

**WHAT ARE THE FACTORS THAT CONSUMER CHOOSES TO PURCHASE THE
LUXURY COSMETIC IN BANGKOK**



**A STUDY OF WHAT ARE THE FACTORS THAT CONSUMER CHOOSES TO
PURCHASE THE LUXURY COSMETIC IN BANGKOK**

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Title: A STUDY OF WHAT ARE THE FACTORS THAT CONSUMER CHOOSES
TO PURCHASE THE LUXURY COSMETIC IN BANGKOK

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ABSTRACT

This Study is about influence factors consumers decide to purchase the luxury cosmetic in Bangkok area, the objective of study is to find the influence factor that consumers decide to purchase the luxury cosmetic in Bangkok. The researcher had collected the data in May, 2017 by used questionnaire. The target group is start from first jobber until middle age. The sample group of this research is consumers who live in Bangkok area. The researcher had the sample size and used Yamane's formula by calculate the sampling size around 400 people. Thus the researcher had analyze the data and present the result from the analyze software (SPSS), The data collected from demographic data of the respondents and followed by factors that affect with consumer behavior on purchasing decision the luxury cosmetic in Bangkok. The result of personal data of respondents who did questionnaire, found that most of respondents are female, their age between 26-35 years old, they most single, have education in bachelor's degree and most of them are employee. Most of them purchase for beauty. The result of study in hypothesis testing shown those consumers who choose to purchase the luxury cosmetic in Bangkok. Demography, quality, packaging, price, lifestyle and fashion trends (social) that make consumer decide to purchase the luxury cosmetic in Bangkok area.

Keywords: Luxury cosmetic, Brand loyalty, Blogger, Beauty blogger, Fashion trend

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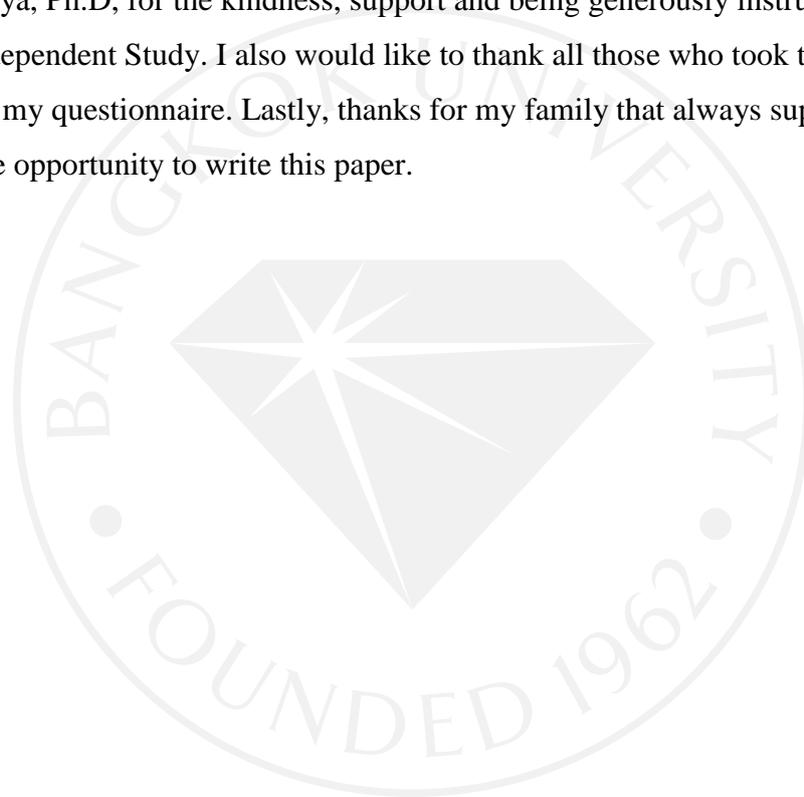


TABLE OF CONTENTS

| | Page |
|--------------------------------------|-------------|
| ABSTRACT..... | iv |
| ACKNOWLEDGMENT..... | v |
| LIST OF TABLES | viii |
| LIST OF FIGURES | ix |
| CHAPTER 1: INTRODUCTION..... | 1 |
| Background..... | 1 |
| Statement of Problem Statement | 3 |
| Intention and Reason for Study | 4 |
| Research Questions | 4 |
| Research Objectives | 5 |
| Scope of Research: Bangkok Area..... | 5 |
| Benefit of Research | 5 |
| Conceptual Framework | 6 |
| Definition of teams | 6 |
| CHAPTER 2: LITERATURE REVIEW..... | 7 |
| Introduction | 7 |
| Related Literature | 8 |
| Related Theories | 19 |
| Hypothesis | 33 |
| Theoretical Framework | 34 |
| Integrated..... | 37 |
| Previous Studies | 38 |
| CHAPTER 3: METHODOLOGY | 43 |

TABLE OF CONTENTS (Continued)

| | Page |
|---|-------------|
| CHAPTER 3: METHODOLOGY (Continued) | |
| Research Design | 43 |
| Population and Sample Selection | 44 |
| Research Instrument | 45 |
| Instrument Pretest | 45 |
| Data Collection Procedure | 48 |
| Coding Structure | 48 |
| Summary of Demographic Data | 54 |
| CHAPTER 4: FINDINGS | 55 |
| Introduction | 55 |
| Influence Factorss | 55 |
| Demographic Data | 58 |
| Data based on Assumptions | 73 |
| Findings of the Study | 75 |
| CHAPTER 5: CONCLUSION AND RECOMMENDATION | 77 |
| Conclusion | 77 |
| Recommendation for Further Research | 81 |
| BIBLOGRAPHY | 82 |
| APPENDIX | 92 |
| LICENSE AGREEMENT | 101 |

LIST OF TABLES

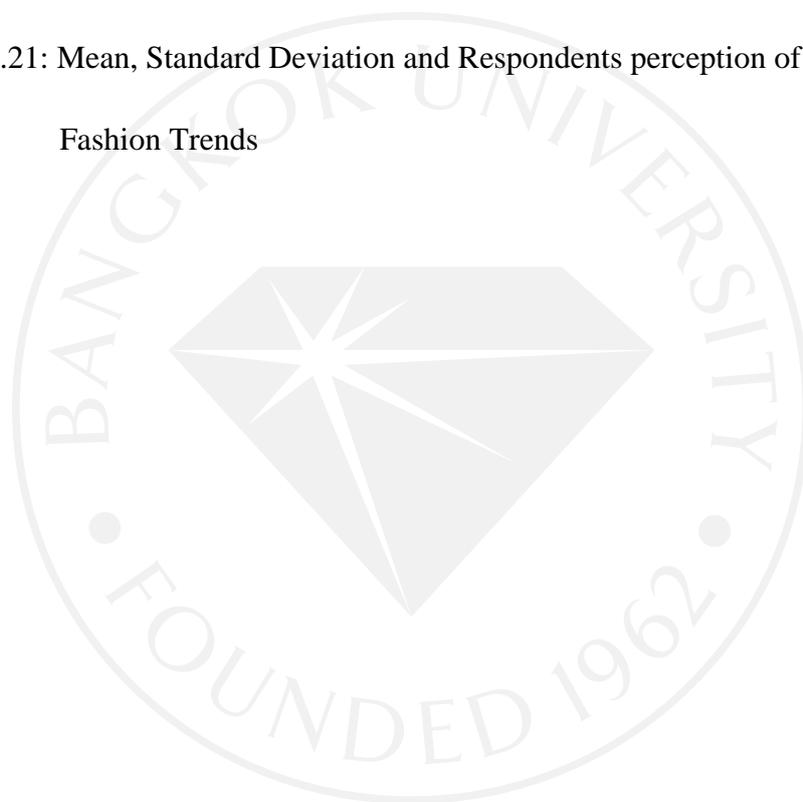
| | Page |
|---|-------------|
| Table 2.1: Table Content of Need Theories which related with Quality..... | 22 |
| Table 2.2: Table Content of Need Theories which related with Packaging..... | 24 |
| Table 2.3: Table Represent the Pricing Strategies that can related with Price..... | 28 |
| Table 2.4: Table Content of Need Theories which related with Lifestyle..... | 29 |
| Table 2.5: Table Content of Need the theories which related with Fashion Trend..... | 32 |
| Table 2.6: Table of Need Theories which related with Quality for explain..... | 35 |
| Theoretical Framework | |
| Table 2.7: Table of Need Theories which related with Packaging for explain..... | 35 |
| Theoretical Framework | |
| Table 2.8: Table of 4Ps Strategy which related with Price for explain..... | 36 |
| Theoretical Framework | |
| Table 2.9: Table of Need Theories which related with Lifestyles for..... | 36 |
| explain Theoretical Framework | |
| Table 2.10: Table of Need Theories which related with Fashion Trend..... | 36 |
| for explain Theoretical Framework | |
| Table 3.1: Class Interval segmentation..... | 46 |
| Table 3.2: Cronbanch's Alpha of Questionnaire..... | 47 |
| Table 3.3: Coding for screening the target respondent..... | 49 |
| Table 3.4: Coding for Demographic data..... | 49 |
| Table 3.5: Coding for Quality Influence factors..... | 50 |
| Table 3.6: Coding for Packaging influence factors..... | 51 |

LIST OF TABLES (Continued)

| | Page |
|---|-------------|
| Table 3.7: Coding for Pricing influence factors..... | 52 |
| Table 3.8: Coding for Lifestyle influence factors..... | 52 |
| Table 3.9: Coding for Fashion Trend influence factors..... | 53 |
| Table 4.1: Have you ever purchase luxury cosmetic?..... | 59 |
| Table 4.2: Why do you buy?..... | 59 |
| Table 4.3: How often to purchase?..... | 60 |
| Table 4.4: Gender of respondents..... | 60 |
| Table 4.5: Ages of respondents..... | 61 |
| Table 4.6: Marital Status..... | 61 |
| Table 4.7: Education level of respondents..... | 62 |
| Table 4.8: Occupation of respondents..... | 62 |
| Table 4.9: Salary of respondents..... | 63 |
| Table 4.10: Packaging design is important..... | 64 |
| Table 4.11: Color of Packaging..... | 64 |
| Table 4.12: Material of packaging..... | 65 |
| Table 4.13: Information on the packaging..... | 65 |
| Table 4.14: Reasonable Price..... | 66 |
| Table 4.15: Where to purchase..... | 66 |
| Table 4.16: Lifestyle..... | 67 |
| Table 4.17: Mean, Standard Deviation and Respondents perception of Quality..... | 68 |

LIST OF TABLES (Continued)

| | Page |
|--|-------------|
| Table 4.18: Mean, Standard Deviation and Respondents perception of Product.....70 Packaging | |
| Table 4.19: Mean, Standard Deviation and Respondents perception of Price.....71 | |
| Table 4.20: Mean, Standard Deviation and Respondents perception of Lifestyle.....72 | |
| Table 4.21: Mean, Standard Deviation and Respondents perception of.....73 Fashion Trends | |



LIST OF FIGURES

| | Page |
|---|-------------|
| Figure 1.1: Conceptual Framework..... | 6 |
| Figure 2.1: Displays the Results of Causal Model Analysis that Consumer used..... | 20 |
| Behavioral Intention and Behavior to Purchase the Luxury Cosmetics | |
| Figure 2.2: Value-Driven Purchase of Free-of Cosmetics..... | 21 |
| Figure 2.3: Model of the Impact of Utilitarian and Emotional Brand..... | 26 |
| Associations on Customer Satisfaction with Cosmetic Brands | |
| Figure 2.4: Belief, Attitude, Intention and Behavior..... | 31 |
| Figure 2.5: Theoretical Framework represents the Framework of..... | 34 |
| Influence Factors That Affect to Consumer Decision Making to Purchase the Luxury Cosmetics | |
| Figure 3.1: Yamane's Equation..... | 44 |

CHAPTER 1

INTRODUCTION

1.1 Background

Cosmetics started on 12 thousand years ago when Ancient Egyptians discovered healing abilities of scented oils and baked incense for protect their king's corpse. Greek is the first nation to separate the medical profession and cosmetic from religion and also cosmetics are important in one part of their lifestyle. Greek learnt to combine between ointments and perfumes for washing and known to paint their faces from Ancient Egyptians (Lambert, 2017).

Romans brought technology, produced cosmetics, and complex baths such as cold, warm and steam baths from Egypt. Women who are in high society of the Roman Empire have polished their teeth and eyebrows from Rome's traders. In the prehistoric time, they used pigments to adore their bodies. Five thousand years ago, Egyptians of the 1st dynasty, women used and believed that green and black eyeliner can protect their eyes from the sun and infection. The dark age of Roman had religion war then the progress of cosmetic stop. At that time, Chinese and Indian traded clothes, spices, and cosmetics with European countries (Lambert, 2017; Yimdee, 2012).

In the 10 to 16th century, Europeans began to seek knowledge and opened University of Bologna, which is the first surgery and associated with the cosmetics by produced perfumes from plants and some animals. And also can be made rouge for cheeks form red clay (Cinnaba) and nickel oxide. They can produce face powder from lead carbonate and brilliantine form oil and coal tar (Lambert, 2017).

In the 17th century, courtesans of Louis XIV in France had colors on their face, made from saffron and flower pollen. Europeans had white make up on their faces and used blue color to highlight their veins. In the 20th century, the cosmetics industry growth from Hollywood and glamorous actresses (Lambert, 2017).

The first traditional cosmetic in Thailand discovered in the Sukhothai kingdom continuing to Rattanakosin kingdom. King Rama II liked to use Thai fragrance (Nam Oop and Nam Prung) and then it became popular trend to use cosmetics from the royal family to citizens (Division & Thailand, 2011).

Now, the cosmetic market of Thailand is huge and has a lot of competitors in the same business which can divide to mass and high market. Competition among the cosmetic suppliers and distributors is always fierce and strong. Therefore, The cosmetics of Thailand have many brands such as import products and produced in Thailand but the market separated by low quality and high quality (Boonchai;, Desomchoke;, & Iamtharachai, 2011)

High quality products are commonly sold at Department Store like Paragon and Central. Cosmetic products are packaged in elaborate and will catch the eye and feel like nostalgia, reliability or wealth. Packages are always in punctilious, many details and beautiful printed paperboard boxes. Low quality products are sold at Drug Store like Watsons and Boots, There don't have beauty advisor to help you pick out a product and found the products at hanging from racks but consumer cannot test a sample(Jarurungsipong; & Rakthum, 2013) .

The age of consumer separate into four groups. First group, the age of consumer around less than 20 years old begin to use cosmetics. Second group, consumer about 20 to 35 years old, they're often used cosmetics. Third group is 36 to 50 years old, they used cosmetics, anti-aging and whitening product. The last group, the age more than 50 years old, they used anti-aging and surgery (Boonchai; et al., 2011)

Although, there are many kinds of cosmetic in Thailand like other country in the world but the increasing growth is considered to be significant by considering the continuing economic slowdown and the prolonged unstable political situation in Thailand. In 2011, sales in the cosmetic market rose to approximately Bt 40,200 million, up by 7.4% from 2010. The main part of sales was from promotional

campaigns and launch of new products. For 2012, consumer has more purchasing power that they can support from economic growth and government's policies to raise minimum wages nationwide then sales and competition will be growth. Moreover, product innovation, new distribution channels, and high potential in the provincial market also drive growth(Jarurungsipong; & Rakthum, 2013).

Nowadays the market of luxury cosmetic in Bangkok is mighty powerful. Many luxury cosmetic brands imported from United State of America, Germany, France, Japan, and South Korea and also some brands are very famous and have good reputation from consumer. In the recent year, many cosmetic products from South Korea have entered the Thailand market and have attracted many Thai consumers, most of whom are teenagers and young adults who love to try new things and have trendy life-styles. Then the main decision of consumer to buy cosmetic was affected by seasonal and social factors such as price, fashion trends, beauty bloggers, and their life style. The examples of luxury brand in Thailand are Burberry, Estee Lauder, Christian Dior, Yves Saint Laurent, and Giorgio Armani that already gain the most of market share in Thailand.

Therefore, what are the factors that consumer choose to purchase the luxury cosmetic in Bangkok?

1.2 Statement of Problem

In 2006-2008, the growth of cosmetic market in Thailand was expected to grow between 15-20 percent by good brand image, brand loyalty and high quality(Phupoksakul, 2008). But the number of cosmetic brands, product innovation, and unique selling point are less than the present time. At this time, Bangkok shows that cosmetic market has strong competition such as create brand awareness, produced new innovation of product, and build promotion of sale.

