

Famous people in social network such as blogger, net idol	3.8725	.95316	Most satisfaction
Total	3.8900	.88592	Most satisfaction

For the brand ambassador factor at most satisfaction level with average 3.8900 by the majority the consumer considering Famous people in the entertainment such as celebrity, superstar, actor with most satisfaction level at average 3.9675, followed by Famous people in the sport industry with most satisfaction level at average 3.9125 Famous people in social network such as blogger, net idol with most satisfaction level at average 3.8725 and the last is Famous people as Academician with most satisfaction level at average 3.8075 as respectively.

Part4. The analysis of satisfaction factor

Table4.4: the satisfaction factor can be summarized as follows:

The satisfaction	\bar{x}	Std. Deviation	Level
The performance of the product	3.9075	2.23527	Most satisfaction
Clarity of the information, Label and the ingredient	3.7825	.87585	Most satisfaction
Not cause irritation or allergies	3.7175	.94865	Most satisfaction
The benefit of this product meets the ad	3.7400	.94585	Most satisfaction
New technology makes the results more quickly	3.7925	.94428	Most satisfaction
Product is sufficient demand	3.8700	.94887	Most satisfaction

(Continued)

Table4.4 (Continued): the satisfaction factor can be summarized as follows:

Reliability of Information about store and seller information such as name, address	3.6850	1.12870	Most satisfaction
The ability to provide such services available to answer questions. Clarify doubts and make a suggestion	3.6425	1.06184	Most satisfaction
Service as quickly	3.7750	.97043	Most satisfaction
Bringing you a pleasing personality as a presenter	3.6125	1.02223	Most satisfaction
Repeat to purchase	3.6025	1.09887	Most satisfaction
Total	3.7389	.72776	Most satisfaction

For the satisfaction factor at most satisfaction level with average 3.7389 by the majority the consumer considering the performance of the product with most satisfaction level at average 3.9075, followed by Product is sufficient demand with most satisfaction level at average 3.8700. New technology makes the results more quickly with most satisfaction level at average 3.7925 Clarity of the information, Label and the ingredient with most satisfaction level at average 3.7825. Service as quickly with most satisfaction level at average 3.775. Not cause irritation or allergies with most satisfaction level at average 3.7175. Reliability of Information about store and seller information such as name, address with most satisfaction level at average 3.6850. The ability to provide such services available to answer questions, Clarify doubts and make a suggestion with most satisfaction level at average 3.6425. for Bringing you a pleasing personality as a presenter with most satisfaction level at average 3.6125. Product and the last is Repeat to purchase with most satisfaction level at average 3.6025 as respectively.

Table 4.5: Model summary to analyze

Model	R	R Square	Adjusted R Square
1	.766 ^a	0.586	0.578

The model summary shown to the influence to independence variable to dependence variable which the result that all independence variables influence to dependence variable at 58.6 percent and for 41.4 percent is the from result of variables or other factors which cannot be determined

4.5 Part5. The analysis of Hypothesis:

Part 1. The marketing mix Factors (product, price, place distribution, promotion and service) are significant to consumer satisfaction at significant 95%

Part2. The website credibility factors are significant to consumer satisfaction at significant 95%

Part 3. The consumer behavior factors are significant to consumer satisfaction at significant 95%.

Part4. The brand ambassador factors are significant to consumer satisfaction at significant 95%

Part5. The innovation factor are significant to consumer satisfaction at significant 95%

The Analyze coefficients between the marketing mix, the website credibility, the consumer behavior, the Brand ambassador and the innovation with consumer satisfaction to decide to purchase skin care through online shopping.

Table 5.1: Analyze the hypothesis

Coefficient	Beta	Sig
Average product	0.247	0
Average price	0.184	0
Average place	-0.026	0.531
Average promotion	0.2	0
Average website	0.082	0.06
Average consumer behavior	0.02	0.65
Average innovation	0.242	0
Average ambassador	-0.026	0.501

Part 1. from Table 5.1 Analyze the hypothesis 1. The marketing mix Factors (product, price, place distribution, promotion and service) are significant to consumer satisfaction at significant 99 percent can analyze with statistic as followed:

H0: The marketing mix factors are not significant to consumer satisfaction to decide to purchase skincare product through online shopping.

H1: The marketing mix factors are significant to consumer satisfaction to decide to purchase skincare product through online shopping.

For this analyzes used Pearson Coefficient at significant 95 % will reject H0 when significant less than .05 by the result as below:

The coefficient between marketing mixes when considering to consumer satisfaction at significant 95% the result found that Product is significant at 24.7% Price is significant at 18.7%, Place distribution is not significant at negative 2.6 %, Promotion and service is significant at 20%

At the mention, Product, Price, Promotion and service are significant to consumer satisfaction to decide to purchase skincare product through online shopping but Place distribution is not significant.

Part 2 from Table 5.1 Analyze the hypothesis 2 the website credibility Factors are significant to consumer satisfaction at significant 95% can analyze with statistic as followed:

H0: The website credibility factors are not significant to consumer satisfaction to decide to purchase skincare product through online shopping.

H1: The website credibility factors are significant to consumer satisfaction to decide to purchase skincare product through online shopping.

For this analyzes used Pearson Coefficient at significant 95% will reject H0 when significant less than .05

The coefficient between website credibility mixes when considering to consumer satisfaction at significant 95% the result found that the website credibility is not significant at 8.2% which significant if more than .05 is accept H0 and reject H1 mean that the website credibility factors those are not related to customer satisfaction to decide to purchase skin care through online shopping.

Part 3. From table 5.1 Analyze the hypothesis 2. The consumer behavior factors are significant to consumer satisfaction at significant 95% can analyze with statistic as followed:

H0: The consumer behavior factors are not significant to consumer satisfaction to decide to purchase skincare product through online shopping.

H1: The consumer behavior factors are significant to consumer satisfaction to decide to purchase skincare product through online shopping.

For this analyzes used Pearson Coefficient at significant 95% will reject H0 when significant less than .05

The coefficient between the consumer behavior factor when considering to consumer satisfaction at significant 95% the result found that the consumer behavior is not significant at 2.0% which significant if more than .05 is accept H0 and reject H1 mean that the consumer behavior factors those are not related to customer satisfaction to decide to purchase skin care through online shopping.

Part4. From table 5.1 Analyze the hypothesis 2. The brand ambassador Factors are significant to consumer satisfaction at significant 95% can analyze with statistic as followed:

H0: The brand ambassador factors are not significant to consumer satisfaction to decide to purchase skincare product through online shopping.

H1: The brand ambassador factors are significant to consumer satisfaction to decide to purchase skincare product through online shopping.

For this analyzes used Pearson Coefficient at significant 95% will reject H0 when significant less than .05

The coefficient between the brand ambassador factor when considering to consumer satisfaction at significant 95% the result found that the brand ambassador is not significant at negative 2.6% which significant if more than .05 is accept H0 and reject H1 mean that the brand ambassadors factors those are not related to customer satisfaction to decide to purchase skin care through online shopping.

Part5. From table 5.1 Analyze the hypothesis 2. The innovation Factors are significant to consumer satisfaction at significant 95% can analyze with statistic as followed:

H0: The innovation and new technology factors are not significant to consumer satisfaction to decide to purchase skincare product through online shopping.

H1: The innovation and new technology factors are significant to consumer satisfaction to decide to purchase skincare product through online shopping.

For this analyzes used Pearson Coefficient at significant 95% will reject H0 when significant less than .05

The coefficient between the innovation and new technology factors when considering to consumer satisfaction at significant 95% the result found that the innovation is significant at 2.42%

At the mention, the innovation factors are significant to consumer satisfaction to decide to purchase skincare product through online shopping.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Conclusion

For this study is study the factor that influence to consumer behavior decision to purchase skin care product through online shopping by the purpose is to study marketing mix, the website credibility, the consumer behavior, the brand ambassador and the innovation and new technology that influence to consumer satisfaction to decide to purchase skin care through online shopping by the gathering questionnaire from the sampling group total 400 persons which can be summarize as follow:

The gender showed that the majority were female 230 persons or 42.2% were male with a total of 169 people, representing 57.5%

The age of the sample were aged between 20- 25 years 223 persons, representing 55.8%, followed by the age between 26 - 30 years 88 persons representing 22.0% were aged between 30 - 35 years 70 persons this figure represents 17.5% and Finally, above 35 years 19 persons, representing 4.8%.

The education level, the study found that the majority of the bachelor degree maximum of 240 persons or 60.0%, followed by below bachelor degree 116 person, representing 29.0 percent and the last is above bachelor degree 42 persons or 10.5%

The career found that the majority is the student 178 persons, representing 44.5% followed by private employee 99 persons, representing 24.8%. The officers / state enterprises 86 persons, representing 21.5% and the last is business owner 37 persons representing 9.2%

The income Found that the majority of monthly income at 10,001 - 20,000 to 163 persons, representing 40.8% followed by income at 20,001 - 30,000 to 114 persons, representing 28.5% and Income at below 10,000 baht to 92 persons, representing, 23.0% for the last at above 30,000 baht to 31 persons, representing 7.8%, respectively.

For the marketing mix with The Product factor The result shows the consumer decide to purchase skincare through online shopping to product factor at the most satisfaction level with average 3.8935 and considering the comments on each comment found that the result found that the product found that the samples group focus on Quality of products with most satisfaction level at average 3.9675, followed by Details information about the features of the products with most satisfaction level at average 3.9150. A product has certified security standards with most satisfaction level at average

3.9000. Appearance of product packaging with most satisfaction level at average 3.8575 and the last is Credibility of Brands with most satisfaction level at average 3.8275 as respectively.

For the price factor at most satisfaction level with average 3.6938 by the majority the consumer considering from Easy to compare price with most satisfaction level at average 3.7550, followed by The price suit with quality of the product with most satisfaction level at average 3.7400, next is Cheaper than the market price with most satisfaction level at average 3.6425 and the last is Negotiating prices easy with most satisfaction level at average 3.6375 as respectively.

For the place distribution factor at most satisfaction level with average 4.0769 by the majority the consumer considering from Contact to order in several ways with most satisfaction level at average 4.1450, followed by Convenience of selection with most satisfaction level at average 4.1275, next is The fast and easy product selection with Most satisfaction level at average 4.0650 and the last is A variety of distribution channels and store with most satisfaction level at average 3.9700 as respectively.

For the Promotion factor at most satisfaction level with average 3.7846 by the majority the consumer considering from Reduction in price and promotions with most satisfaction level at average 4.0175, followed by Payment process is easy and quickly with high level at average 3.8500, Providing advice and answering questions with most satisfaction level at average 3.7450 next is The Giving gifts to customers (coupon, tester) with most satisfaction level at average 3.7375. Warranty and Service with most satisfaction level at average 3.7300 and the last is the after sales service with most satisfaction level at average 3.6275 as respectively.