Main reason of the cosmetic market has many newcomers to share the market but in the opposite way the number of consumer to purchasing power is not increase follow by the number of newcomers. Then the cosmetic market will have two groups

of consumer to purchase the product. First group is brand loyalty that consumers become committed to the brand and make repurchase over time. Second group is consumer who fearless to purchase new product or change the brand. Although, the cosmetic market will separate in two groups but it will be the good idea for marketer to change and control their consumer by create brand awareness, develop product for increase the unique selling point, and build strong brand image.

Within the cosmetic business, there are many brands that offer the similar usage, same quality, and similar packaging to sell to consumer. However, this research tries to discover the real behavior of consumer in Bangkok and study about what factors that consumer chooses to purchase the luxury cosmetics. Therefore, the luxury cosmetic market in Bangkok can take advantage from this research by using as a reference for developing and launching their marketing strategies to the customer.

1.3 Intention and Reason for Study

The intention and reason for study this research project are learn and gain a deeper understanding of the real behavior of consumer in Bangkok to analyze and find the way to increase the brand reputation and know what customers want from luxury cosmetic.

A study of real behavior is very important to luxury cosmetic market because consumer behavior in Bangkok is one of the factors that can generate to develop in the positive way for quality of product, gaining profit and expand the brand awareness. Therefore, the consequence of this research will beneficial to the private sector which is the marketing manager or distributors of luxury cosmetic company because the present market of Bangkok is very huge as shown in the introduction part above.

1.4 Research Question

What are the main factors that consumer choose to purchase the luxury cosmetic?

1.5 Research Objective

The objectives of this research are as following:

To describe and analyze what factors that consumer chooses to purchase the luxury cosmetics in Bangkok.

1.6 Scope of Research: Bangkok Area

The research study aims to focus on the main factor that consumer choose to purchase luxury cosmetic in Bangkok. Thus, we choose customers who live in Bangkok. The other areas of Thailand will not include in this research. Moreover, the real behavior of consumer will be the main key to analyze, Brand awareness from consumer can lead to change and control the strategies of cosmetics brand. Cosmetics brand should develop their products by find the unique selling point of product and service.

1.7 Benefit of Research

According to this research is trying to study the main factors about how consumer chooses to purchase the luxury cosmetic by change and control consumer behavior. Within the cosmetic business, there are many brands that offer the similar usage, same quality, and similar packaging to sell to their consumer. Therefore, the luxury cosmetic market in capital city of Thailand can take advantage from this research by using as a reference for developing and launching their marketing strategies to their customer.

In addition, the consequence of this research will beneficial to the private sector which is the marketing manager or distributors of luxury cosmetic company because the present market of Thailand is very huge as shown in the introduction part above.

1.8 Conceptual Framework

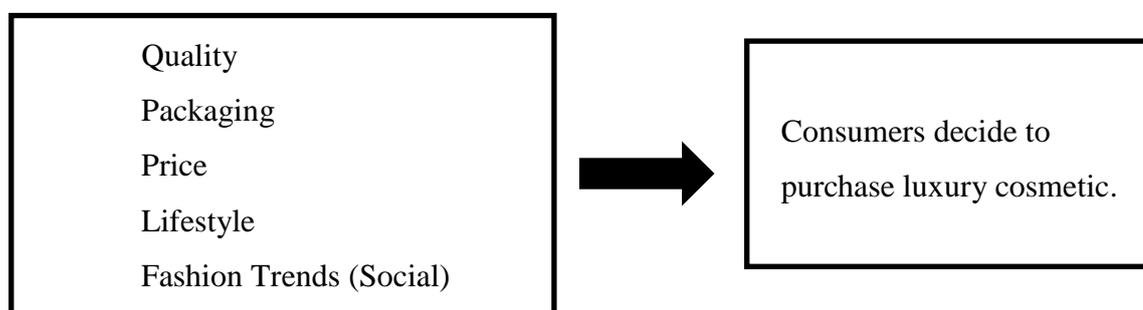


Figure 1.1: Conceptual Framework

1.9 Definition of Term

Luxury Cosmetic: the high quality of being high price. Cosmetic is luxury good for middle to upper class.

Brand loyalty: Consumers behavior about repeat buying the same product.

Fashion Trend: The new design of product that consumer want to buy and also popular or famous at that time. It can be reflecting the culture, fashion and life style in social. However, Fashion Trend can change every time by new comer that replace the old trend and it can come back again if someone brings it back and famous.

Blogger: Someone who posted and share their individual feeling and opinion on blogs.

Beauty Blogger: Someone who shares experience, technique, how to make up with beauty product, skin care product and the other thing that relate about beauty at social media (youtube, facebook, instagram, twitter and etc.)

CHAPTER 2

LITERATURE REVIEW

The research about “What are the factors that consumer choose to purchase the Luxury Cosmetic in Bangkok”.

2.1 Introduction

Cosmetics have a story more than 6,000 years ago, that human external used to make up, beautiful, create sex appeal(Khram, 2011). Cosmetics are ancient art that have long history in Thailand. Before World War II, Cosmetic is the art and craft that inherit from ancestor by used top secret technique and many information from other field that relate with cosmetic(Lambert, 2017).

Cosmetic industry could separate into 3 categories such as skincare, hair care and color cosmetics(Lester, 2004). Asian people often used cosmetic products for build the economics of domestic market; example: manufacture of the United State produced cosmetic follow by requirement(Boonchai, Desomchoke, & Iamtharachai, 2011).

Today's social, beauty and body attractiveness are importance as likeable and praiseworthy characteristics (Hatfield E & S., 1986; Joy A & A., 1994; Picot-Lemasson A, Decocq G, Aghassian F, & JL., 2002). Many image of idealized about human faces and bodies are broadly used to promote with products and services, these images being often frankly sexual and connect with hedonism and relaxation. By the time, it is emphasizing the importance of launch the products(Featherstone, 1991).

Actually, cosmetic products are not necessary to buy because it is not four basic needs of living things but it become to be. Some women feel missing and unconvinced. They will need product to fulfill their life such as they take a shower but they didn't use soap to clean their body. In the past, cosmetic isn't arranged to educate because cosmetics are luxurious thing and expensive for villager. Now, many people want to use and buy cosmetics because the cosmetics help to conceal,

highlight, shading and correct defective. Moreover, cosmetic could increase income in economics of Thailand by circulating fund.

The Asia Pacific market is biggest hope of the world's cosmetic industry. The Asia Pacific is the second highest cosmetic industry but it's less than the Western European market(Montague-Jones., 2007). Nowadays, cosmetics market is huge in Bangkok. Many cosmetics brand come to join in this market but some brand cannot survive. Cosmetics market is extremely competitive. Cosmetic industries bring new innovation technology, design, high quality, colors and bring actress or singers to promote for attract customers' needs(เครื่องสำอาง, 1989).

2.2 Related Literature

This research study about influence factors that customers decide to purchase the luxury cosmetics in Bangkok that might be the reason for them, related to their decision making, the influence factors will investigate in these following.

1. Demographic
2. Quality
3. Packaging
4. Price
5. Lifestyles
6. Fashion Trend

Related Literature: Demographic

Demographics can refer to separate of population, behavior of consumer, age, social status, income, occupation, education, gender, and etc. that make marketer and industry understand their consumer, solve the problem and it make successful in the business(Links, 2012).Cosmetic industry could divide in 3 categories such as skin care, hair care, and color cosmetic. So, cosmetic industry should know the demographic to expand the market, consumer behavior, specify in direct group, and advertise in direct channel to achieve(Lester, 2004).

Demographic could help and find the right target market to match with consumer. Social culture could know customers' think, spending behavior, and feeling to use. Demographic information is the method that the business could appreciate the target group and revenue cognition by analysis from demographic(Sudhakar & Rani, 2013). It could describes the purchasing behavior of target group and characteristics that it solve the problem and find more sorts of consumers(Stringer & Thomson, 1998). The main objective of the business described the differences of human's demographic characteristic. In example: demographic data describe the salary of consumer that shown work experience, how many year, and obligation(Ayan, Ünsar, & Demir, 2014). Some facial skincare brand focus on the unique selling point to motivate the minority group of demographic and create the position of product to increase sale in the market(Charlotte Libby, 2014).

Many people take an interest to assessment on health and age, even if skin color, glow skin, youthful. All of this could find from demography and topography to respond the research and expand the market(Clarke, 2011). A major reason of consumer to purchase the luxury cosmetic is look younger than their age and friends then the age of demographic data is important to select the target group(Calasanti, 2001). From the sample group of Side Effects of Cosmetics study, the largest group used cosmetics are the upper class people around 92.1 percentages, age between 16-25 years old. The second group has age between 36-45 years old around 95.8 percentage(Amit Singh Chauhan, , & 2011).

Most women are thinking and believe that they want to younger than their friends or husband. They used make up to conceal the dark spot and take care of their skin properly to reduce lines and wrinkle for hold their relationship with their family. Cosmetic is the best way that women resolve their face and body. In 2002, cosmetic surgery began successful by show on television, celebrities do it and review on media. After that people want to look good appearance and do the cosmetic surgery(Shu Yueh Lee, 2014). Nabi, who shown the benefits, risk and effect of cosmetic surgery by shown and create the individual program for people who want to

do the cosmetic surgery(Nabi, 2009). In reality, people compare between the natural beauty by used only cosmetic and beauty enhancement through cosmetic surgery(ShuYuehLee, 2014)

The example of UAE female consumer make decision to purchase the cosmetics have age between 16 to 42 years. They are comparing between different brand, different price and quality of product. The demographic of UAE female consumer focus young consumer around 15 to 25 years (Khraim, 2011) in the middle age to upper class, working women with high income, and high education(Anthony O'Sullivan, 2011) . Education is one part of demographic that could measure the consumer's class, behavior to purchase and using the cosmetics. For example: the research used Demographic information.

In the past, Indian consumer made decision to purchase the consumer goods until cosmetics by emphasize only functional product that it contrast with the current by consumer choose the special and advance of product. In the research, shown the consumer both of men and women have decision to purchase cosmetics by influence from their friends. The most of men like to purchase fragrance but women like to spent with makeup, hair card and skin care. The cycle of purchase cosmetic in married and single women could solve that married women were buy cosmetic once a year but single women were buy cosmetic once a quarter. The research shown that the demographic information could understand about age, education, occupation, salary and purchase decision link to the products and customers(Sudhakar & Rani, 2013).

Some report in 2009 shown that the consumer behavior around 97.8% used cosmetics and it could separate the cosmetic products to 76% used body lotion, 74% used deodorants and hair cosmetics around 51.3%. The number of cosmetics users is related to economic status(Dibaba, Yadesa, Legesse, Shewamene, & W/Gerima, 2013).

Demographics help to find the target market that it could match with the product by used psychological and socio-cultural characteristics to help and explain how

consumer think and feel. Demographic information is easy process, save time and cost-effective way to select the target customer(Sudhakar & Rani, 2013). The purpose of business research must use demographic information to determine and analysis the target customer, demand and supply in the market for understand the consumer behavior(Joel Schlessinger, Schlessinger;, & Bernard Schlessinger, 2010). Therefore, many businesses and a lot of researches focus the demographic data of direct consumer to success in the business. But demographic is not only the factor that business successful if it misunderstand to their product and service(Entrepreneur, 2014a).

Related Literature: Quality

Quality is the effective of operation that could follow by arrangement(Juran, 1964). The product and service made satisfaction to consumers when the cost of operation is proper. Therefore, the satisfaction of consumer can lead them to make their decision (Crosby, 1979). Quality are number one priority for consumer but in fact, price also one of the major reason for consumer (Feigenbaum, 1961).

Quality is not only means characteristic of product or service but it is also reliability that people measure the product or service form deficiencies, defects, and significant variations. It is work in process of building and sustaining relationships by evaluating, forecast, and respond the demand of consumer (Magazine, 2001). It is consumers' recognition of value of output that could be defined what quality means to consumers of products and services that follow by; A degree of excellence, conformance to requirements, Totality of characteristics which act to satisfy a need, for use, for purpose, Freedom from defects, and Delighting customers (Sondalini).

Quality began in the late 13th century, when craftsmen join organizing into unions until the early 19th century. The factory system began to concern about checking the product out of factory in Great Britain in the mid-1750s. Manufacturers started to add quality method into quality practices in 20th century. In World War II,

quality became essential in war by military brought the sampling technique to check the weapon about how safe and this technique are comfortable and quick.

In 1970s, United States Industrial emphasis in statistics and comprised organizations that known as total quality management (TQM), it couldn't happen if Japan's high-quality competition wasn't broadsided to United States Industrial. In 20th century, Total Quality Management began to evanesce in businesses. In a few year, Quality systems have developed from the foundations of Deming, Juran and Japanese practitioners of quality then the new quality system could be related into service, healthcare, education and government sectors(Quality, 2012).

Cosmetics and other related products are major point for expand in feminist critique in term of different standard of beauty, the continence requirements of normative femininity, and the expansion in value of advertising, although postmodern feminists like have detected agency, even empowerment, in their use(Julia Twigga & Shinobu Majimab, 2014).

Quality is not only tangible but it must bring the other factor of intangible to consider. The property of quality can separate into 2 characteristics such as quality of product and quality of service. Quality of product has 8 characteristics such as ability, reliability, conform to need and want, stability, usage, beautiful, and recognize of product. Quality of service has 10 characteristics such as reliability, satisfy, ability, communicate, trust, access, polite, safety, understand our customer, and sensitive(ศิริพรพรหม, 2009). In addition, the attitude and behavior of consumer could affect indirect of consumers' cognition in product quality and service quality(Woodham, Omar, Cort, & Kathryn, 2013).

The quality management began from specify of theory and quality system that can insert into vision, working, organization's culture by worker have opportunity to create vision by specify of theory. It separate in 4 steps; analysis the quality of organization, specify vision of quality, specify the objective and strategy of quality, and specify the quality. After cosmetic industry has developed, consumers begin to

search and concern about the effect from ingredients in cosmetics is dangerous to their health. Free-of trend is happen, they concerned and avoid the chemicals and something that non-natural ingredients such as Paraben is ingredient of preservative in cosmetic(Csorba LM, 2011; N., 2010; Rossi E, 2007; S., 2010). Free-of is the part of quality of cosmetic that consumers are interesting and cosmetics markets of these free-of products are growth. Cosmetics industries begin to remove Paraben from their products and put other ingredient of preservative, it not effect with consumers(N., 2010). Cosmetic industries may get benefit from understanding of reason for consumer behavior and attitude to choose and purchase the cosmetics(Homer PM & LR, 1988; Shim S & MA., 1998).

Moreover, the main point of competition when new product launch is product quality by measured(Molina-Castillo et al., 2013). Specify of total quality management in cosmetic must have quality control that made consumer confident to purchase and use. It has 5 steps to achievement for cosmetic industry such as determine of quality control, organize of working system, work in process, improve and evaluate before sent out to distribute. The emphasis of quality in cosmetic industry is profit, satisfaction and make reputation to the brand(สารบรรณ, 2009).

Related Literature: Packaging

Packaging is not only materials that could use to wrap or protect goods but packaging could identify, promote, describe, additional information, characteristic of goods. Packaging is more importance because the design of package may affect to goods and consumers by attraction, comfortable, durability, useful, and keeps it clean. Label of packaging is for adding name, information, usage, and size of products that consumers can determine to purchase(Entrepreneur, 2014b). The main point of packaging is protect the product pending storage and transport from toxic, pollution, dust and other factors that could be affect with product(Bilska & Agnieszka, 2011). However, the packaging of product is the final step to protect the goods(Dobrucka & Renata, 2013a).

The global packaging market is huge and growth very fast in industries. The most of product industries use packaging for food and beverage, drug, cosmetics, and personal belongings. Consumers' motivation for packaging could make affect in the growth of bags, boxes, pouches, pockets and other packaging. Now, the production of packaging has new innovation to satisfy consumer needs and want(Newswire, 2014a). The re-used plastic of packaging is one way of packaging industry that should be support by consumers, retailer and reduce waste (News, 2012).

The best of packaging design should looks interesting, outstanding on shelf and gain more attractive from consumer. Colors and shape of packaging are just only component in many factors that it affected consumers expected from cosmetic brand. While consumer insight interested in product benefit(Ares; & Deliza, 2010).

Brand could specify consumer target by analysis the consumers' responding and purchasing behavior. Colors can be used strategically to influence buying intentions, personality, and congeniality of a brand. It could stimulate interest in a product and motivate consumer want to buy a product. Colors of package have five dimensions that it make consumer decide to purchase the product by color significance, attitude towards color, color attractiveness, normative color, and color preferences. Not all colors have importance for customers; in example: black is linked to mysterious while gold seems luxury. Shopping behavior could predict by colors of packaging that customer purchase(Javed, 2015).

The innovations in cosmetic packaging are driven by consumer needs and want. Moreover, fashion trend, comfortable, and unique design can create attraction from consumer. In 18th century, the packaging industry has progress to creativity and new innovation. The progress of packaging can improve the quality, protect the product and efficient consumer response(Dobrucka & Renata, 2013b).