For the website credibility factor at most satisfaction level with average 3.8329 by the majority the consumer considering The site is registered with a bank or financial institution with most satisfaction level at average 3.9875, followed by Web sites have been registered with most satisfaction level at average 3.8825 Website is updated regularly with most satisfaction level at average 3.8475. The site has a good image has been entrusted with most satisfaction level at average 3.8450. The seller disclosed the details (name, phone, and address with most satisfaction level at average 3.7775. The site is recommended by a trusted acquaintance with most satisfaction level at average 3.7525 and the last is Web site are advertised through various media with most satisfaction level at average 3.7375 as respectively.

For the consumer behavior factor at most satisfaction level with average 3.8738 by the majority the consumer considering Save time to shopping with most satisfaction level at average 4.2625, followed by Price consciousness with most satisfaction level at

average 4.1775. Save cost of travel with most satisfaction level at average 4.1550. Internet usage with most satisfaction level at average 4.0650. Ingredients of product with most satisfaction level at average 4.0575. Packages look luxury with most satisfaction level at average 3.9550. Logos look beautiful with most satisfaction level at average 3.9475. Advertising from internet or social media (Facebook, instgram, Etc with most satisfaction level at average 3.8475. for modern and trendy with most satisfaction level at average 3.8200. Product preference with most satisfaction level at average 3.8125. Recommended from celebrity, super star, presenters with most satisfaction level at average 3.6100. Recommended from family, cousin with most satisfaction level at average 3.5750. Recommended from friend, acquaintance with most satisfaction level at average 3.5325 and the last is expected to look like celebrities with most satisfaction level at average 3.4150 as respectively.

For the innovation factor at most satisfaction level with average 3.8205 by the majority the consumer considering Innovations that apply New Technology such as Nano technology, High Definition and Innovations that apply the natural ingredient as the main things with most satisfaction level at the same average 3.8900, followed by Innovations that have an academic reference with most satisfaction level at average 3.8425. Innovations that benefit more than one with most satisfaction level at average 3.8050 and the last is Innovation that not to experiment on animals with most satisfaction level at average 3.6750 as respectively.

For the brand ambassador factor at most satisfaction level with average 3.8900 by the majority the consumer considering Famous people in the entertainment such as celebrity, superstar, actor with most satisfaction level at average 3.9675, followed by Famous people in the sport industry with most satisfaction level at average 3.9125. Famous people in social network such as blogger, net idol with most satisfaction level at average 3.8725 and the last is Famous people as Academician with most satisfaction level at average 3.8075 as respectively.

For the satisfaction factor at most satisfaction level with average 3.7389 by the majority the consumer considering the performance of the product with most satisfaction level at average 3.9075, followed by Product is sufficient demand with most satisfaction level at average 3.8700. New technology makes the results more quickly with most satisfaction level at average 3.7925. Clarity of the information, Label and the ingredient with most satisfaction level at average 3.7825. Service as quickly with most satisfaction level at average 3.775. Not cause irritation or allergies with most satisfaction level at average 3.7175. Reliability of Information about store and seller information such as name, address with most satisfaction level at average 3.6850. The ability to provide such services available to answer questions, Clarify doubts and make a suggestion with most

satisfaction level at average 3.6425. for Bringing you a pleasing personality as a presenter with most satisfaction level at average 3.6125. Product and the last is Repeat to purchase with most satisfaction level at average 3.6025 as respectively.

The hypothesis can be summarizing as followed:

The hypothesis 1. The marketing mix Factors (product, price, place distribution, promotion and service) are significant to consumer satisfaction at significant 95% which is not consistent with the hypothesis set.

The hypothesis 2. The website credibility factors are significant to consumer satisfaction at significant 95% which is not consistent with the hypothesis set.

The hypothesis 3. The consumer behavior factors are significant to consumer satisfaction at significant 95% which is not consistent with the hypothesis set.

The hypothesis 4. The brand ambassador factors are significant to consumer satisfaction at significant 95% is consistent with the hypothesis set.

The hypothesis 5. The innovation and new technology factor are significant to consumer satisfaction at significant 95% which is consistent with the hypothesis set.

5.2 Discussion

For the conclusion of independence study with topic the influences on consumer behavior decision to purchasing skin care product in Bangkok can answer to purpose of this independence study and can discussion as followed:

The marketing mix in the product factor influence to consumer decision to purchase skin care through online with significant 95% at the same direction which the consumer pay attention is significant at 24.7% which consistent to Nawaphol Ruengamonkit (2003) The study "Consumer preference for hair cosmetics consumer in Bangkok by the product is high level at significant 4.5% by the majority they considering from quality of product as firstly and this is probably because some consumers worry that the product will have a negative effect on the skin and may cause serious consequences if the face or body damage. As a result, most of the focus is on the quality to use of the product.

Price factor influence to consumer decision to purchase skin care through online with significant 95% at the same direction which the consumer pay attention is significant at 24.7% which consistent with Supanee & sumana (2554) study factors affecting Purchasing decision on Imported Korea Cosmetics in Bangkok by the price is high level at significant 38.2% with considering from A variety of types and sizes of most cosmetics. Currently there are various brands of cosmetics can cause consumers to have

the right to choose and Purchase Decision and be able to compare the quality of the product and the consumer is considered to be worth the money and decided to buy that product.

Place distribution factor influence to consumer decision to purchase skin care through online with significant 95% which the consumers pay attention is not significant at 2.6% by probably at currently have many store that consumer can go and purchase easily then buy at shop or online shopping it not different.

Promotion factor influence to consumer decision to purchase skin care through online with significant 95% at the same direction which the consumer pay attention is significant at 20.0% which consistent with Kunlayanee Kornkirati, Naruran Wuttisin & Krisada Kittigowittana (2553) Study the factors that influence the selection to products of people working in Krathumbaen at Samut Sakhon that promotion factor is significant which majority the consumer considering on advice from the sales and distribution of product samples to try the most. This is probably because consumer products allow white paint on the face or body may be a risk that it will have a negative effect so the people who are knowledgeable about the product and want to get product samples before decide to purchase.

The consumer behavior factor influence to consumer decision to purchase skin care through online with significant 95% at the same direction by the result found that is not significant at 2.0% which consistent with Kotphun wirawon (2553) study the factors affecting the purchase of the Korea skincare of consumer in Bangkok which the consumer behavior factor not significant at 3.2% by probably is from result of variables or other factors which cannot be determined.

The brand ambassador factor is not significant to customer decision to purchase skin care through online shopping because brand ambassadors is a person who is doing promotions through various communication channels, as well as meet new people, Talk to the audience and activities to increase sales and build brand image, provided the activities are ongoing (refer to Teerayud Wattanasupachoke, 2550) which the probably as consumer know some brand ambassador they just present to product without using then consumer don't know the product is good or bad mean that the ambassador is not affect to customer decision to purchase skin care through online shopping.

The innovation factor is high significant at 24.2% the consumer thought the innovation and new technology as Nano technology or high definition technology will increase more effectively and get the result as quickly.

The website credibility factors is not significant by probably at currently have online shopping in many website with several channel such as Facebook, Instagram, twitter to sale product and increase more and more in each day it make look like as normally things which the consumer not pay attention too much for that then the website credibility factors are not affect to consumer decision to purchase skin care through online shopping.

Table5.2: Parameter Estimates

	B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)
repeat purchase							
Place2.3.3	.838	.359	5.433	1	.020	2.311	1.143
Innovation3.3.2	-1.036	0.391	7.032	1	.008	.355	.165

This study makes the point that the marketing mix of products factor affect consumer decide to purchase so if manufacturers want to market the products associated with this research the manufacturers should be concerned about the place distribution factor as first because the convenience is affect to consumer satisfaction as firstly including with innovation and new technology that increase more effective it make consumer repurchase more and more by the other hand the factor that not affect to consumer repurchase is product, website credibility, brand ambassador, consumer behavior and consumer satisfaction.

5.3 Recommendation for future research

1. There should be a study with a diverse sample to obtain complete information because nowadays male like to use cosmetic as well as female cosmetic use.
2. There should be study cosmetic products in other groups such as cosmetics for hair, Makeup cosmetic so it can be a different of the result.
3. There should be study by other groups such as consumers in the province to know the different aspects in each section.
4. There should a comparative study consumer behavior between male and female which may have different behavior.