The primary customer who purchase and use the cosmetic product is younger females. The consumer though that the quality of cosmetic help their positive self-image. The usage of cosmetics should develop continuously to motivate consumer. In

the same time, price of cosmetic product will be high and exclusive (Ahmad Jamal, Mohammed Sajid Khan, & Matoula Stamatia Tsesmetzi, 2009). Follow by Zeithamal, consumer who purchase the cosmetic are discretion about quality of product and packaging. (PQ)

Now, Packaging of cosmetic has continuous development from the past until now. It has a lot of method to improve the packaging such as design, protect, and user friendly. Packaging has many appearances and design to attract to the product. The product that has visual on the packaging can gain more attention and affect to the brand and consumer(Lajante et al., 2013). Packaging has a lot of development method such as vacuum and modified atmosphere to conform the product(Bilska & Agnieszka, 2011). The large number of consumer would spend to purchase the product by make decision from packaging(Kline jr. & Steve, 2014).

Related Literature: Price

Price is the amount of money that consumer are willing to pay for the products and services to satisfy their needs. The product could measure the value by price. Economic is the main indicating to estimate the price of goods and services that people agreed. If manufacture produces the product more than demand in the market, the price of product would be low and production would be reduced then the manufacture should concentrate both of demand and supply are equilibrium in the market(Britannica, 2014).

Price could have 3 functions. First, “what goods are?” and “what quantities that manufacturer should produce?”. Second, manufacturer should know how the goods produced. Third, manufacturer decides who will get the goods(Britannica, 2014). Example: the price of medical market was sensitive to consumers because they feel health risk and unreliable if consumer goods have low-price. The reverse of price, consumer began to research the possibility of the price then it may be reduce consumption of high price goods(Samper; & Schwartz, 2012).

Consumers' decision of buying would not only perceive in individual price of product but also they consider retail price that reflect to consumer's impression of overall price of product. Price of product could show consumer behavior in the market(Hamilton, Ryan, Chernev, & Alexander, 2013).In addition, discount price and location could evaluate the number of consumer, separate category of consumer, evaluate selling price into high price or low price(Biswas et al., 2013). In India, they observe the effect of price. First, Inflation could rise if price increases more than price decreases. Second, price distribution method can measure supply shocks better than the traditional one(Tripathi, Shruti, Goyal, & Ashima, 2013).

Moreover, find the reasons that these factors can raise against the normal price, the conclusion of a low price image can persuade retailers who think about high price, as well as the terms that people feels about retailer's expensive price but actually its low(Hamilton et al., 2013).

Pricing is one of channel to exchange goods and services in term of money. In the past, people exchanged between products. Afterward, people use money as a channel required to determine the price for each product to be the standard of exchange(Bruno, Che, & Dutta, 2012). The objective of pricing is emphasizing to profit and income, more sale turnover and competitive in the market. The factor that could be affected to pricing such as production house, characteristic of products, element from other business, economic situation, price competition, product life cycle, product position similar to product pricing, price should conform to vision of business, and price elasticity of demand. Price is very important for customer's decision to purchase cosmetics(Modal, 2010).

Related Literature: Lifestyles

Lifestyle is a way of life, style of living that shown behavior, attitudes, opinions, habit that reflects people's self-image, culture, family, and social. Lifestyle product is niche market and strong relationship with customers. The consistency

between product and lifestyle could design effective marketing and make strong relationship with customer and brand(Farhana & Mosarrat, 2014).

Lifestyle has three communities such as e-lifestyles, smart lifestyles and knowledge-based lifestyles(Chanaron; & Jacque, 2013). E-lifestyle is simple life that people having the freedom to decide and create the life that you want by spending time with the internet(Turner, 2011). Smart lifestyle is people intelligence to create new lifestyle, enthusiastic, healthy, trend setter. The main factor is understand one's intention and always give advance(Kanyarat P. et al., 2009).

Knowledge-based lifestyle is education development to prepare the competition in social. It is human ability. Nowadays, knowledge changed from external factor to production factor that knowledge has many maturities from investment and long term growth in economy and more competitive in research and development(สมุทรจักร, 2009).

A Harmonious family relationship is the main reason of consumers' lifestyle that it could imply to themselves because it is location of living, social status, attitude, and human relations(Oxygen, 2013b). Parent should concern their social living and child's growth and attitude. In the marketing, family's lifestyle would be refer to brand loyalty, example; people in family's habitude used some brand name of shampoo, someone in family will use the same and always used it(Oxygen, 2013a).

Now, People over a half and teenagers' lifestyle prefer to watch Television online more than old style Television. They always use internet to connect with friends, news, products, services, and lifestyle activities on social media and social network. Brand of products and services could find the benefit from trend and develop marketing mix(Martin et al., 2013). Consumers posted their opinion and comment on online channel about product or brand that they will interest(Technorati, 2010). Blog is come from the words "web" and "log". It can be diary, news, a journal review, or series on web pages and linked to other web sites(Hsu, Lin, & and Chiang, 2013). Bloggers have become most popular by recoding their opinion, feeling,

recommendation on their blog. Consumer can determine to purchase and easier to understand of product from bloggers' review(Eze, Tan, & and Yeo, 2012). Culture, Social political and economy are connected with people's lifestyle such as living standard, environment, working, and thinking(Du, 2013).

Related Literature: Fashion Trend

Fashion product industries are variety design, new model creation, and respond customer needs in the market. Creation of fashion product must connected with economic, sociological and psychological factors that create by trend setters, sociologists and fashion designers are working together for control fashion concept. Some brand couldn't survive and out of the market because brand didn't analyze fashion concept and couldn't satisfy consumers(Alpat, Fatma, Aksu, & Yusuf, 2014).

The success of companies in many industries was aware and keep adjust to fashion trend. The marketer developed factors to help and create the innovation that it would become an accepted fashion(Reynolds & William, 1968). The fashion and color trends are very important for consumer goods. The marketers, planners, designers should have a deep knowledge and understanding of fashion trends to develop and create a progress of fashion business. Fashion trends and season of color could show style and make impress to customers(Stoltz & Nancy, 2013).

The creation and scatter of fashion, can assume that marketing is not just an appliance or set of activities but a convention of modern society that imply all social components with consumers and marketing organization(Atik, Deniz, & Firat, 2013). Fashion trends are independent, special, unique, and creating a sense and progress from the past to future fashion(Eric Abrahamson & Eisenman;, 2008).

The fashion industry should pay attention about consumer's process of thinking for the trend and this issue can use for forecast future trend. It could show changing in consumers emotional. Fashion trends, linguistic could change and access to consumers' emotions and also it could show concrete model(Cho, Hyun-Seung, Lee, & Joohyeon, 2005).

According to personal preferences with fashion goods, they have motivation to purchase from design, color, seasonal, limited and catch the eyes but the fashion is fast trend and consumer always run after the fashion product. Demand of fashion trends are large that make more competition in the market. Fashion industries produced very fast and make a killing(Choi et al., 2014).

2.3 Related Theories

Related Theories: Demographic

Demographic have many details that it's feature with age, education, occupation and monthly income (Sudhakar & Rani, 2013). Demographic will relate and affect with the purchasing decision of consumer to buy the luxury cosmetic in market. Demographic can related and interact with the planned behavior theory. Planned behavior depend on consumers' attitude (Botetzagias, Dima, & Malesios, 2015).

The beginning of Theory of Planned Behavior (TPB)(Ajzen, 1985; Homer PM & LR, 1988; I., 1991) is extension from the Theory of Reasoned Action (TRA)(Ajzen I & M., 1975, 1980),it motivate in the social psychology(Eagly A H, 1993; Olson J M, 1993; Sheppard B H, 1988). Planned Behavior Theory could predictive ability for non-volitional behaviors by using perceived behavioral control same as an additional predictor(Ajzen, 2005; I., 1991).

Perceived behavioral control is important and added in to Planned Behavior Theory because it could help extend result to a number of behaviors for the accomplishment of complex goal, explain the situation where many people has more complete control than individual behavior and shown the hardest of performing behavior(I., 1991).

Theory of Planned Behavior has been used widely by researchers to predict human behaviors form social(Thomas H. Stone, 2010). This model is more robust and could applied in many such as marketing, leisure activities(Ajzen, 2005; Angela

Chao, 1998). Consumer's attitude towards the behavior refers to evaluation being favorable or unfavorable to perform the behavior, each person have tendency to undertake a behavior if they have positive thinking toward the behavior(Ajzen, 1985). If customers' positive attitude with luxury cosmetic, they will purchase follow by their behavior.

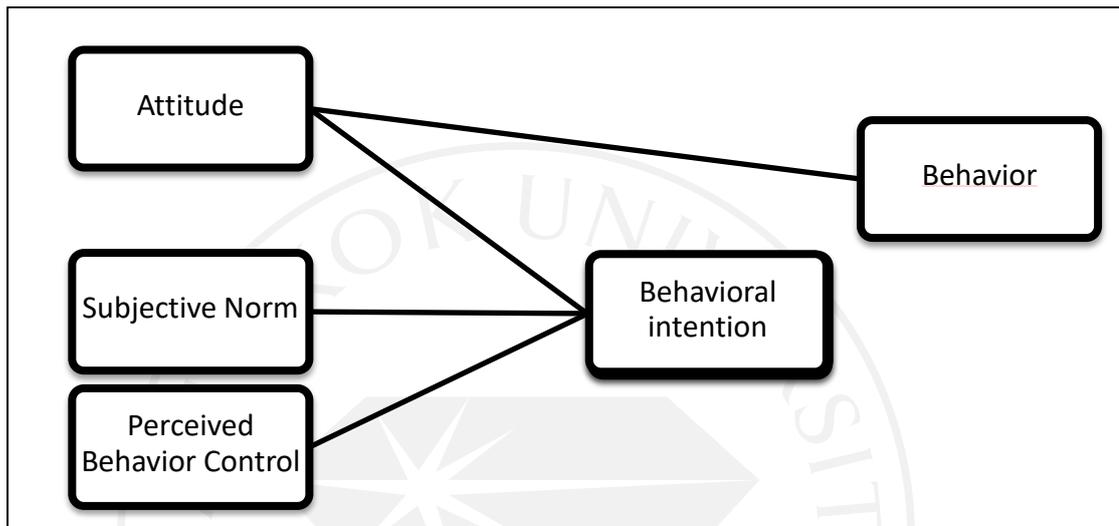


Figure 2.1: Displays the Results of Causal Model Analysis that Consumer used Behavioral Intention and Behavior to Purchase the Luxury Cosmetics(Kirti Dutta & Singh., 2014)

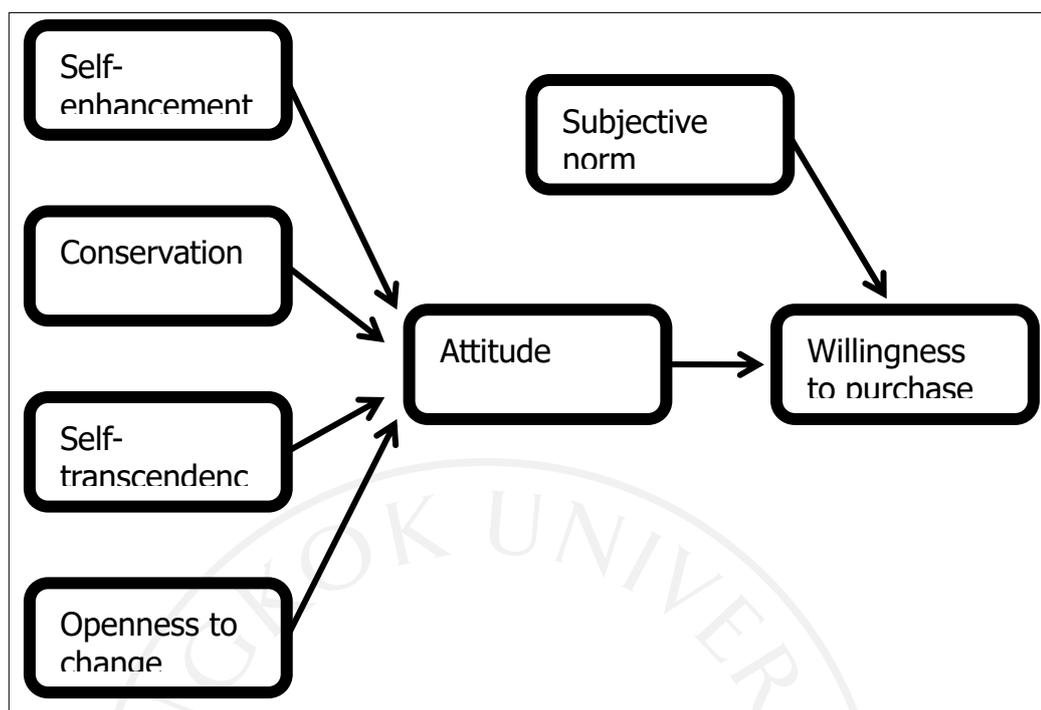


Figure2.2: Value-Driven Purchase of Free-of Cosmetics(Hansen, Risborg, & Steen, 2012).

For example: The research of extending the Theory of Planned Behavior in the context of recycling (The role of moral norms and of demographic predictors). These researches write about Greek citizens create the structural equation model and base on the standard of moral norms in each person and demographic characteristics effect with “Planned Behavior Theory” predictors by used attitude, subjective norms, and perceived behavioral control (PBC) to explain the intention to recycle (RI). This research summarize in perceived behavioral control is most important predictor of RI. On the other hand, the research found the Greek’s demographic is statistically non-significant predictors of the intention to recycle, same with Subjective Norms(Botetzagias et al., 2015). Theory Planned Behavior could beneficial the framework for understanding or predicting behavior based on psychological constructs theory to influence behavior. Moreover, Theory Planned Behavior has successful extended in a context of luxury cosmetics and prove that it's enforce to

verify intention to consumer purchase intention for luxury cosmetics(Kim & Chung, 2011).

Demographic is the main factor in this study by which to verify the effect towards the intention of the customer to consume and the required to use to consume in the future(Sundqvist., 2005). Research has been used Theory Planned Behavior because the theory is flexibilities controlled and easier for its application to different situation(L. J. Ramayah T, Mohamad O, 2010; R. K. Ramayah T, Gopi M, Rangel GJ, 2009).

Related Theories: Quality

Related with this factor, Quality might be the influence factor that consumer decide to purchase the luxury cosmetic, Quality can related to the theories of need's by follow the table.

Table 2.1: Table content of need theories which related with quality

| Quality | Abraham Maslow (1970) | Clayton Alderfer (1972) | Frederick Herzberg (1959,1968) |
|-------------------|-----------------------|-------------------------|--------------------------------|
| Safety Needs | * | | |
| Esteem Needs | * | | |
| Existence Needs | | * | |
| Motivator Factors | | | * |

Abraham Maslow (1971) the father reaches of human nature(Maslow, 1970).

(*) is the symbol means that quality related with those previous theories.

Need theory or Hierarchy of Need Theory by Abraham Maslow separate human need in 5 types, in safety needs and self-esteem needs. Safety needs is in Hierarchy of Need Theory, this theory is explain about human need that will happen after physiological needs. Another one is esteem needs, people who want to create their own status in high level, pride, achievement and self-esteem. People want to be admire from the other and have a participation in decision making after social needs have been response(Berl, Robert L., Williamson, Nicholas C. Powell, & Terry, 1984).

Quality of product has many functions to connect and it easy that consumers have satisfaction and purchase the products. The function is actual quality, advertised quality, advertising expenditures and past sales(Praveen K. Kopalle. & Assuncao., 2000).

That means human need their life safe from any dangerous situation including quality of products and services. Human need to live high and increase their quality and quality of life is better by used product and service front have long quality Existence Needs is one of three in ERG Theory that had developed by Clayton Alderfer, Existence Needs is about need to respond with material that similar to Biological and Physiological needs and Safety needs of Maslow Theory. Existence needs is satisfy by foods, wages, housing and consumers' goods. So it means that Existence Needs will related with Quality of products and service that human need to safety in their life(Kanghwa Shaw, Jianqiao Liao, & Bashir, 2013).

Another theory is Frederick Herzberg, it has two factors of the theory such as motivator factor and hygiene factor. The motivator factors are the direct factor to motivate the needs of individual of human such as acceptable from co-worker, responsibility, qualification and opportunity to progress and develop their performance(Guha & Bose, 2010). So, Quality is the main reason that human made decision to purchase the products and services that can prove qualification of product and satisfy to purchase The quality and services quality could be one of the factor the consumer decide when purchase the luxury cosmetics(Eleftheriadis, 2012).