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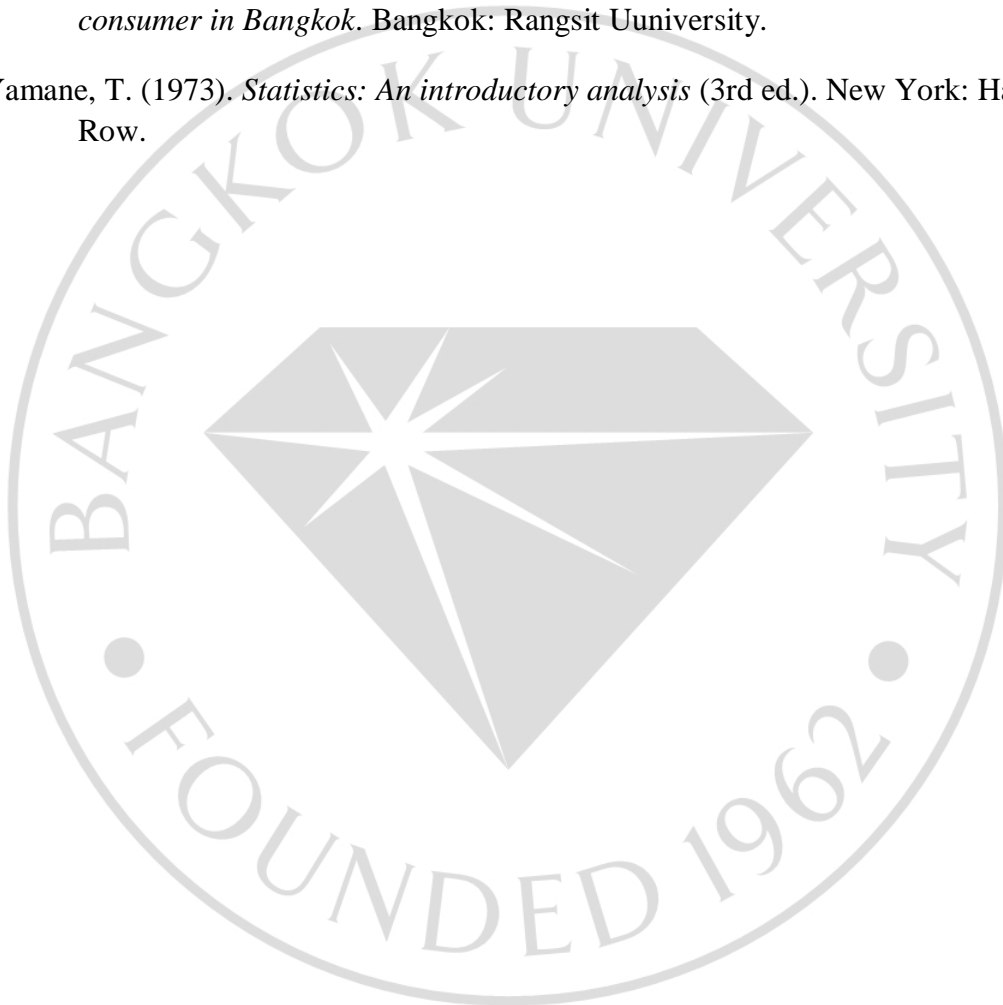
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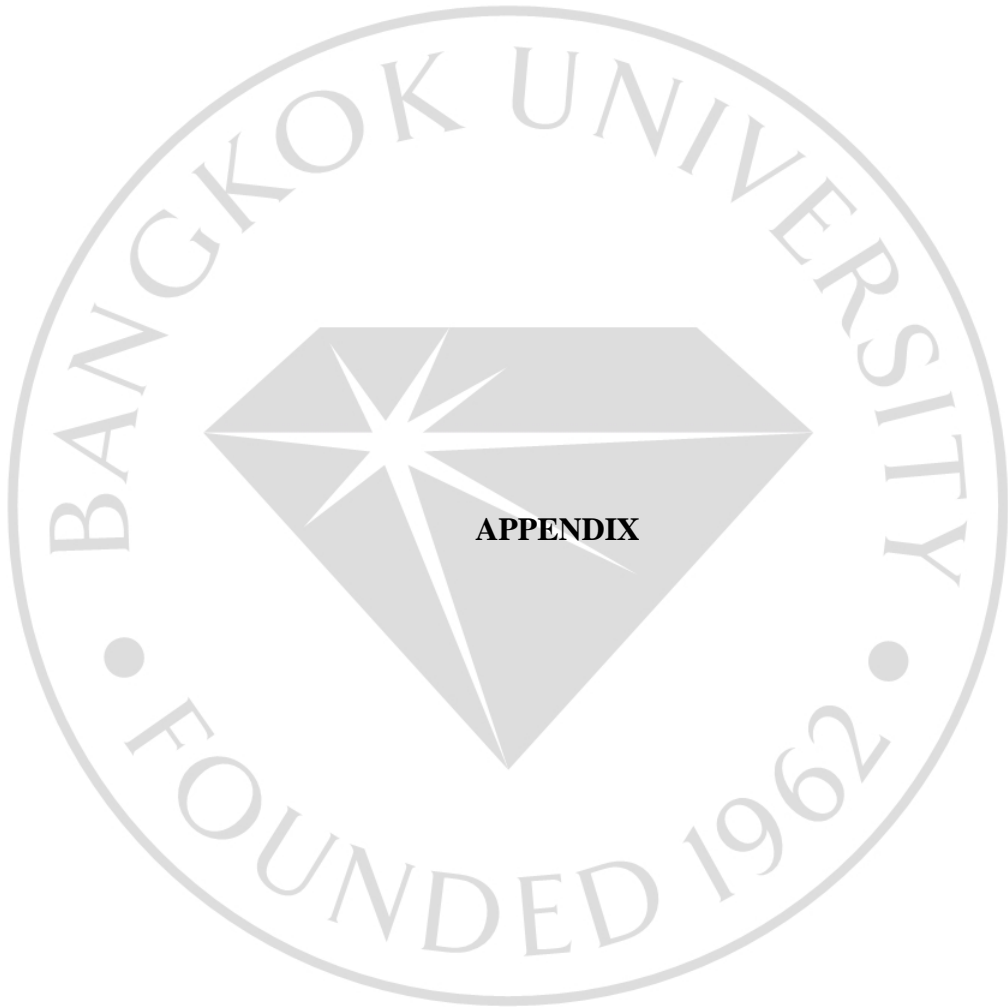
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APPENDIX

The result of statistic analysis:

Reliability

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded ^a	0	.0
	Total	400	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.914	65

a. Listwise deletion based on all variables in the procedure.

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Avsatisfy	3.7389	.72776	400
Avproduct	3.8935	.67890	400
Avprice	3.6938	.72631	400
Avplace	4.0769	.63881	400
avpromotion	3.7846	.77470	400
avweb	3.8329	.70111	400
avcb	3.8738	.68163	400
avinno	3.8205	.69375	400
avam	3.8900	.88592	400

Correlations

	avsatisfy	avproduct	avprice	avplace	avpromotion	avweb	avcb	avinno	avam
Pearson Correlation	1.000	.646	.646	.428	.623	.534	.431	.616	.268
avproduct	.646	1.000	.665	.494	.572	.500	.380	.546	.222
avprice	.646	.665	1.000	.435	.642	.529	.483	.559	.306
avplace	.428	.494	.435	1.000	.483	.417	.365	.502	.308
avpromotion	.623	.572	.642	.483	1.000	.557	.420	.538	.305
avweb	.534	.500	.529	.417	.557	1.000	.458	.525	.216
avcb	.431	.380	.483	.365	.420	.458	1.000	.536	.481
avinno	.616	.546	.559	.502	.538	.525	.536	1.000	.427
avam	.268	.222	.306	.308	.305	.216	.481	.427	1.000

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.766 ^a	.586	.578	.47292	.586	69.234	8	391	.000

a. Predictors: (Constant), avam, avweb, avplace, avproduct, avcb, avpromotion, avinno, avprice

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	.142	.188		.758	.449					
avproduct	.265	.051	.247	5.195	.000	.646	.254	.169	.466	2.144
avprice	.184	.051	.184	3.646	.000	.646	.181	.119	.416	2.402
avplace	-.029	.046	-.026	-.628	.531	.428	-.032	-.020	.640	1.563
avpromotion	.188	.044	.200	4.239	.000	.623	.210	.138	.475	2.103
avweb	.085	.045	.082	1.884	.060	.534	.095	.061	.564	1.774
avcb	.021	.046	.020	.454	.650	.431	.023	.015	.572	1.748
avinno	.254	.049	.242	5.139	.000	.616	.252	.167	.478	2.090
avam	-.021	.032	-.026	-.674	.501	.268	-.034	-.022	.706	1.416

a. Dependent Variable: av satisfy



Questionnaire

The influences on consumer behavior decision to purchasing skin care product in Bangkok.

อิทธิพลต่อพฤติกรรมของผู้บริโภคในการตัดสินใจซื้อครีมบำรุงผิวผ่านตลาดออนไลน์ในย่านกรุงเทพมหานคร

ตอนที่ 1 ข้อมูลทั่วไปทางประชากรศาสตร์

Part 1. Demographics

1.1 เพศ (Gender)

- ชาย Male หญิง Female

1.2 อายุ (Age)

- 20-25 yrs 26-30 yrs
 30-35 yrs above 35 yrs

1.3 ระดับการศึกษา (Education)

- ต่ำกว่าปริญญาตรี (Below Bachelor Degree) ปริญญาตรี (Bachelor Degree)
 สูงกว่าปริญญาตรี (Above Bachelor Degree)

1.4 อาชีพ (Career)

- นักเรียน/นักศึกษา (Student)
 ข้าราชการ/พนักงานรัฐวิสาหกิจ (officers / employees of state enterprises)
 พนักงานบริษัทเอกชน (Private Employee)
 ธุรกิจส่วนตัว (Business owner)
 อื่นๆ โปรดระบุ (Etc)

1.5 รายได้ส่วนตัวโดยเฉลี่ยต่อเดือน (Income)

- ต่ำกว่า 10,000 บาท (below 10,000 baht) 10,001 - 20,000 บาท

20,001 - 30,000บาท

 มากกว่า 30,000 บาท (Above 30,000 baht)

ส่วนที่ 2 ปัจจัยทางส่วนผสมทางการตลาดต่อความพึงพอใจของสินค้า

Part 2 .The factor of Marketing Mix toward satisfaction of products

องค์ประกอบของสื่อออนไลน์ The factors of online marketing (E-commerce)	ระดับของความคิดเห็น Level of opinion				
	มากที่สุด Maximum	มาก Most	ปานกลาง Moderate	น้อย Less	น้อยที่สุด Minimum
	(5)	(4)	(3)	(2)	(1)
2.1 Product:					
2.1.1 ตราสินค้ามีความน่าเชื่อถือ (Credibility of Brands)					
2.1.2 ผลิตภัณฑ์ได้รับการรับรองมาตรฐานความปลอดภัย (A product has certified security standards)					
2.1.3 รูปลักษณ์และบรรจุภัณฑ์ของสินค้า (Appearance of product packaging)					
2.1.4 ข้อมูลแสดงรายละเอียดเกี่ยวกับคุณลักษณะ (Details information about the features of the products.)					
2.1.5 คุณภาพของสินค้า (Quality of products)					
2.2 Price:					

2.2.1 ราคาสินค้าถูกกว่าท้องตลาด (Cheaper than the market price)					
2.2.2 ราคาเหมาะสมกับคุณภาพของสินค้า (The price suit with quality of the product)					
2.2.3 สามารถเปรียบเทียบราคาได้ง่ายระหว่างร้านค้ากับเว็บไซต์ (Easy to compare price between store and website)					
2.2.4 การต่อรองสินค้าทำได้ง่าย (Negotiating prices easy)					
2.3 Place distribution:					
2.3.1ความหลากหลายของช่องทางการจัดจำหน่าย มีร้านค้าจำนวนมากให้เลือก (A variety of distribution channels and store).					
2.3.2ความง่ายและรวดเร็วในการเลือกสินค้า (The fast and easy product selection)					
2.3.3ความสะดวกในการเลือกสินค้า (เลือกซื้อสินค้าได้ตลอด24ชม.) (Convenience of selection (Optional Purchase of 24-hour)					
2.3.4 การติดต่อสั่งซื้อสินค้าได้หลายวิธี (Contact to order in several ways)					
2.4 Promotion and Service:					