Related Theories: Packaging

Packaging will relate with the consumer goods, in previous study about luxury cosmetic found that they have many packaging design in cosmetic market. Packaging is external factor, it's not only make decision by quality of product but packaging is more important and not difference than the quality of products. So, packaging might be one of the influence factors that people decide to purchase the luxury cosmetic by following this table.

Table 2.2: Table Content of Need Theories which related with Packaging

| Packaging | Abraham Maslow (1970) | Clayton Alderfer (1972) | Frederick Herzberg (1959,1968) |
|--------------------|--------------------------|----------------------------|-----------------------------------|
| Safety Needs | * | | |
| Social Needs | * | | |
| Esteem Needs | * | | |
| Existence Needs | | * | |
| Motivators Factors | | | * |
| Hygiene Factors | | | * |

Clayton Alderfer (1987) Theories reflecting my personal experience and life development (Alderfer, 1989)

(*) is the symbol mean that packaging related with those previous theories.

This table represent the previous theories that can related to packaging as influence factor that consumer decide to purchase luxury cosmetic, Abraham Maslow created Hierarchy of Needs Theory, Safety needs of packaging, human want to

consume product without pollutions, prevent something from bumping, clean and fresh. Social needs which are the one of five issues in Hierarchy of Need Theory that explains about human need love, belonging, friendship, intimacy and association in social. People want to be accepted and recognized by members of group or several group and other around us. Social needs happen when life safety and stable in the job(Lee & Shrum, 2012). Self-esteem needs of Hierarchy of Needs, it can present the consumer's satisfaction and requirement of product(Kazakova, Cauberghe, Pandelaere, & De Pelsmacker, 2014).

The packaging can relate to Clayton Alderfer Theory or ERG Theory by human has existence needs. Human need safety and hygienic condition of product's packaging. Two-Factor Theory of Frederick Herzberg can use in the packaging of cosmetics industry. Hygiene factor is the external factor of human that decrease dissatisfy about office's environment, the relationship with co-worker, safety, stability, job security, salary, and fringe. Motivator factor related direct to human satisfaction and dissatisfaction and also can respond needs and want to consumers(Waddimba, Burgess Jr, Young, Beckman, & Meterko, 2013).

Packaging of luxury cosmetics will be related to the Planned Behavior Theory. This research used same as "Applying the Theory of Planned Behavior to Understand Indian Housewives' Purchase Behavior towards Healthy Food Brands" research. For example: In the past, Foods industry in Indian has lack of freshness like traditional box because the packaging can't keep freshness of food. After that packaged food industry create new packaged foods that push forward many factors by Indian housewife, high prices of packaged, lack of awareness, taste and their lifestyle will change(Dutta & Singh, 2014).

Satisfaction theory could refer to packaging factor and influence the consumer think and decide to purchase the luxury cosmetics. Researcher was focus on the concept of customer satisfaction. It could separate in two different perspectives; cognitive perspective and emotional perspective. Cognitive perspective is customers' compared between expectations and perceive of the value of the luxury cosmetics

their received (Churchill GA & C., 1982; Oliver RL & DeSarbo, 1988). Emotional perspective of satisfaction is happen when consumer have positive emotional from the consumption experience (Haim Mano, 1993; Westbrook RA & R., 1991).

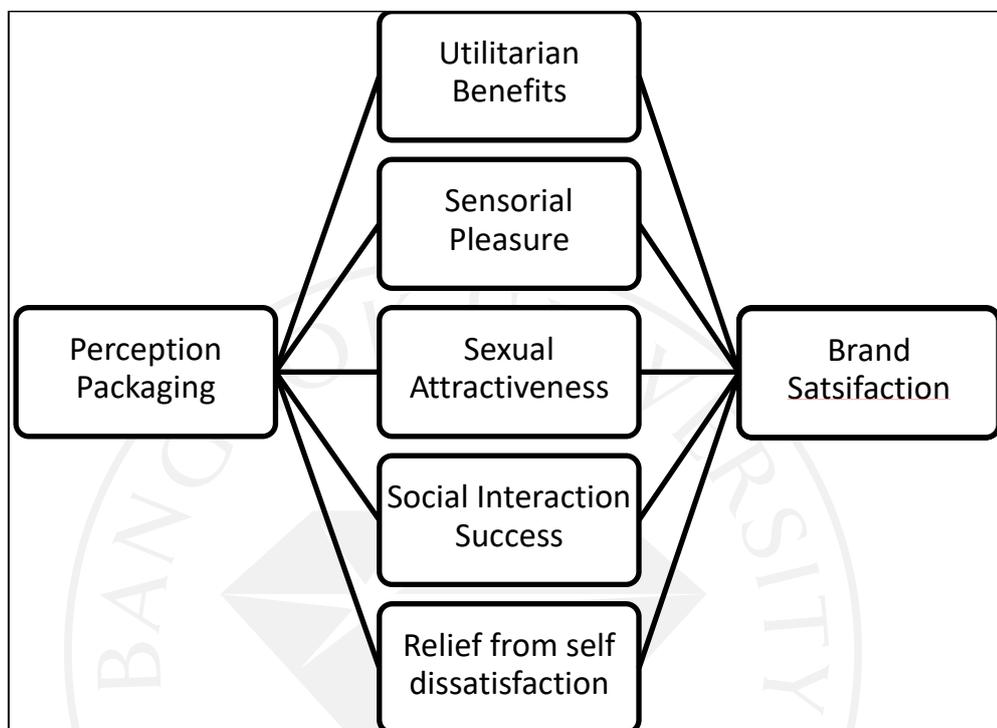


Figure 2.3: Model of the Impact of Utilitarian and Emotional Brand Associations on Customer Satisfaction with Cosmetic Brands

Moreover, Peter Vukovic created the 6 rules for packaging design that will shine on the shelf. He show what makes and separate good packaging design in website. First rule, Clarity and simplicity are clear about the product. Product designer should think “What’s this product for?” and “What’s the brand behind it?” before launch the product. Honesty is the second rule of great packaging design. The packaging should represent the fact of product in the best way possible. Consumer expected front cover to some extent but not at all reason to purchase the product. Third rule, Authenticity is the truth that packaging design should have it by different created and unexpected design. Forth, Shelf impact is one of the rules of great packaging design. It can gain more attract from consumer and make consumer choose

to pay. Sometimes the simple designs on shelf will outstanding more than the best looking design. Fifth rule, Brand should always design the packaging in extensibility. The pattern of design should easy edit of product visual or detail but also it was looking family of products in the end. Practicality of product design means shape, size, functional and label that consumer easier to use in real life(Vukovic, 2012).

Packaging design is the last communication from brand to consumer before they decides to purchase the product. The packaging is one of the important factors in cosmetic market, consumer can decide to purchase from this. Brand can survive in the market by continuous product development, find new innovation, and create new packaging design but it doesn't mean the final step to make consumer but the product(Marion, 2009).

Related Theories: Price

Price could show the value of products or services to buyer by reflect from the owners' desire to maintain a quality of products or services. Price reflects the consumers living in the cities are price sensitive(Kotler P., 2013). Price could be one of influence factor that consumer choose to purchase the luxury cosmetic. One of the theories that could relate with price is 4Ps Theory. 4Ps of the marketing mix by Philip Kotler generated to product, price, place, and promotion.

One of 4Ps theory is price that owner can set up their price for products or service in the market and owner should care about the price because customer are sensitive in price but the owner should compare price with competitors in the market before launch their product or service(Carlson, 2012).

Price strategies are depending on the product life cycle by considering to product launch and maintain the product life. The owner of cosmetic industry should know their competitors about pricing strategy, operation and product that they could attack. Pricing strategy should prepare and control production cost, operation cost and create affordable price. Pricing will relate with the consumer goods, previous study found that luxury cosmetics have many pricing strategies in the market. Pricing

strategies could separate into 10 strategies such as Premium Pricing, Penetration Pricing, Skimming Pricing, Economy Pricing, Product Line Pricing, Bundle Pricing, Psychological Pricing, Optional Product Pricing, Captive Product Pricing, Promotional Pricing, Geographical Pricing and Value Pricing(Gherasim, 2012).

Table 2.3: Table represent the Pricing Strategies that can related with Price

| Price | Philip Kotler (1967) |
|----------------------|----------------------|
| Competition Pricing | * |
| Product Line Pricing | * |
| Premium Pricing | * |

This table represent the pricing strategies that can related with price as influence factor that consumer decide to purchase luxury cosmetic, Philip Kotler created Pricing strategies. Competition pricing is one of the pricing strategies and it explains about owner setting their price by compare with their competitors. Second, Product line pricing is the company produced their products more than one item and one product could be divide into a variety of product line. Premium pricing is one of the pricing strategies that had developed by Philip Kotler, Premium pricing is set up high price for product or service by create the uniqueness price and make the brand in high value(Biswal, 2011).

In conclusion, the price is principle part in the market. First, a lot of consumers' need to buy products, the price of product could be lower or higher at introduction stage of product by seller. Second, when seller started to set up at the high price, at the end of price will be higher. Third, when promotion price different for the same product, it easier to make consumer decide to purchase products and service by focusing on the quality. Finally, the price of product should be fair to

consumer and it will make consumer want to repurchase and will be brand loyalty(Liang, 2014).

Related Theories: Lifestyles

Lifestyle is the format that people live their life, take time and spend money(Engels, Snoek, van Strien, & Otten, 1995). The way of lifestyle have many format, it depend on experience, characteristic, environment and the way of life. Each of consumer's lifestyle is integrate between behavior, character, experience, social and environment(Allen, Machleit, Kleine, & Notani, 2005).

Related with this factor, Lifestyles might be the influence factor that consumer decide to purchase the luxury cosmetic, Lifestyles can related to these previous theories of need's Theory by follow the table.

Table 2.4: Table Content of Need Theories which related with Lifestyle

| Lifestyles | Abraham Maslow (1970) | Clayton Alderfer (1972) | Frederick Herzberg (1959,1968) |
|-------------------|------------------------------|--------------------------------|---------------------------------------|
| Social Needs | * | | |
| Relatedness Needs | | * | |
| Motivators | | | * |

Frederick Herzberg(1966) work and the nature of man (F. Herzberg, 1966).

(*) is the symbol mean that quality related with those previous theories.

So, to related with Luxury Cosmetic as show consumer's lifestyle that they show who interested and decide to purchase luxury cosmetic. Abraham Maslow gave the direction in Hierarchy of Needs Theory, social need is one of the factor in this theory that can prove with lifestyle factor by Brand of lifestyle product perform for

specific target audience that perceive specialized interest. The demand of niche market is strong brand identity and secure sustainable with the brand loyalty customers(Farhana & Mosarrat, 2014). ERG theory also mentioned in relatedness needs by consumer are all want to improve relationship with people and themselves, the environment and social life. In relatedness need of lifestyle could show the temptation in social that people need to buy and use in their life and create the value life for equality in social.

Two-factor theory also mention in motivating factors by human need people like and love and satisfy consumer need. Lifestyle is the one of motivator factor that shown consumer's behavior to purchase the product and connect to relationship between attitude, social value and the way of life of consumer(Kanghwa Shaw et al., 2013).

Lifestyle could create a group by used attitudes, opinions, and activities. Lifestyle could know the behavior of consumer's spend time and purchase the products and services(Petty, R. E., Cacioppo, & T., 1981). Different Lifestyle has a different influence on purchase behavior including the purchase of cosmetics(Giles, Emma L, Brennan, & Mary., 2014). Demography variables may affect behavior in purchasing the cosmetic by shown from consumer's lifestyle and behavior(Mahdi Moshki & Torabi., 2014). Attitude means the evaluations of entities that include in behavior and lifestyle of consumer. The outcome of behavior is belief that it could create by attitude. Subjective Norm created by a person who have powerful with consumer's think(Fishbein & Ajzen, 1975). Structural analysis of cosmetic industry showed a good plan for quality, satisfaction, and believes in the product of luxury cosmetic and brand. Lifestyle and satisfaction could affect with consumer's purchase(Han, Heesupa, Hyun, & Sean, 2014).

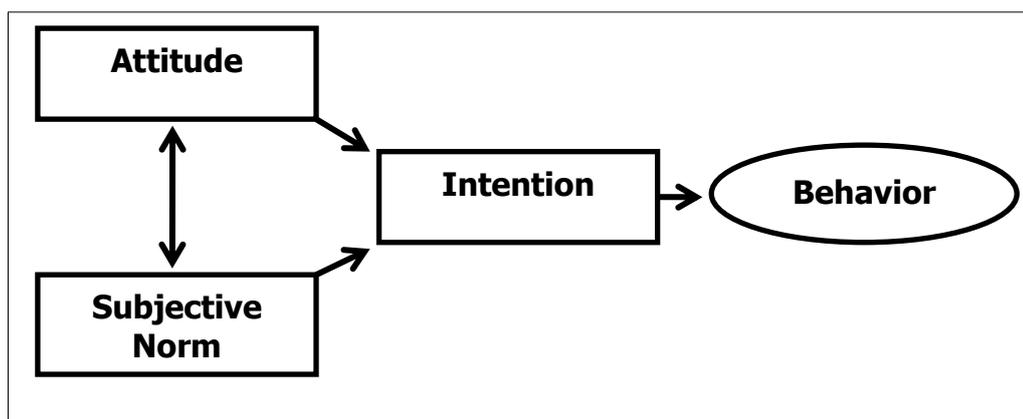


Figure 2.4: Table of Belief, Attitude, Intention and Behavior(Fishbein & Ajzen, 1975)

From the previous studies, lifestyle is one point of sell that seller concern when they launch their product. Seller should consider and evaluate the lifestyle of customer that match with their product. The basic human needs theory that showing in figure I will relate to consumer needs about how consumers purchase their product base on lifestyle.

Related Theories: Fashion Trend

Fashion trend describe about time to change or create the new consumer goods such as clothes, jewelries, accessories, cosmetics even foods. Trend setter who change or renew the product by create and adding the value of product in some special time such as spring summer, autumn or fall winter. In example: Luxury cosmetic change or renew the color of product or along with spring summer season(Reynolds & William, 1968).

Fashion trend is one of the factors that are the main point of consumer decision making to purchase the luxury cosmetic. The basic of need theories can satisfy by choose fashion trend to show consumer purchase the products. Maslor's Hierarchy of Needs Theory show social need in fashion trend factor. Some customer decide to purchase luxury cosmetic by follow the fashion trend that in trend and can match with their lifestyle at that time. Esteem need is the one of Hierarchy of Needs

Theory that related with fashion trend factor. It shows consumers need respect from the others. Consumer care and concern the outsider look at what they use

Table 2.5: Table Content of Need the theories which related with Fashion Trend.

| Lifestyles | Abraham Maslow (1970) | Clayton Alderfer (1972) | Frederick Herzberg (1959,1968) |
|-------------------|--------------------------|----------------------------|-----------------------------------|
| Social Needs | * | | |
| Esteem Needs | * | | |
| Relatedness Needs | | * | |
| Motivators | | | * |

Clayton Alderfer's ERG Theory show relatedness needs are related with fashion trend factor. Consumers follow to the trend setters who launch new product or new collection for show about potential, attitude, behavior to outsider(Editors, 2014).

Fashion Trend could be related with the motivators in Herzberg's tow factor theory. Fashion trend is important factor that motivate the customer who need to buy products but the trend could be slow or fast then seller should be create the product very fast and motivate their consumer's need.

So these needs will related to fashion trend with consumer decide to purchase the luxury cosmetics as pervious study mention that the number of customer's need concern with fashion trend and no one want to be obsolete in social and want to be spotlight to other. Fashion trend could be one of influence factors that consumer could purchase, show with the outsider and satisfy with the luxury cosmetics.

2.4 Hypothesis

This research attend to understand the influence factor that make customers decide to purchase the luxury cosmetics by assuming the influence factors that might be one of the reason for their decision making by following these factors.

1. Quality
2. Packaging
3. Price
4. Lifestyles
5. Fashion Trend

In Quality factor, this research assumes that quality could be one factor that affect and main concern with consumer decision making to purchase the luxury cosmetics. The quality of luxury cosmetic is the first thing that consumer decide to purchase because consumer have knowledge and sophisticated in ingredient of cosmetic and find the information of product before choose and purchase at this stage. Consumer concern and give precedence to quality of luxury cosmetic before decide to purchase and compare with other brands.

In Packaging factor, this research assume that packaging could be one of factor that affect to consumers decide to purchase. Consumer could decide by color, label, and material of packaging. Packaging has many appearances and design to attract and motivate consumer who want to buy and attractive. In addition, packaging could show in individual style, characteristic, behavior of buyer.

In Price factor, this research assumes that price could be one factor that affect to consumer decision making to purchase the luxury cosmetics by seller set up reasonably price and prepare promotion to consumer. Now, consumers have experience to use the product and compare between price and value of the brand.