2.4.1 การลดราคาและโปรโมชั่นต่างๆ (Reduction in price and promotions)					
2.4.2 การให้ของสมนาคุณแก่ลูกค้า (คุปองสะสมแต้ม, ตัวอย่างสินค้า) (Giving gifts to customers (coupon rate, Tester).					
2.4.3 การชำระค่าสินค้าทำได้ง่าย สะดวกและรวดเร็ว (Payment process is easy and quickly)					
2.4.4 การบริการหลังการขาย (The after sales service)					
2.4.5การให้คำแนะนำและมีการตอบข้อสงสัยต่างๆ (Providing advice and answering questions)					
2.4.6 การรับประกันสินค้าและการบริการ (Warranty and Service)					

ส่วนที่ 3 ปัจจัยความน่าเชื่อถือของเว็บไซต์, นวัตกรรมเทคโนโลยีสมัยใหม่ และ 프리เซ็นเตอร์ ต่อความพึงพอใจของสินค้า

Part 3 The Website Credibility, Innovation technology and presenters toward satisfaction of products

องค์ประกอบของสื่อออนไลน์ The factors of online marketing (E-	ระดับของความคิดเห็น Level of opinion
--	--

commerce)	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
	Maximum	Most	Moderate	Less	Minimum
	(5)	(4)	(3)	(2)	(1)

3.1 Website credibility and Safety					
3.1.1 เว็บไซต์มีชื่อเสียง ภาพพจน์ที่ดี ได้รับความไว้วางใจ(The site has a good image has been entrusted)					
3.1.2 เว็บไซต์ได้รับคำแนะนำจากคนรู้จักที่เชื่อถือได้ (The site is recommended by a trusted acquaintance)					
3.1.3 เว็บไซต์มีการโฆษณาผ่านสื่อต่างๆ (Web site are advertised through various media)					
3.1.4 เว็บไซต์ขึ้นทะเบียนพาณิชย์อิเล็กทรอนิกส์ (Web sites have been registered)					
3.1.5 เว็บไซต์มีการอัปเดตข้อมูลอย่างสม่ำเสมอ (Website is updated regularly)					
3.1.6 เว็บไซต์ขึ้นทะเบียนกับธนาคารหรือสถาบันทางการเงิน (Visa, Master, PayPal)) (The site is registered with a bank or financial institution (Visa, Master, PayPal).					
3.1.7 ผู้ขายเปิดเผยข้อมูลไว้อย่างละเอียด(ชื่อ เบอร์ โทรศัพท์ ที่อยู่ (The seller disclosed the details (name, phone, address).					

3.2 Consumer behavior					
3.2.1 เวลาที่ใช้อินเทอร์เน็ต (internet usage)					
3.2.2 ส่วนประกอบที่ใช้ในผลิตภัณฑ์ (Ingredients of product)					
3.2.3 เนื้อผลิตภัณฑ์ครีมบำรุง (Product preference)					
3.2.4 โฆษณาทางอินเทอร์เน็ต, สื่อออนไลน์ (Advertising from internet or social media (Facebook, instgram, Etc)					
3.2.5 โลโก้ของผลิตภัณฑ์ที่สวยงาม (A beautiful of product logo)					
3.2.6 บรรจุภัณฑ์ที่ดูหรูหรา (A luxury of packaging)					
3.2.7 ราคาสัมเหตุสมผล (Price consciousness)					
3.2.8 คาดว่าจะสวยเหมือนดารานา (Expected to look like celebrities)					
3.2.9 คำแนะนำจากครอบครัว,ญาติ (Recommended from family, cousin)					
3.2.10 คำแนะนำจากเพื่อน,คนรู้จัก (Recommended from friend , acquaintance)					
3.2.11 คำแนะนำจากดารานา,คนดัง,พรีเซ็นเตอร์ (Recommended from celebrity, super star,					

presenters)					
3.2.12 กระแสนิยม (Modern and trendy)					
3.2.13 ประหยัดเวลาในการเลือกซื้อ (Save time to shopping)					
3.2.14 ประหยัดค่าใช้จ่ายในการเดินทาง (Save cost of travel)					
3.3 The innovation and new technology					
3.3.1 นวัตกรรมเลือกใช้เทคโนโลยีใหม่ๆ อย่าง นาโน เทคโนโลยี ,High Definition (HD) (Innovations that apply New innovative such as Nano , High Definition)					
3.3.2 นวัตกรรมเลือกใช้ส่วนผสมจากธรรมชาติเป็นหลัก (Innovations that apply the natural ingredient as the main things)					
3.3.3 นวัตกรรมใหม่ๆที่มีนวิชาการอ้างอิง (Innovations that have an academic reference)					
3.3.4 นวัตกรรมที่เลือกจะไม่ทดลองในสัตว์ (Innovation that not to experiment on animals)					
3.3.5 นวัตกรรมที่ให้สรรพคุณมากกว่าหนึ่งอย่าง (Innovations that benefit more than one)					
3.4 The brand ambassador					

3.4.1 คนมีชื่อเสียงในวงการบันเทิง เช่น ดารา,ซูเปอร์สตาร์ (Famous people in the entertainment such as celebrity, superstar, actor)					
3.4.2 คนมีชื่อเสียงในวงการกีฬา (Famous people in the sport industry)					
3.4.3 คนมีชื่อเสียงที่เป็นนักวิชาการ (Famous people as Academician)					
3.4.4 คนมีชื่อเสียงในโลกอินเทอร์เน็ต เช่น บล็อกเกอร์,เน็ต ไอดอล(Famous people in social network such as blogger, net idol)					