In Lifestyle factor, this research assume that lifestyle could be one of factor that affect to consumers decide to purchase the luxury cosmetics. Consumer might be anyone who has lifestyle that could match with luxury cosmetic such as behavior,

character, experience, social and environment or want the other respect to them.

Luxury cosmetics should indicate the position in social life and create the valuable of life.

In Fashion Trend factor, this research assumes that fashion trend could be one of factor that affect to consumer decision making to purchase the luxury cosmetics. Luxury cosmetic launch new products based on seasonal such as spring, summer, autumn and winter that could create the fashion trend of cosmetic follow by season. Customers are decide to purchase to luxury cosmetic will follow by fashion trend that who want to be obsolete in social and want to be spotlight to other.

2.5 Theoretical Framework

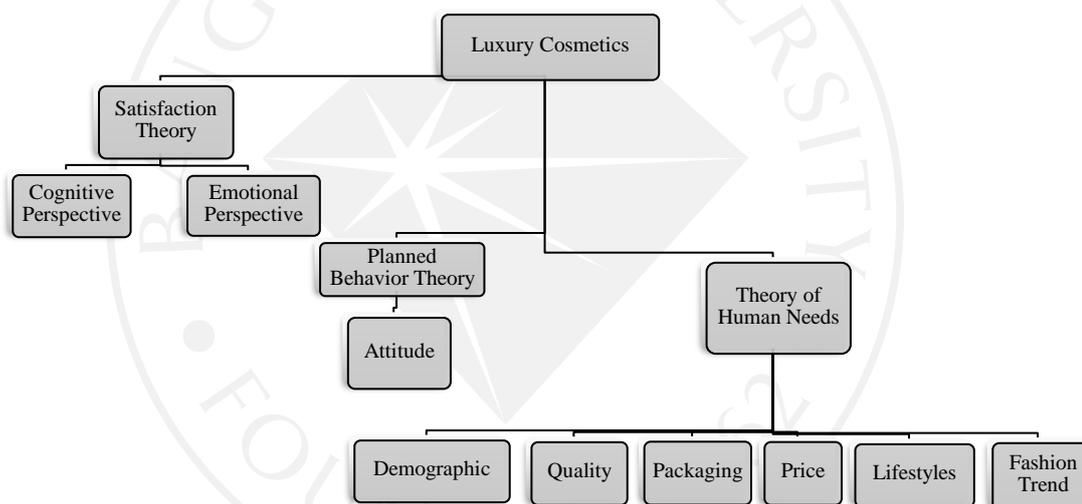


Figure 2.5: Theoretical Framework represents the Framework of Influence Factors That Affect to Consumer Decision Making to Purchase the Luxury Cosmetics

(Maslow,1970; Alderfer,1989; Kotler,1967; Frederick H,1986; Berl, Robert L., Williamson, Nicholas C., Powell, & Terry,1984; LEE & SHRUM,2012; GHERASIM, 2012; Reynolds & William,1968; Brunol et al.,2012; Eleftheriadis, 2012)

This theoretical framework represents the framework of influence factors that affect to consumer decision making to purchase the luxury cosmetics which these factors will relate with the previous theories in human's need theory will provide the basic human's need theory by

Quality factor will related to

Table 2.6: Table of Need Theories which related with Quality for explain Theoretical Framework

| Abraham Maslow | Clayton Alderfer | Frederick Herzberg |
|---------------------------|------------------|--------------------|
| Hierarchy of Needs Theory | ERG Theory | Two-Factor Theory |
| Safety Needs | Existence Needs | Motivator Factors |
| Exteem Needs | | |

Abraham Maslow (1970). the father reaches of human nature(Maslow, 1970).

Packaging will related to

Table 2.7: Table of Need Theories which relate with Packaging for explain Theoretical Framework

| Abraham Maslow | Clayton Alderfer | Frederick Herzberg |
|---------------------------|------------------|--------------------|
| Hierarchy of Needs Theory | ERG Theory | Two-Factor Theory |
| Safety Needs | Existence Needs | Motivator Factors |
| Social Needs | | Hygiene Factors |
| Exteem Needs | | |

Clayton Alderfer (1985) Taking ourselves seriously in research (Alderfer, 1985).

Price will related to

Table 2.8: Table of 4Ps Strategy which related with Price for explain Theoretical Framework

| Philip Kotler (1967) |
|----------------------|
| 4Ps strategy |
| Competition Pricing |
| Product Line Pricing |
| Premium Pricing |

Philip Kotler (1967)

Lifestyles will related to

Table 2.9: Table of Need Theories which related with Lifestyles for explain Theoretical Framework

| Abraham Maslow(1970) | Clayton Alderfer(1972) | Frederick Herzberg(1959,1968) |
|----------------------|------------------------|-------------------------------|
| Social Needs | Relatedness Needs | Motivators |

Frederick Herzberg (1966) work and the nature of human (F. Herzberg, 1966).

Fashion Trend will related to

Table 2.10: Table of Need Theories which related with Fashion Trend for explain Theoretical Framework

| Abraham Maslow(1970) | Clayton Alderfer(1972) | Frederick Herzberg(1959,1968) |
|----------------------|------------------------|-------------------------------|
| Socila Needs | Relatedness Needs | Motivators |
| Esteem Needs | | |

Abraham Maslow (1970). the father reaches of human nature(Maslow, 1970).

So these five factors will through to Luxury Cosmetic and link to decision making of customer by the process will be, customer will use their decision making to purchase luxury cosmetic, think about what factor they want to purchase cosmetic. This theoretical framework assumes that these five influence factors could be one of influence factors that affect to consumer who decide to purchase the luxury cosmetic.

2.6 Integrated

This research is study about the influence factors that make customer decision to purchase the luxury cosmetic by assume five main influence factors that might be one of the choice that customer choose and use it to their decision process and purchase the cosmetic that follow by Quality, Packaging, Price, Lifestyle and Fashion Trend as conceptual framework that present the framework how consumer will decide to purchase the luxury cosmetic by depend on those variable. The factors could indicate about consumer want and need the luxury cosmetic.

These factors which research assume, all of it have literature review, which can make sure that it possible to be one factor that support with this topic such as quality will relate to be consumer's trust in the brand and product could protect from elements, security and stability, which brand could produce in stable and high quality, customer would be brand loyalty in this brand. Packaging will related to consumer's chosen and determine to purchase luxury cosmetic by design, brunt and characteristic of brand.

Packaging of cosmetic is not only protected and covers the product from pollution, toxic, hit and dust. It was the last communications from brand to consumer in final purchase decision process by identify the benefit, clear, and information. It could attract and motivate to consumer behavior. Packaging will related to consumer's chosen and determine to purchase luxury cosmetic by design, impact, brand awareness and characteristic of brand.

Price are also become the important thing that owner should concern about the price before launch the product by set up affordable and appropriate price with product because consumer are sensitiveness. Price could create the brand image by itself, customer believe that if they buy product in high price, they'll glamour look and wealthy in the social.

Lifestyle could relate to luxury cosmetic by consumer would be glam and characterize in their social. They will choose the goods and service by base on behavior, environment, social position, and lifestyle. Fashion trend are important thing that consumer decide to purchase the luxury cosmetic. Customer would be trendsetter and fashionable, they can prove themselves in their social.

These factors also have theories support by this study have factor that support with human's need theory. In human's need theory it will represent the theory support these factor by quality, packaging, price, lifestyle and fashion trend will related with what human need, the basic need of human need, and need to accomplishment.

2.7 Previous Studies

Maria, S Vlad, S studies about "The impact of globalization in the industry of cosmetics", 2013.

It was the research that study about the skincare product market, global cosmetic industry and compare the differentiation between cosmetic market in European and Asian. The research compares the dominant cosmetic consumer's market by separate the cosmetic market by skincare products, make-up product, hair care products and perfume products. Now, the skincare product market is more productive than other product market share and consumer are interest in skincare product and make up product. Skincare products have an effect on the production of cosmetic product because the cosmetic industry must emphasize and consider to ingredients that it could preserve, extend, anti-aging and whitening. In European, most of the men and women in Europe want look tan skin and anti-aging. But Asian women like white skin. Cosmetic industry in Asian must produce whitening product

such as whitening creams, whitening masks and even whitening deodorants because consumer want to whitening skin tone(Maria & Vlad, 2013).

Cosmetics and health: usage, perceptions and awareness

The article studied about consumer's decided to purchase the cosmetics by compare between protection, health, interesting, fashion, brand awareness and advertisement from customer. The objective of research wants to know the scope, purpose, type and awareness for cosmetic that it could based on basic of human decide to buy cosmetics such as gender distribution, monthly expenditure, knowledge in expire date, usage warning, animal testing and chemicals effect from cosmetics. The research using fact-to-face interview by include semi-structured interview schedule containing between qualitative and quantitative variables.

The research shown the main result those consumers decide to purchase the cosmetics by them want cover their skin and protection from pollution. The primary cause of consumers is brand image of cosmetic and the advertisement could make consumers know the brand(Tejas et al., 2013).

World Cosmetics Packaging Market 2013-2023

The research study about the forecast the world cosmetics packaging market in the global market, sub market and regional markets in 2013-2023 that researcher research by presentation between the balance of qualitative analysis and extensive quantitative data. The research presents the cosmetic market increased value and developed cosmetic packaging go forward to worldwide.

The emerging markets, luxury product and anti-aging trend are strong growth in the cosmetic market. This research is different from other research because the research combined the primary information and secondary sources. The research presents insight into key drivers, controls the device of market, competitive development and include identify the technological issues(Newswire, 2014b).

Influence of corporate branding on launching organic cosmetics brand in cosmetic chain in Cyprus.

The research studies the traditional of branding and emphasizes the product brands, unique selling point of product. Now, corporation become create branding by used strategic marketing such as fast innovation, increase service levels and decrease brand loyalty.

The organization's position in global market should create the characteristic of branding and strong competitiveness by research and apply other factors rather than products or services. The research presents that the company of organic cosmetic emphasis to use product branding strategy advertise in TV, radio, magazine and website. In organic brands are launching by the brand use branding strategy, create the position and image of brand, and advertising in the characteristics of brand, unique concept and philosophy of brand(Makarychev, Kaufmann, Tsangari, & Temperley, 2011).

The Cosmetics Industry Adopts a High-Tech Makeover.

There is the research that presents the alteration of Korea's cosmetic industry. Korea's cosmetics industry anticipates developing new technology, techniques and full committed research and development team to satisfy demand in the market. Korea's cosmetics industry want develop the cosmetic market and use product creation by motivation from anti-aging research, cosmetic industries are converging with other industries, and increased in consumer knowledge in cosmetic market. In the future, Cosmetic industries in Korea would have Biotechnology by converge with other industries. Technology and ingredient marketing are lead differentiation but it could connect and R&D storytelling. For the research example in medical and other technology are create cosmetic patches. This product have skin activating ingredients rapidly diffusion, and increasing the health of skin.

The government and cosmetic companies in Korea desire to expand investment and support the cosmetic industry to increase demand and adding value in the market and export the cosmetics(Chan-Koo, 2012).

Understanding consumer purchase of free-of cosmetics: A value-driven TRA approach.

The research presents that consumer concern to purchase of free-of cosmetics. The new trend in cosmetic market is free-of toxic ingredients or non-natural ingredients that it could not danger to consumer health and creates new consumer behavior. The free-of trend made consumers avoid purchasing the chemicals and other cosmetic that ingredients in cosmetic are danger to their health such as free-of Paraben.

The research used theory of reasoned action and consumer value system. Theory of reason action is hold to consumer behavior such as subjection norm, consumer's attitude in question and objective. These factors could predict the basic of consumer behavior. Consumer value system included Rokeach's value system(RVS) and Kahles List of Values(LOV). These systems are all based on the assumption of people that could be separate on the basic of their personal values.

Theory of reasoned action could create the conceptual model in six hypotheses by consumer attraction to willingness to purchase cosmetics without paraben. First, Attitude toward free-of cosmetics without paraben is positive thinking of consumer willingness to purchase cosmetic. Second factor that positive related to willingness to purchase cosmetic without paraben is the subjective norm. Third, consumer's self-transcendence could be positively related towards willingness to purchase without paraben. The negative related to consumer decide to purchase the free-of paraben is self-enhancement. Fifth of consumer has attitude towards willingness to purchase free-of paraben, consumer should accept and openness to change. Finally, the hypotheses of theory of reasoned action is consumers' conservation that it would be

negatively related to attitude to consumer decide to purchase free-of Paraben(Hansen et al., 2012).



CHAPTER 3

METHODOLOGY

3.1 Research Design

The research design means researcher presents the meaning of research design by planning, creating the structure, framework or create solution to study and get the answer of analysis and control the concept. The research design shows the path, research method, and the association between variable or conceptual framework that it makes researcher more understand in the research. The research design is similar to pattern or blueprint that it is make the research design very important.

The research designs used quantify to find the problem and generate numerical data that can convert to statistics. It could evaluate the research from opinions, behaviors, and attitudes. Quantitative Method in this research was collect by paper surveys and online surveys. The result could help the researcher to evaluate and make decision to choose the best solution to solve the problem in the situation(Malhotra, 2004)

This research design is using quantitative method. The quantitative method is use number to answer the questions that relate to human behavior(DeFranzo., 2011). The research method use numbers for making generalization about a phenomenon. The data will show as the basis for explaining a phenomenon(A. Patrick & Regoniel, 2015).

The objective of this research is to explore the factors affecting that consumer choose to purchase the luxury cosmetic in Bangkok. The methodology of this research is based on quantitative approaches. Data of this research is using questionnaire to find the influence factors that make consumers decide to purchase the luxury cosmetic in Bangkok and metropolitan area. It uses the statistical program (SPSS) to analyze and contribute to research conclusion.

3.2 Population and Sample Selection

Population in this research is people who live in Bangkok area. The target group is start from first jobber until middle age. This research decides to collect the samples around 400 peoples a using sampling technique. Random technique will use in this research because area random technique will make the way to collect data easier than the past.

The target of sample is focus on first jobber until middle age in area then the random technique is the best way to support this sample selection. This research use Yamane's formula that could calculate the sampling size by following this figure.

Figure 3.1: Yamane's Equation

$$n = \frac{N}{1 + Ne^2}$$

When

n = the sample size

N = the size of population

e = the error of percentage points

By using Yamane's Equation formula of this sample size, the population for calculation will be 5,011,734 related with the age structure around 15-55 in Bangkok 2016 (CIA The World Factbook,2016; IPSR Mahidol population in Thailand,2016)

The confidence interval will be set at ± 0.05 as although smaller confidence intervals will provide confidence in result. The equation will become:

$$\begin{aligned}
 \text{Sample Size} &= 5,011,734 / (1 + (5,011,734 * 0.05^2)) \\
 &= 5,011,734 / (1 + (5,011,734 * 0.0025)) \\
 &= 5,011,734 / (1 + 12,529.335) \\
 &= 5,011,734 / 12,530.335
 \end{aligned}$$

$$\text{Ans.} = 399.968$$

According to this sample size of calculation, sample size was 399.968. Therefore 400 questionnaires will be collected.

3.3 Research Instrument

As this research study about influence factors that consumers decide to purchase the luxury cosmetic in Bangkok. For the answer of the research will use quantitative method by creating a questionnaire from theory in related researches, which are Demographic, Quality, Packaging, Price, Lifestyles, and Fashion Trends.

Quantitative Research can be defined as a research which is undertaken using a structured research approach with a sample of the population to produce quantifiable insights into behavior, motivations and attitudes (Wilson, 2003). Surveying involves the structured questioning of participants and the recording of responses. These tasks can be undertaken verbally, in writing or via computer-based technology. An interviewer may be used to administer the survey or the respondent may complete the survey on his or her own. This second type of survey is known as a self-completion or self-administered survey. Interviewer-administered questionnaires are generally undertaken over the telephone or through face-to-face contact in the home, street or place of work. They may involve the use of paper-based questionnaire or computer terminals. Self-completion surveys can be delivered and collected from respondents by post, by hand, by fax, by internet.

A part of questionnaire in this research measured in interval scale by using a five-level Likert Scale to measure the agreeable level

Strongly Agree = 5 Points

Agree = 4 Points

Neutral = 3 Points

Disagree = 2 Points

Strongly Disagree = 1 Points

In the segment of Interval Scale, researcher uses average measurement as follow by the table 3.1

Table 3.1: Class Interval segmentation

| Class Width | Acceptance Level |
|-------------|------------------|
| 4.50 – 5.00 | Highest |
| 3.50 – 4.50 | High |
| 2.50 – 3.50 | Moderate |
| 1.50 – 2.50 | Low |
| 1.00 – 1.50 | Lowest |

3.4 Instrument Pretest

Research Instrument is the researcher remake or created the new research before using to collect real data by develop from another research that made it before. The tool of instrument is use to collect the data and easy to get the result(Arikunto, 2006).

Research Instrument has two types of test such as pre-test and post-test that it use in deferent time. Instrument pre-test is the way to test between similar sample groups by use the real sample. Instrument pre-test is use to develop the mistake and increase in efficiency, and a good data could have consist of quality and reliability(Kerlinger, 1986).

This research uses instrument pre-test that researcher create questionnaire 50 papers and collect the data with sample group to prove the right detail and the first questionnaire will be used in pre-test, the sample group. The first questionnaire answers by 50 people. The result of data in this research will show the answer that research wants the comprehensive of any questions in questionnaire. The questions should follow the information in chapter 2.

Table 3.2: Cronbach's Alpha of Questionnaire

| Factor | Cronbach's Alpha | |
|----------------|------------------|---------|
| | n = 50 | n = 400 |
| Quality | 0.766 | 0.660 |
| Packaging | 0.831 | 0.691 |
| Price | 0.735 | 0.730 |
| Lifestyles | 0.713 | 0.712 |
| Fashion Trends | 0.787 | 0.751 |

In this research, after provide 50 questionnaires to do instrument pretest, by using SPSS program to process in reliability analysis, using 50 questionnaires. In reliability statistics, as the standard of reliability analysis in SPSS program.

If the result of Cronbach's Alpha, it the value more than 0.7 and close to 1 it mean that that questionnaire is reliability.

According to table 3.2, the result of pre-test after using reliability, from Quality factor (Cronbach's Alpha is 0.766), Packaging factor (Cronbach's Alpha is

0.831), Price factor (Cronbach's Alpha is 0.735), Lifestyles factor (Cronbach's Alpha is 0.713), Fashion Trends factor (Cronbach's Alpha is 0.787). So it mean that questionnaire 50 papers are reliability and to using 400 papers check reliability by follow posttest, as the result from Quality factor (Cronbach's Alpha is 0.660) it close to 0.7, Packaging factor (Cronbach's Alpha is 0.691), Price factor (Cronbach's Alpha is 0.730), Lifestyles factor (Cronbach's Alpha is 0.712), Fashion Trends factor (Cronbach's Alpha is 0.751). For, Quality factor and Packaging factor are close to 0.7. So, it means that questionnaire 400 papers still reliability.

3.5 Data Collection Procedure

The research study about influence factors that consumer decide to purchase the luxury cosmetic, this research using Quantitative methodology which process on questionnaire part. This research uses Yamane's equation, Interval Class formula and the sample size of this study will focus on 400 papers for questionnaire.

For questionnaire source from people who live in Bangkok area, the target of this study could be the priority customers who have power to purchase the luxury cosmetic.

3.6 Coding Structure

The coding structure of the questionnaire for each part will start with screening 3 questions and demographic 6 questions. The general question and consumer's insight question about influence factors. That will make customers decide to purchase the luxury cosmetic based on 5 factors and separate in 39 questions such as Question 10 to Question 17 will related with influence factor of Quality, Question 18 to Question 24 will related with influence factor of Packaging, Question 25 to Question 29 will related with influence factor of Price, Question 30 to Question 36 will related with influence factor of Lifestyle, Question 37 to Question 39 will related with influence factor of Fashion Trend.

Table 3.3: Coding for screening the target respondent

| Variable | Coding |
|-------------------------------|---|
| Q1. Have you ever purchase? | 1 = Ever, 2 = Never |
| Q2. Why do you buy? | 1= Beauty, 2 = Healthy, 3 = Follow the Trend |
| Q3.How often do you purchase? | 1 = Around once a month, 2 = Around twice a month, 3 = Around once a quarter, 4 = Around once a year |

Table 3.4: Coding for Demographic data

| Variable | Coding |
|-----------------|--|
| Q4. Gender | 1 = Male, 2 = Female |
| Q5. Age | 1 = 18-25 years, 2 = 26-35 years, 3 = 36-45 years, 4 = 46-55 years, 5 = Over 55 years |
| Q6. Status | 1 = Single, 2 = Married, 3 = Divorce |
| Q7. Education | 1 = Secondary Education, 2 = Bachelor's Degree, 3 = Master's Degree, 4 = Doctor's Degree |
| Q8. Occupation | 1 = Student, 2 = Government Officer, 3 = Company Employee, 4 = Owner, 5 = Other |

(Continued)

Table 3.4 (Continued): Coding for Demographic data

| Variable | Coding |
|------------|--|
| Q9. Salary | 1 = Less than 10,000 Baht, 2 = 10,001 - 15,000 Baht, 3 = 15,001 - 30,000 Baht, 4 = 30,001 - 50,000 Baht, 5 = More than 50,000 Baht |

Table 3.5: Coding for Quality Influence factors

| Variable | Coding |
|---|--|
| Q10. Quality : Direct to your need and want | 1 = Least important, 2 = Unimportant, 3 = Neutral, 4 = Important, 5 = Most Important |
| Q11. Quality : Reliability | 1 = Least important, 2 = Unimportant, 3 = Neutral, 4 = Important, 5 = Most Important |
| Q12. Quality : Stability of quality effect | 1 = Least important, 2 = Unimportant, 3 = Neutral, 4 = Important, 5 = Most Important |
| Q13. Quality : Certificate from Dermatologist | 1 = Least important, 2 = Unimportant, 3 = Neutral, 4 = Important, 5 = Most Important |
| Q14. Quality : Paraben free | 1 = Least important, 2 = Unimportant, 3 = Neutral, 4 = Important, 5 = Most Important |
| Q15. Quality : Ingredients | 1 = Least important, 2 = Unimportant, 3 = Neutral, 4 = Important, 5 = Most Important |

(Continued)

Table 3.5 (Continued): Coding for Quality influence factors

| Variable | Coding |
|---|--|
| Q16. Quality : Long Lasting skin protection | 1 = Least important, 2 = Unimportant, 3 = Neutral, 4 = Important, 5 = Most Important |
| Q17. Quality : Texture | 1 = Least important, 2 = Unimportant, 3 = Neutral, 4 = Important, 5 = Most Important |

Table 3.6: Coding for Packaging influence factors

| Variable | Coding |
|--|--|
| Q18. Packaging | 1 = Agree, 2 = Disagree |
| Q19. Packaging : Material | 1 = Least important, 2 = Unimportant, 3 = Neutral, 4 = Important, 5 = Most Important |
| Q20. Packaging : Texture of packaging | 1 = Least important, 2 = Unimportant, 3 = Neutral, 4 = Important, 5 = Most Important |
| Q21. Packaging : Box | 1 = Least important, 2 = Unimportant, 3 = Neutral, 4 = Important, 5 = Most Important |
| Q22. Packaging : Color of Packaging | 1 = Black, 2 = Grey, 3 = Silver, 4 = Gold |
| Q23. Packaging : Material of Packaging | 1 = Gloss, 2 = Matte, 3 = Pearl, 4 = Transparent |

(Continued)

Table 3.6 (Continued): Coding for Packaging influence factors

| Variable | Coding |
|---|---|
| Q24. Packaging : Information on packaging | 1 = Brand Logo, 2 = Ingredients, 3 = Weight, 4 = Made in..., 5 = Looks & Technique at packaging |

Table 3.7: Coding for Pricing influence factors

| Variable | Coding |
|-------------------------------------|--|
| Q25. Pricing | 1 = 1 – 500 Baht, 2 = 500 – 1,000 Baht, 3 = 1,001 - 1,500 Baht, 4 = Over 1,501 Baht |
| Q26. Pricing : Expensive Price | 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree |
| Q27. Pricing : Price Discount | 1 = Least important, 2 = Unimportant, 3 = Neutral, 4 = Important, 5 = Most Important |
| Q28. Pricing : Promotion at Counter | 1 = Least important, 2 = Unimportant, 3 = Neutral, 4 = Important, 5 = Most Important |
| Q29. Pricing : Create Brand Image | 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree |

Table 3.8: Coding for Lifestyle influence factors

| Variable | Coding |
|----------------------------|---|
| Q30. Lifestyle : Celebrity | 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree |

(Continued)

Table 3.8 (Continued): Coding for Lifestyle influence factors

| Variable | Coding |
|---|---|
| Q31. Lifestyle : Friend Society | 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree |
| Q32. Lifestyle : Beauty Blogger | 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree |
| Q33. Lifestyle : Magazine | 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree |
| Q34. Lifestyle : Internet sites Facebook, Pantip | 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree |
| Q35. Lifestyle : Where? | 1 = Department Store, 2 = Cosmetic Retailer, 3 = Facebook & Instagram, 4 = Cosmetic Website, 5 = Direct Sales |
| Q36. Lifestyle : Factors | 1= Self-image, 2 = Family, 3 = Friends, 4 = Culture, 5 = Look in the society |

Table 3.9: Coding for Fashion Trend influence factors

| Variable | Coding |
|--|--|
| Q37. Fashion Trends : Co-Branding | 1 = Least important, 2 = Unimportant, 3 = Neutral, 4 = Important, 5 = Most Important |
| Q38. Fashion Trends : Seasonal Collection | 1 = Least important, 2 = Unimportant, 3 = Neutral, 4 = Important, 5 = Most Important |
| Q39. Fashion Trends : Create by own design | 1 = Least important, 2 = Unimportant, 3 = Neutral, 4 = Important, 5 = Most Important |

3.7 Summary of Demographic Data

This chapter presented about research methodology that using Quantitative methodology which use questionnaire part in term of quantitative by focus and collect the data to the respondents who live in Bangkok area and which factors that consumer decide to purchase the luxury cosmetic in Bangkok. Moreover, this research will collect the data, measure and analysis it by using SPSS program and the results will present in chapter 4.



CHAPTER 4

FINDINGS

4.1 Introduction

This chapter represent about the result of the data that this research collected from questionnaire part. This chapter will describe in questionnaire part by follow 5 parts of questionnaire which are: Personal data of respondents and Influence factors for decide to purchase the luxury cosmetic. This data was collected from 400 completed questionnaires. According to this, data can be analyzed and can be presented below.

Influence factor: Demographic

This information are related with literature review about Demographic factor in Chapter 2 had mention about consumer behavior, age, social status, salary, occupation, education, gender, and etc. Literature review understand and talking about women in all ages want to look youthful than their friends all the time. They take care their skin by choose facial treatment and just makeup change looks to naturally beautiful more than do the cosmetic surgery(ShuYuehLee, 2014). For, working women with high income and high education have purchasing power to buy products and service(Anthony O'Sullivan, 2011). The literatures review shown that the demographic information could understand about age, education, occupation, salary and purchase decision link to the products and customers(Sudhakar & Rani, 2013).

Influence factor: Quality

Consumer behaviors focus on quality of product before they purchase, so this information are related with literature review about Quality factor in Chapter 2. Quality can relate to the theories of need's. This research had mention about Quality of product or service is not normally do it but it always come from the high intention. Before consumers make decision to purchase the product, they will educate and acquaint in product by build reliability, conform to need and want, stability, usage,

beautiful, and recognize of product. Paraben Free is hallmark from Cosmetic brand by highlight about a dangerous and effect with human body.

Literature review talk about “Quality” is the main reason that consumer decide to purchase the products and services that can prove qualification of product and satisfy to purchase. That means human need their life safe from any dangerous situation including quality of products and services(Berl, Robert L., Williamson, Nicholas C. Powell, & Terry, 1984). Quality of product has many functions to connect and it easy that consumers have satisfaction and purchase the products. Finally, Quality of product easier to connect with consumer by they have satisfaction and purchase the products. Consumer could decide to purchase the product in rapidly that means quality is the main reason that human made decision to purchase the products and services.

Influence factor: Packaging

That literature review by related about Packaging factor in Chapter 2. Main function of Packaging is protect the product, need safety from toxic, pollution, dust and other things that can harm product during transport of on the shelf(Bilska & Agnieszka, 2011). Packaging is external factor but quality of packaging design should outstanding on shelf and point of purchase. While, colors and shape of packaging are just only component in many packaging factor(Ares; & Deliza, 2010).

Consumer make a snap judgment about product within go second based on color alone. So, Colors theory and packaging design also effect to consumer decision making too. Gold color could gain more attractive on shelf and look luxury product. The packaging with black color will create professional look to product by because it will lead to product characteristic such as most of skincare use white color and luxury product will use gold color for gain more attractive(Javed, 2015).

The 6 rules for packaging design that will shine on the shelf(Vukovic, 2012).

1. Think “What’s this product for?” and “What’s the brand behind it?” by simply design and clear
2. Represent the fact of product in the best way possible.
3. Authenticity is the truth that packaging design
4. Shelf impact is one of the rules of great packaging design.
5. The pattern of design should easy to edit
6. Functional of label (shape, size, functional and label that consumer) easier to use in real life.

Influence factor: Price

Literature review talk about “Price” is the 1 in 6 factors about who choose to purchase the luxury cosmetic in Bangkok. Price is one of sensitive factor for consumer. Price discount and location could evaluate the number of consumer, separate category of consumer, evaluate selling price into high price or low price(Biswas et al., 2013). In the past, Pricing is one of channel to exchange goods and services in term of money. Now, consumer could calculate about cost and price in each product to be the standard of exchange(Bruno, Che, & Dutta, 2012). Price could show the value of products or services. Premium product is set up high price for product or service by create the uniqueness price and make the brand in high value(Biswal, 2011). Promotion at point of purchase or cosmetic counter also like a magnet to consumer that they will repurchase again such as free make up or buy one get one free(Modal, 2010).

Influence factor: Lifestyle

That literature review by related about Lifestyle factor in Chapter 2. Lifestyle has three communities such as e-lifestyles, smart lifestyles and knowledge-based lifestyles(Chanaron; & Jacque, 2013). E-lifestyle is simple life that people can design, decide and create their life that what they want to be by spending time with the internet(Turner, 2011). Smart lifestyle is person who interest in themselves by create new lifestyle, enthusiastic, healthy, and trend setter(Kanyarat P. et al., 2009).

Now, parent should concern their social living and child's growth and attitude. They always used social network to find and share information, chat with family and friends. Lifestyle is the one of motivator factor that shown consumer's behavior to purchase the product and connect to relationship between attitude, social value and the way of life of consumer(Kanghwa Shaw, Jianqiao Liao, & Bashir, 2013). Then, brand of products and services could find the benefit from social media trends by use develop marketing mix(Martin et al., 2013).

Influence factor: Fashion Trends

That literature review by related about Fashion Trends factor in Chapter 2. Fashion Trends has connection with trend setters, sociologists and fashion designers. They are team work to control fashion concept. Which brand can't follow fashion trend in the time, it means brand didn't analyze fashion concept and couldn't satisfy consumers in this market(Alpat, Fatma, Aksu, & Yusuf, 2014). The fashion and color trends are important for consumer goods and run very fast. Cosmetic brand should understanding by create and set special activities, and creating a sense and progress from the past to future fashion(Eric Abrahamson & Eisenman;, 2008). Some customer decide to purchase luxury cosmetic by follow the fashion trend that in trend and can match with their lifestyle at that time.

4.2 Demographic Data

Demographic data and general information will be presented in frequencies and percentage of purchasing luxury cosmetic, purchase purpose, number of purchasing, purchasing decision influenced, gender, ages, marital status, educational level, occupation and salary.

Table 4.1: Have you ever purchase luxury cosmetic?

| Have you ever purchase? | Frequency | Percentage |
|--------------------------------|------------------|-------------------|
| Ever | 388 | 97.0 |
| Never | 12 | 3.0 |
| Total | 400 | 100.0 |

388 respondents said EVER purchase luxury cosmetic, which is 97%. But the percentage is far from the majority at only 3% of NEVER purchase.

Table 4.2: Why do you buy?

| Why do you buy? | Frequency | Percentage |
|------------------------|------------------|-------------------|
| For Beauty | 192 | 48.0 |
| For Healthy | 185 | 46.3 |
| Follow the trend | 23 | 5.8 |
| Total | 400 | 100.0 |

The majority is group of 192 respondents who decide to buy for Beauty, which is 48% of overall. Follow by the groups of 185 respondents who decide to buy for Healthy, which is 46.3% of overall. But the percentage is far from the majority at only 5.8%, who just follow the trend.

Table 4.3: How often to purchase?

| How often to purchase? | Frequency | Percentage |
|-------------------------------|------------------|-------------------|
| Around once a month | 2 | 0.5 |
| Around twice a month | 98 | 24.5 |
| Around once a quarter | 185 | 46.3 |
| Around once a year | 115 | 28.8 |
| Total | 400 | 100.0 |

The majority is group of 185 respondents who often to purchase around once a quarter, which is 46.3% of overall. Follow by the group of 115 respondents who often to purchase around once a year, which is 28.8% of overall. And the third is 98 respondents that purchase around twice a month at 24.5% of overall.