ส่วนที่4 ความพึงพอใจต่อการตัดสินใจซื้อครีมบำรุงผ่านสื่อออนไลน์

Part4. The satisfaction to purchase skincare through online marketing

ความพึงพอใจต่อการตัดสินใจซื้อครีมบำรุงผ่านสื่อ ออนไลน์ The satisfaction to purchase skincare through online marketing	ระดับของความคิดเห็น Level of opinion				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
	Maximum (5)	Most (4)	Moderate (3)	Less (2)	Minimum (1)
4.1 ประสิทธิภาพของสินค้าในการบำรุงผิว (The performance of the product)					
4.2 มีความชัดเจนของข้อมูล,ฉลากและส่วนผสม (Clarity of the information, Label and the ingredient)					
4.3 สินค้าไม่ก่อให้เกิดความระคายเคือง หรือ แพ้ (Not cause irritation or allergies)					

4.4 สรรพคุณสินค้าตรงตามกับที่โฆษณา (The benefit of this product meets the ad)					
4.5 เทคโนโลยีใหม่ๆที่ทำให้เห็นผลลัพธ์เร็วขึ้น (New technology makes the results more quickly)					
4.6 จำนวนสินค้าเพียงพอต่อความต้องการซื้อ (Product is sufficient demand)					
4.7 ความน่าเชื่อถือในการแสดงข้อมูลร้านค้าและคนขาย อย่างละเอียด เช่น ชื่อ, ที่อยู่ (Reliability of Information about store and seller information such as name, address)					
4.8 ความรู้ความสามารถในการให้บริการ เช่น สามารถตอบ คำถาม ชี้แจงข้อสงสัยให้คำแนะนำได้เป็นต้น (The ability to provide such services available to answer questions. Clarify doubts and make a suggestion)					
4.9 ความรวดเร็วในการให้บริการ (Service as quickly)					
4.10 การนำบุคคลที่ชื่นชอบมาเป็นพรีเซ็นเตอร์ (Bringing you a pleasing personality as a presenter)					
4.11 ท่านจะกลับมาซื้อซ้ำหรือไม่ (Repeat to purchase)					

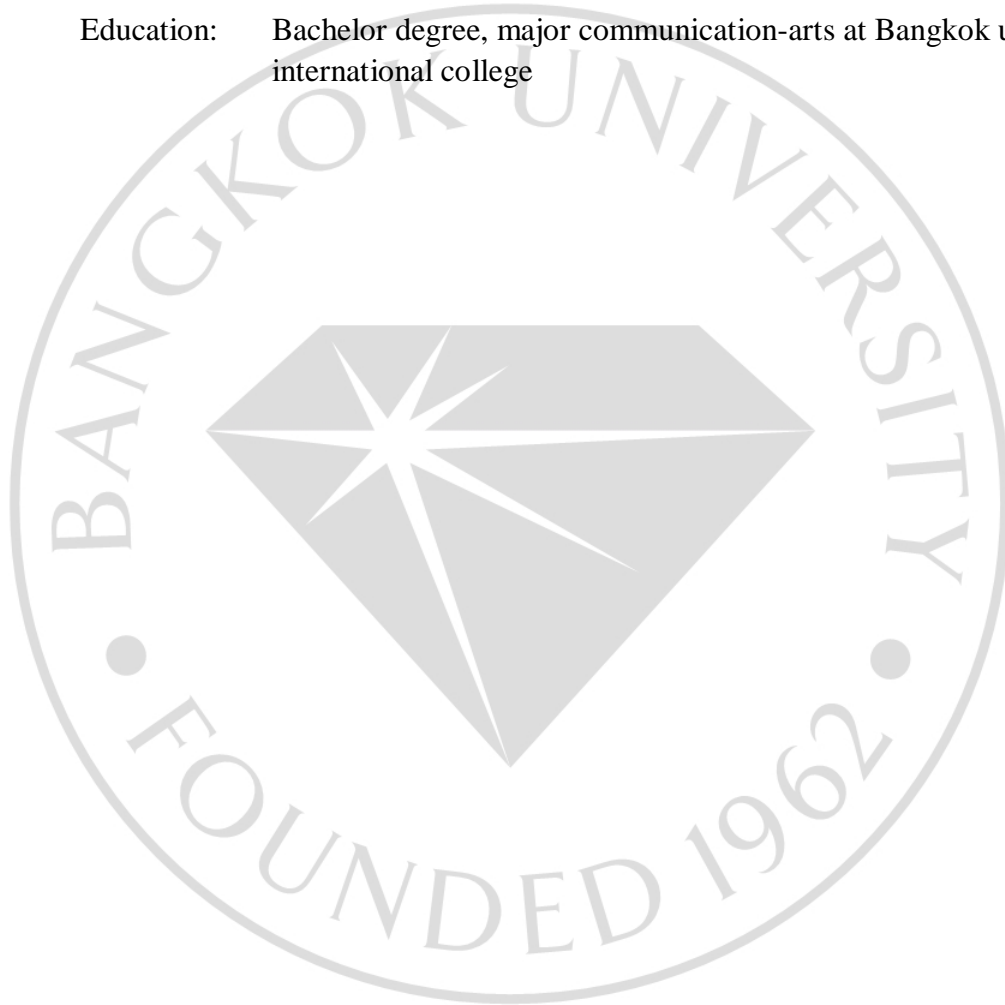
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