Table 4.4: Gender of respondents

| Gender | Frequency | Percentage |
|---------------|------------------|-------------------|
| Male | 30 | 7.5 |
| Female | 370 | 92.5 |
| Total | 400 | 100.0 |

This majority of people whose visit and shopping the luxury cosmetic in Bangkok are female 370 from 400 respondents, which is 92.5% of the total. Meanwhile, the number of male respondents is away from the majority, respondents

at 7.5%. The result indicates that consumer choose to purchase the luxury cosmetic in Bangkok.

Table 4.5: Ages of respondents

| Age | Frequency | Percentage |
|---------------|------------|--------------|
| 18-25 years | 22 | 5.5 |
| 26-35 years | 266 | 66.5 |
| 36-45 years | 71 | 17.8 |
| 46-55 years | 38 | 9.5 |
| Over 55 years | 3 | 0.8 |
| Total | 400 | 100.0 |

At the number of 66.5%, this is more than half of people who purchase the luxury cosmetic is aged between 26-35 years old. The Second is people aged between 36-45 years old. The result shows that working age group (36-45 years old) has more intention to purchase.

Table 4.6: Marital Status

| Marital Status | Frequency | Percentage |
|----------------|------------|--------------|
| Single | 280 | 70.0 |
| Married | 119 | 29.8 |
| Divorce | 1 | 0.3 |
| Total | 400 | 100.0 |

Most of people who purchase luxury cosmetics are single, 70% of respondents. The second is a group of married people, but the percentage is far from the majority at only 29.8%.

Table 4.7: Education level of respondents

| Educational Level | Frequency | Percentage |
|--------------------------|------------------|-------------------|
| Secondary Education | 11 | 2.8 |
| Bachelor's Degree | 231 | 57.8 |
| Master's Degree | 155 | 38.8 |
| Doctor's Degree | 3 | 0.8 |
| Total | 400 | 100.0 |

Most of the respondents are Bachelor's Degree at the number of 57.8%. The second is Master's Degree at 38.8%, which is far from the majority at 2.8% of Secondary Education and 0.8% of Doctor's Degree.

Table 4.8: Occupation of respondents

| Occupation | Frequency | Percentage |
|--------------------|------------------|-------------------|
| Student | 21 | 5.3 |
| Government Officer | 19 | 4.8 |
| Employee | 276 | 69.0 |
| Owner | 77 | 19.3 |

(Continued)

Table 4.8 (Continued): Occupation of respondents

| Occupation | Frequency | Percentage |
|-------------------|------------------|-------------------|
| Other | 7 | 1.8 |
| Total | 400 | 100.0 |

The majority group of respondent's occupation is an employee at 276 respondents, which is 69% of overall. But the second is far from the majority at only 19.3% of owner from 77 respondents.

Table 4.9: Salary of respondents

| Salary | Frequency | Percentage |
|----------------------|------------------|-------------------|
| Less than 10,000 THB | 9 | 2.3 |
| 10,001-15,000 THB | 18 | 4.5 |
| 15,001-30,000 THB | 117 | 29.3 |
| 30,001-50,000 THB | 144 | 36.0 |
| More than 50,000 THB | 112 | 28.0 |
| Total | 400 | 100.0 |

The majority is a group of 144 respondents who earn a salary between 30,001-50,000 THB, which is 36% of overall. Follow by the group of 117 respondents who earn a salary between 15,001-30,000 THB, which is 29.3% of overall. And the third is a group of 112 respondents who earn a salary more than 50,000 THB, which is 28% of overall.

Table 4.10: Packaging design is important

| Packaging design is important | Frequency | Percentage |
|--------------------------------------|------------------|-------------------|
| Agree | 351 | 87.8 |
| Disagree | 49 | 12.3 |
| Total | 400 | 100.0 |

351 respondents agree that the packaging design is important, which is 87.8%. And only 49 respondents disagree, which is 12.3% of overall.

Table 4.11: Color of Packaging

| Color of Packaging | Frequency | Percentage |
|---------------------------|------------------|-------------------|
| Black | 135 | 33.8 |
| Grey | 12 | 3.0 |
| Silver | 72 | 18.0 |
| Gold | 181 | 45.3 |
| Total | 400 | 100.0 |

Gold is the main color of packaging that respondents decided to purchase by 181 selections, which is 45.3% of overall. Black is the second color, consist of 135 selections, which is 33.8% of overall. And the third color is Silver, consist of 72 selections, which is 18% of overall.

Table 4.12: Material of packaging

| Material of Packaging | Frequency | Percentage |
|------------------------------|------------------|-------------------|
| Gloss | 133 | 33.3 |
| Matte | 75 | 18.3 |
| Pearl | 165 | 41.3 |
| Transparent | 27 | 6.8 |
| Total | 400 | 100.0 |

41.3% of respondents choose Pearl for cosmetic case, consist of 165 selections. Gloss is the second 133 respondents, which is 33.3%. And the third of material is Matte, consist of 75 selections, which is 18.3% of overall.

Table 4.13: Information on the packaging

| Information on the Packaging | Frequency | Percentage |
|--|------------------|-------------------|
| Brand Logo | 317 | 28.3 |
| Ingredients | 321 | 28.7 |
| Weight | 19 | 1.7 |
| Made in ... | 214 | 19.1 |
| Looks & Technique How to? On the packaging box | 249 | 22.2 |
| Total | 1,120 | 100.0 |

Ingredients are the most important and make consumer decide to purchase the cosmetic products by 321 selections, which is 28.7% of overall. Brand Logo is the secondary information that important by 317 selections, which is 28.3% of overall. Third, the important information on packaging is Looks & Technique How to? , consists of 249 selections, which is 22.2% of overall. For this question, respondents are allowed to choose more than one answer. Therefore, 1120 selections were made by 400 respondents.

Table 4.14: Reasonable Price

| Reasonable Price | Frequency | Percentage |
|------------------|------------|--------------|
| 1-500 THB | 9 | 2.3 |
| 501-1,000 THB | 74 | 18.5 |
| 1,001-1,500 THB | 180 | 45.0 |
| Over 1,501 THB | 137 | 34.3 |
| Total | 400 | 100.0 |

Nearly half of respondents though the price of luxury cosmetic between 1,001 to 1,500 THB is reasonable price, consist of 180 respondents, which is 45%. The secondary of 137 respondents who though the reasonable over 1,501 THB.

Table 4.15: Where to purchase

| Where to purchase | Frequency | Percentage |
|--|-----------|------------|
| Department Store | 350 | 55.9 |
| Cosmetic Retailer ex. Sephora, Eve and Boy | 101 | 16.1 |

(Continued)

Table 4.15 (Continued): Where to purchase

| Where to purchase | Frequency | Percentage |
|---------------------|------------|--------------|
| Facebook, Instagram | 81 | 12.9 |
| Cosmetic Website | 59 | 9.4 |
| Direct Sales | 35 | 5.6 |
| Total | 626 | 100.0 |

Department Store is the most favorable place to purchase the luxury cosmetic by 350 selections, which is 55.9% of overall. The second favorable place is Cosmetic Retailer, consist of 101 selections, which is 16.1% of overall. Facebook and Instagram is the third favorable place to purchase the luxury cosmetic by 81 selections, which is 12.9% of overall. For this question, respondents are allowed to choose more than one place to purchase. Therefore, 626 selections were made by 400 respondents.

Table 4.16: Lifestyle

| Lifestyle | Frequency | Percentage |
|------------|-----------|------------|
| Self-image | 305 | 76.3 |
| Family | 6 | 1.5 |
| Friends | 54 | 13.5 |
| Culture | 19 | 4.8 |

(Continued)

Table 4.16 (Continued): Lifestyle

| Lifestyle | Frequency | Percentage |
|---------------------|------------|--------------|
| Look in the society | 16 | 4.0 |
| Total | 400 | 100.0 |

The majority is a group of 305 respondents and 76.3% of respondents choose to purchase luxury cosmetic for self-image. The second group decides to purchase by friends 13.5%, 54 respondents.

4.3 Mean, Standard Deviation and Respondents perception

Table 4.17: Mean, Standard Deviation and Respondents perception of Quality.

| Quality | Mean | S.D. | Perception Level |
|--|------|------|------------------|
| The quality of luxury cosmetic is serve the needs | 4.70 | 0.46 | Highest |
| The reliability effect to decision making of purchase the luxury cosmetic | 4.66 | 0.47 | Highest |
| The stability of quality effect to decision making of purchase the luxury cosmetic | 4.52 | 0.50 | Highest |
| The Certificate from Dermatologist effect to decision making of purchase the luxury cosmetic | 4.51 | 0.59 | Highest |

(Continued)

Table 4.17(Continued): Mean, Standard Deviation and Respondents perception of Quality.

| Quality | Mean | S.D. | Perception Level |
|--|-------------|-------------|------------------|
| Free of Paraben effect to decision making of purchase the luxury cosmetic | 4.27 | 0.79 | Highest |
| Product ingredients effect to decision making of purchase the luxury cosmetic | 4.30 | 0.74 | Highest |
| Long lasting skin protection effect to decision making of purchase the luxury cosmetic | 4.45 | 0.63 | Highest |
| The quality of texture effect to decision making of purchase the luxury cosmetic | 4.58 | 0.55 | Highest |
| Total Average | 4.50 | 0.59 | Highest |

Table 4.17: Indicated that Quality has a total Mean in Highest Level (Mean = 4.50) and Standard Deviation of 0.35. This research found that “The quality of luxury cosmetic is serve the needs” has the highest Mean (Mean = 4.70). Follow by “The reliability effect to decision making of purchase the luxury cosmetic” (Mean = 4.66). While the lowest Mean (Mean = 4.27) is “Free of Paraben effect to decision making of purchase the luxury cosmetic”.

Table 4.17: Also indicated that “Free of Paraben effect to decision making of purchase the luxury cosmetic”, has the most deviation of information among 8 elements (S.D. = 0.79). While the least deviation of information among 8 elements are “The quality of luxury cosmetic is serve the needs” (S.D. = 0.46).

Table 4.18: Mean, Standard Deviation and Respondents perception of Product Packaging

| Product Packaging | Mean | S.D. | Perception Level |
|--|-------------|-------------|-------------------------|
| Material of packaging makes you feel luxury and glamorous | 4.10 | 0.78 | High |
| Texture of packaging is important factor to purchase the luxury cosmetic | 3.87 | 0.88 | High |
| Box of luxury cosmetic was impact to decision making to purchase the luxury cosmetic | 3.81 | 0.93 | High |
| Total Average | 3.92 | 0.86 | High |

Table 4.18: Indicated that Product Packaging has total Mean in High Level (Mean= 3.92) and Standard Deviation of 0.73. This research found “Material of packaging makes consumer feel luxury and glamorous” has the highest Mean (Mean = 4.10). Follow by “Texture of packaging is important factor to purchase the luxury cosmetic” (Mean = 3.87). The lowest Mean (Mean = 3.81) is Box of luxury cosmetic was impact to decision making to purchase the luxury cosmetic”.

Table 4.18: Also indicated that “Box of luxury cosmetic was impact to decision making to purchase the luxury cosmetic” has the most deviation of information among 3 elements (S.D. = 0.93). While the least deviation of information among 3 elements is “Material of packaging makes consumer feel luxury and glamorous” (S.D. = 0.78).

Table 4.19: Mean, Standard Deviation and Respondents perception of Price

| Price | Mean | S.D. | Perception Level |
|--|-------------|-------------|------------------|
| Luxury cosmetic is coming with expensive price | 4.28 | 0.72 | High |
| “Price discount” affect that make consumer decide to purchase the luxury cosmetic. | 4.41 | 0.74 | High |
| “Promotion at counter” affect that make you decide to purchase the luxury cosmetic | 4.43 | 0.72 | High |
| Price could measure the brand image of luxury cosmetic | 4.04 | 0.76 | High |
| Total Average | 4.29 | 0.73 | High |

Table 4.19: Indicated that Price has a total Mean in High Level (Mean = 4.05) and Standard Deviation of 0.45. This research found that “Promotion at counter is the most important” has the highest Mean (Mean = 4.43). Follow by, “Price discount affect that make consumer decide to purchase the luxury cosmetic” is very similar of Mean to majority (Mean = 4.41) and “Luxury cosmetic is coming with expensive price” (Mean = 4.28). The lowest Mean (Mean = 4.04) is “Price could measure the brand image of luxury cosmetic”.

Table 4.19: Also indicated that “Price could measure the brand image of luxury cosmetic” has the most deviation of information among 4 elements (S.D. = 0.45). While the least deviation of information has 2 elements are “Luxury cosmetic is coming with expensive price” and “Promotion at counter affect that make you decide to purchase the luxury cosmetic” (S.D. = 0.72).

Table 4.20: Mean, Standard Deviation and Respondents perception of Lifestyle

| Lifestyle | Mean | S.D. | Perception Level |
|---|-------------|-------------|-------------------------|
| Celebrity make you decide to purchase the luxury cosmetic | 3.24 | 1.05 | Moderate |
| Friends recommend make you decide to purchase the luxury cosmetic | 4.03 | 0.77 | High |
| Beauty Blogger make you decide to purchase the luxury cosmetic | 3.90 | 0.93 | High |
| Magazine make you decide to purchase the luxury cosmetic | 3.31 | 0.94 | Moderate |
| Internet (Facebook, Pantip) make you decide to purchase the luxury cosmetic | 3.86 | 0.88 | High |
| Total Average | 3.67 | 0.91 | High |

Table 4.20: Indicated that Lifestyle has a total Mean in Low Level (Mean = 3.67) and Standard Deviation of 0.91. This research found that “Friends recommend make you decide to purchase the luxury cosmetic” has the high Mean (Mean = 4.03). Follow by “Beauty Blogger make you decide to purchase the luxury cosmetic” (Mean = 3.90) and “Internet (Facebook, Pantip) make you decide to purchase the luxury cosmetic” (Mean = 3.86). The moderate Mean (Mean = 3.24) is “Celebrity make you decide to purchase the luxury cosmetic”.

Table 4.20: Also indicated that “Celebrity make you decide to purchase the luxury cosmetic” has the most deviation of among 5 elements (S.D. = 1.05). At the same time, the least deviation of information among 5 elements is “Friends recommend make you decide to purchase the luxury cosmetic” (S.D. = 0.77).

Table 4.21: Mean, Standard Deviation and Respondents perception of Fashion Trends

| Fashion Trends | Mean | S.D. | Perception Level |
|---|-------------|-------------|-------------------------|
| Co-Branding with designer make you decide to purchase the luxury cosmetic | 3.49 | 0.93 | Moderate |
| Seasonal Collection (ex. spring/summer and fall winter) make you decide to purchase the luxury cosmetic | 3.61 | 1.03 | High |
| Create by own design make you decide to purchase the luxury cosmetic | 3.74 | 1.04 | High |
| Total Average | 3.61 | 1.00 | High |

Table 4.21: indicated that Fashion Trends has a total Mean in High Level (Mean= 3.61) and Standard Deviation of 1.00. This research found that “Create by own design make you decide to purchase the luxury cosmetic” has the high Mean (Mean = 3.74). Follow by “Seasonal Collection” (Mean = 3.61). The Moderate Mean (Mean = 3.49) is “Co-Branding with designer make you decide to purchase the luxury cosmetic”.

Table 4.21: Also indicated that “Create by own design make you decide to purchase the luxury cosmetic” has the most deviation of information among 3 elements (S.D. = 1.04). While the least deviation of information among 3 elements is “Co-Branding with designer make you decide to purchase the luxury cosmetic” (S.D. = 0.93).

4.4 Analysis of the data based on assumptions

Consists of Quality, Product Packaging, Price, Lifestyles, Fashion Trends and Consumer decide to purchase the luxury cosmetic.

Table 4.22: Analysis of variance (ANOVA) of Quality, Product Packaging, Price, Lifestyles, and Fashion Trends that positively affect to Consumer decision to purchase the luxury cosmetic.

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|-----|-------------|--------|-------------------|
| 1 Regression | 18.884 | 5 | 3.777 | 23.354 | .000 ^b |
| Residual | 63.716 | 394 | .162 | | |
| Total | 82.600 | 399 | | | |

Table 4.23: Analysis of variance (Coefficients^a) of Quality, Product Packaging, Price, Lifestyles, and Fashion Trends that positively affect to Consumer decision to purchase the luxury cosmetic.

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|----------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 1.134 | .312 | | 3.637 | .000 |
| Mean Quality | .279 | .061 | .218 | 4,585 | .000 |
| Mean Packaging | .051 | .073 | .033 | .698 | .486 |

(Continued)

Table 4.23(Continued): Analysis of variance (Coefficients^a) of Quality, Product Packaging, Price, Lifestyles, and Fashion Trends that positively affect to Consumer decision to purchase the luxury cosmetic.

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| MeanPrice | .093 | .049 | .092 | 1.893 | .059 |
| MeanLifestyle | .256 | .078 | .180 | 3.289 | .001 |
| MeanFashionTrend | .102 | .031 | .183 | 3.306 | .001 |

From table 4.23, Analysis of variance (ANOVA) and table 4.24 Analysis of variance (Coefficients^a) confirmed that independent variable consists of Quality, Product Packaging, Price, Lifestyles, Fashion Trends have influence on dependent variable, Consumer decision due to significance of the equation equal 0.000 at 0.01 significant level.

4.5 Findings of the Study

The data present in this chapter is the summary of the information which collected from questionnaires by respondents. The information provides the factors that consumer choose to purchase the luxury cosmetic in Bangkok. The data presentation started from demographic data of the respondents and followed by factors that affect with consumer behavior on purchasing decision the luxury cosmetic in Bangkok.

Finally, the factors that consumer choose to purchase the luxury cosmetic will affect. Data analysis of the data will be presented in the following chapter.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

This chapter will provide all information about each factor that lead to conclusion and recommendation. The priority factor that consumer use when they decide to purchase the luxury cosmetic will generate to 6 factors that are;

1. Demographic
2. Quality
3. Price
4. Packaging
5. Lifestyle
6. Fashion Trends

5.1 Conclusions

Demography will come first and follow by other factors, because when consumer decide to buy luxury cosmetic, they have to use many conditions such as age, salary, education, career, social status, and etc. All are including in Demographic factor.

Most of women in the world want to be young and don't want to look like old women in other sight. They have to take care of themselves by going to spa, salon, and beauty shop or use some treatment, vitamins or even use cosmetic to make up themselves. The reasons are they want to cover or erase some spot that they don't want and highlight some area on their body or face to look charm. The point is each of them has to be ready in their career, salary, and high educate. Everything in Demographic factor are linked together e.g. age, education, sex, social status, and salary can be one of major factor for made their decision before buy some luxury cosmetic. The key point that found from respondents are most of them brought luxury cosmetic because they want to look beauty in other sight and they are in working age. The marital status also link to previous sub factor (age), the women who still single

will buy more luxury cosmetic because they have enough salary and don't have to concern much about their family.

The second factor of consumer decision making is Quality. Most of consumer will buy anything that they think it will come with good quality. The good quality product will come from good intention of manufacture. Quality can lead and create reliability in consumer mind and also have direct effect to brand and product. If some product comes with good quality and stable enough, consumer will use less time to make their decision. The manufacture that can produce their product with good quality and set as a standard in each production process, this product will create more consumer confident to brand and product. The methodology to create consumer confident such as certificate ingredients or social responsibility, in some manufacture choose to promote Free of Paraben formula in the market and this formula are very famous and also have a lot of effect to consumer decision making. In present time, most of consumer can reach the internet and they can find a lot of information about luxury cosmetic in website so they will know about good and bad ingredients and how effect to their health. Then they will choose to avoid product that harm their health and non-stable in quality. Most of respondents concern about quality, reliability, stability of luxury cosmetic. The certificate from Dermatologist, product ingredients, long lasting skin protection, and quality of texture are also effect to quality and they are majority reasons for measure about consumer decision making.

The third factor is Price that also effect to consumer decision making. Price is one of sensitive factor for consumer because product could measure their value by use price. When luxury cosmetic company set up their price, they have to concern about their quality and the price should be reasonable because consumer should feel worthiness about the product and will not too expensive. In this research, most of the respondents agreed that ₱1,000-1,500 is reasonable price and willing to pay for luxury cosmetic. The place that most of consumer buy luxury product is department store, it means that consumer can see all product brand and series and they are ready to be service by beauty advisor. Promotion at point of purchase or cosmetic counter also

like a magnet to consumer that they will repurchase again such as free make up or buy one get one free. The price discount strategy also one of motivation method during decision making period and it also lead more frequent of purchase. Price also act as an indicator to the brand between mass, normal, VIP, and VVIP.

The fourth factor is Packaging design of product. The packaging can protect product from toxic, pollution dust and other things that can harm product during transport of on the shelf. The packaging have to be more attractive, interesting, and outstanding to consumer because in some conditions consumer will not have much time to pay a lot of attention about product except the product will outstanding from the shelf. The color of packaging also effect to consumer decision making too because it will lead to product characteristic such as most of skincare use white color and luxury product will use gold color for gain more attractive but do not look too old for consumer mind. The respondent also agreed about attractive design of packaging also effect to their decision making because this factor is visible and don't take much time during decision making period when they see product on shelf or in point of purchase. The material for produce packaging also significance to first impression of consumer, the packaging that comes with black color will create professional look to product, smooth but nice and have class. The respondent in this study also satisfied with packaging that come with pearl coating and it will create visible color effect to eye sight of consumer. The label on packaging also one of factor that most of consumer will check about ingredient and trust in brand because it will lead to product quality. Logo of brand on packaging also have effect because if the logo is not look professional enough, consumer will try to find new one that looks better.

The fifth factor is lifestyle. This research point out about most consumers will make decision according to their self-image. In the past, lifestyles of consumer are different to present because at that time internet is not famous and do not have online marketing. But in the present time internet and online marketing make more attraction and brand awareness from consumer. Luxury cosmetic company can promote their product in many channels by use internet and they can provide any information to

there. Each of lifestyle of consumer will become one of factor that can motivate consumer to buy product.

1. Recommended by their friend, that will make more confidence to consumer about product because word-of-mouth by friend effect to quality and value of product.
2. Recommended by beauty blogger, they will make a review about each product that can motivate and separate word-of-mouth to consumer. The consumer will trust and follow them because there are a lot of product in the market and consumer don't have enough time to test all brand. So, they will choose to trust beauty blogger because they assume that the beauty blogger will choose only quality product to make a review. Moreover, some consumer will lack of knowledge about make-up so they will do and act as beauty blogger do in internet.
3. Internet in present time makes different lifestyle of consumer. The consumer can easily check or search the product that they want everywhere and every time around the world. This technology will make the world smaller and easy for consumer to gain a lot of information before purchase.

The last factor is Fashion trends that also have effect to consumer mind before purchase luxury cosmetic. In one year, fashion trends can change many times and also very fast. If any brand is too slow, they will eliminate from the market and lost their brand awareness in consumer mind and they will lead to unattractiveness from consumer. For keeping up with fashion trends, this research can prove about the brand owner should create some unique selling point, special to the market and trend but all of them have to be consistent to consumer needs. These research shows that consumer always follows the fashion trends but they do not avoid their self-confidence by choose only product that provide good in design and packaging in their mind. Moreover, this research also showed about celebrity and advertising in magazine are not the good way to promote the luxury cosmetic anymore. But the internet will

become the big majority of factor that consumer concern before they make their decision making.

5.2 Recommendations for Further Research

5.2.1 The researcher should study and focus about beauty blogger for better understand behavior of consumer. This result of data in this research can affect a company's, purchase decision and product image. The product image could be positive or negative depend on beauty blogger's content.

5.2.2 The researcher should study about event to satisfy consumer needs. Events are outstanding way to stimulate and attract customers. It helps to get the word of mouth and promote the product on social.

5.2.3 The researcher should study about media platform and social media. It allows users to share information, content and communicate with friends and others. This movement one step further and just debuted a section specifically for Trending News on its social media.

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มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

Independent Study:

The factors that consumer chooses to purchase the luxury cosmetic in Bangkok

*** Required**

Introduction and Consent to Participate in Research Study

This research project is conducted as part of Master's Degree in Master of Business Administration of Bangkok University. The aim of this research is to investigate consumer who decide to purchase the luxury cosmetic in Bangkok. All data and measurements obtained from this research study will be stored confidentially. Only researcher will have access to view any data collected during this research.

This research intends to cause no physical or psychological harm or offense and to abide by all commonly acknowledged ethical codes. You voluntarily agree to participate in this research project by filling the following questionnaire. You have the right to ask the researchers any question regarding this project. You also have the right to reject participation. You may withdraw from this research any time you wish.

This may take 10 - 15 minutes of your time. Please make sure that you have responded to every statement.

Part 1: Screening the target respondents

1. Have you ever purchase luxury cosmetics?

- Yes
- No

2. Why do you buy luxury cosmetic products? (Mark only one oval)

- For beauty
- For healthy
- Follow the trend

3. How often do you purchase luxury cosmetics? (Mark only one oval)

- Around once a week
- Around once a month
- Around twice a month
- Around once a quarter
- Around once a year

Part 2: Demographic data**4. Gender**

- Male
- Female

5. Age

- 18 - 25 years
- 26 - 35 years
- 36 - 45 years
- 46 - 55 years
- Over 55 years

6. Marital Status

- Single
- Married
- Divorce

7. Education Level

- Secondary Education
- Bachelor's Degree
- Master's Degree
- Doctor's Degree

8. Occupation

- Student
- Government Officer
- Employee
- Owner

9. Salary รายได้ต่อเดือน

- Less than 10,000 baht
- 10,001-15,000 baht
- 15,001-30,000 baht
- 30,001-50,000 baht
- More than 50,000 baht

Part 3: Influence of luxury cosmetic factors that you decide to purchase.

Please rate your agreement regarding the importance of each luxury cosmetic factors towards your purchase decision making in term of

5 = Most Important 4 = Important 3 = Neutral 2 = Unimportant 1 = Least Important

Quality

| How do you think about quality that affects to decision making to purchase the luxury cosmetic? | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|
| 10.The quality of luxury cosmetic are serve the needs | | | | | |
| 11.The reliability effect to decision making of purchase the luxury cosmetic? | | | | | |
| 12.The stability of quality effect to decision making of purchase the luxury cosmetic? | | | | | |

(Continued)

Quality (Continued)

| How do you think about quality that affects to decision making to purchase the luxury cosmetic? | 5 | 4 | 3 | 2 | 1 |
|--|----------|----------|----------|----------|----------|
| 13.Certificate from Dermatologist | | | | | |
| 14.Free of Paraben | | | | | |
| 15.Product Ingredients | | | | | |
| 16.Long lasting skin protection | | | | | |
| 17.Texture of cosmetic | | | | | |

Packaging

18. Packaging design is important factor to purchase the luxury cosmetic?

- Agree
 Disagree

19 – 21 Influence of luxury cosmetic factors that you decide to purchase

Please rate your agreement regarding the importance of each luxury cosmetic factors towards your purchase decision making in term of

5 = Most Important 4 = Important 3 = Neutral 2 = Unimportant 1 = Least Important

| How do you think about packaging that affects to decision making to purchase the luxury cosmetic? | 5 | 4 | 3 | 2 | 1 |
|--|----------|----------|----------|----------|----------|
| 19.Material of packaging makes you feel luxury and glamorous? | | | | | |

(Continued)

Packaging (Continued)

| How do you think about packaging that affects to decision making to purchase the luxury cosmetic? | 5 | 4 | 3 | 2 | 1 |
|--|----------|----------|----------|----------|----------|
| 20. Texture of packaging is important factor to purchase the luxury cosmetic? | | | | | |
| 21. Box of luxury cosmetic was impact to decision making to purchase the luxury cosmetic? | | | | | |

22. Which color of packaging makes you feel luxury when you purchase luxury cosmetic? (Mark only one oval)

- Black
- Grey
- Silver
- Gold

23. Which material of packaging makes you feel luxury when you purchase luxury cosmetic? (Mark only one oval)

- Gloss
- Matte
- Pearl
- Transparent

24. Which information that it's important and makes you easier to purchase the cosmetic products? (Check all that apply)

- Brand Logo
- Ingredients
- Weight
- Made in....
- Looks & Technique (How to?)

Price

25. What rate price that you think reasonable price? (Mark only one oval)

- 1 – 500 Baht
 501 – 1,000 Baht
 1,001 – 1,500 Baht
 Over 1,501 Baht

26 – 29. What do you think about “PRICE” that affects your purchase decision about the luxury cosmetic?

5 = Strongly Agree 4 = Agree 3 = Neutral 2 = Disagree 1 = Strongly Disagree

| Pricing | 5 | 4 | 3 | 2 | 1 |
|---|----------|----------|----------|----------|----------|
| 26.Luxury cosmetic is coming with expensive price | | | | | |
| 27.Price discount | | | | | |
| 28.Promotion at counter | | | | | |
| 29.Price could create brand image | | | | | |

Lifestyle

Please rate your agreement regarding of lifestyle towards on your purchase decision making in term of

5 = Strongly Agree 4 = Agree 3 = Neutral 2 = Disagree 1 = Strongly Disagree

| How do you think each cause that make you decide to purchase the luxury cosmetic? | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|
| 30. Celebrity | | | | | |
| 31. Friends | | | | | |
| 32. Beauty Blogger | | | | | |
| 33. Magazine | | | | | |
| 34. Online ex. Facebook, Pantip | | | | | |

35. Where do you purchase luxury cosmetics? (Check all that apply)

- Department Store
- Cosmetic Retailer (Sephora, EveandBoy)
- Social Media (Facebook, Instagram)
- Cosmetic Website
- Direct Sales

36. Which factors that make you look luxury lifestyles when you purchase cosmetic products? (Mark only one oval)

- Self-image
- Family
- Friends
- Culture
- Look in the society

37. Fashion Trends

Please rate your agreement regarding the importance of fashion trend towards on your purchase decision making in term of

5 = Most Important 4 = Important 3 = Neutral 2 = Unimportant 1 = Least Important

| How do you think each fashion trends that make you decide to purchase the luxury cosmetic? | 5 | 4 | 3 | 2 | 1 |
|--|---|---|---|---|---|
| 37.Co-Branding with designer | | | | | |
| 38. Seasonal Collection eg. spring/summer and fall winter | | | | | |
| 39.Create by Own Design | | | | | |

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Working Experience

November, 2010 – January 2015:

Marketing and Product Manager

Company Name: House of Pre & Prom Co., Ltd.

Company Business: Import and distribution of cosmetics, with all of 5brands.
- @skinexercise (Manufacturers and distributors)

- MAKE UP FACTORY (Distributors)
- DURANCE (Distributors)
- MAKE UP FOR EVER (Distributors)
- Philosophy (Distributors)

July 2016 – Until Now:

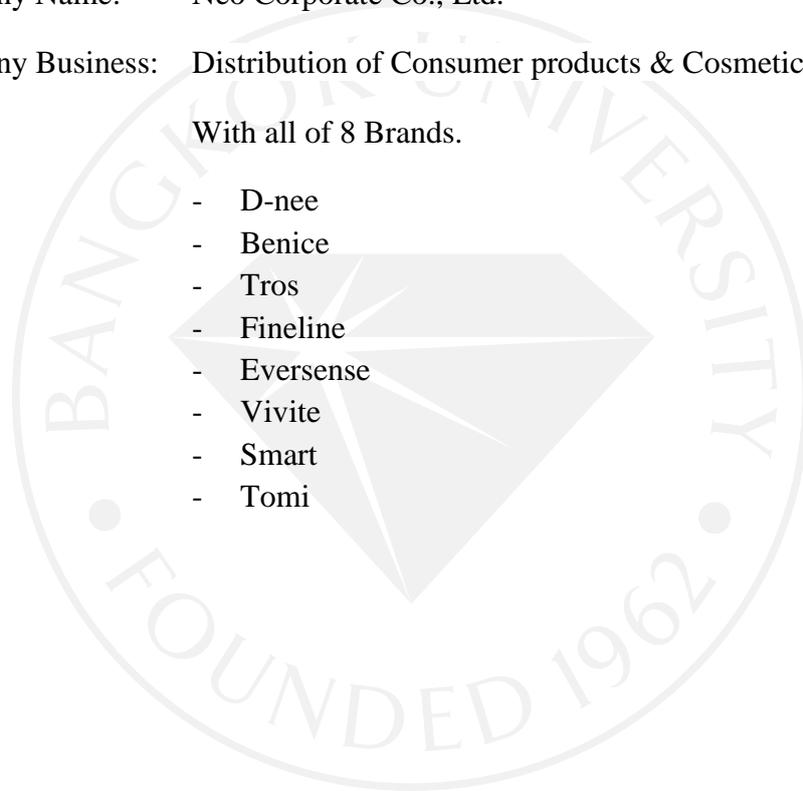
Product Manager

Company Name: Neo Corporate Co., Ltd.

Company Business: Distribution of Consumer products & Cosmetics

With all of 8 Brands.

- D-nee
- Benice
- Tros
- Fineline
- Eversense
- Vivite
- Smart
- Tomi



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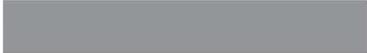
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