

FACTORS AFFECTING BRAND LOYALTY FOR COSMETICS IN THAILAND



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ABSTRACT

The purpose of this study was to investigate the factors affecting brand loyalty for cosmetics in Thailand. Factors investigated include word of mouth communication, brand trust, and satisfaction as the independent variables, and brand loyalty as the dependent variable. Descriptive statistics and multiple regressions were used to analyze data and test hypotheses respectively. The analysis revealed that word of mouth communication, brand trust, and satisfaction had a statistically significant impact on the brand loyalty while satisfaction did not.

Keywords: Word of Mouth Communication, Brand Trust, Satisfaction, and Brand Loyalty.

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TABLE OF CONTENTS

	Page
ABSTRACT.....	iii
ACKNOWLEDGEMENT.....	iv
LIST OF TABLES.....	vii
LIST OF FIGURES.....	ix
CHAPTER 1: INTRODUCTION	1
1.1 Background of Study.....	1
1.2 Statement of Problem.....	2
1.3 Research Objectives	2
1.4 Scope of the Study.....	2
1.5 Benefit of Research.....	3
CHAPTER 2: LITERATURE REVIEW.....	4
2.1 Related Theory of Factors.....	4
2.2 Hypotheses.....	8
2.3 Conceptual Framework.....	8
CHAPTER 3: METHODOLOGY.....	9
3.1 Population and Sample Selection.....	9
3.2 Creating Tools Used in the Research	9
3.3 Questionnaire Structure.....	10
3.4 Data Collecting Procedure.....	11
3.5 Reliability Analysis.....	13
CHAPTER 4: DATA ANALYSIS.....	15
4.1 Demographic Profile of the Respondent	15
4.2 Mean and Standard Deviation of the Variable	20
4.3 Analysis of the Data Base on the Hypotheses.....	24
4.4 Results of the Hypothesis Testing	26
CHAPTER 5: DISCUSSION AND CONCLUSION.....	27
5.1 Research Result	27
5.2 Discussions.....	28

TABLE OF CONTENTS (Continued)

	Page
CHAPTER 5: DISCUSSION AND CONCLUSION (Continued)	
5.3 Recommendations for the Future Research.....	28
BIBLIOGRAPHY.....	30
APPENDIX.....	33
BIODATA.....	38



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LIST OF TABLES

	Page
Table 3.1: Data Collecting Procedure.....	11
Table 3.2: Pilot test Cronbach’s alpha by each construct.....	14
Table 3.3: Full scale t test Cronbach’s alpha by each construct.....	14
Table 4.1: Frequency and Percentage of Personal Information: Gender.....	15
Table 4.2: Frequency and Percentage of Personal Information: Age.....	16
Table 4.3: Frequency and Percentage of Personal Information: Status.....	16
Table 4.4: Frequency and Percentage of Personal Information; Level of Education.....	16
Table 4.5: Frequency and Percentage of Personal Information; Level Income per month.....	17
Table 4.6: Frequency and Percentage of Personal Information; cosmetic user frequencies.....	18
Table 4.7: Frequency and Percentage of Personal Information; favorite cosmetic brand.....	18
Table 4.8: Frequency and Percentage of Personal Information; Impact on purchase.....	19
Table 4.9: Frequency and Percentage of Personal Information; person who effect the purchase.....	19
Table 4.10: Frequency and Percentage of Personal Information; Source of the information.....	20
Table 4.11: Mean, Standard Deviation of Respondents perception of Word of mount communication.....	20
Table 4.12: Mean, Standard Deviation of Respondents perception of Brand Trust.....	21
Table 4.13: Mean, Standard Deviation of Respondents perception of Satisfaction.....	22
Table 4.14: Mean, Standard Deviation of Respondents perception of Brand Loyalty.....	23

LIST OF TABLES (Continued)

	Page
Table 4.15: Mean, Standard Deviation of Respondents perception of independent variables and the dependent variable.....	24
Table 4.16: Word of Mouth Communication, Brand Trust, Satisfaction toward Brand Loyalty.....	25



LIST OF FIGURES

	Page
Figure 2.1: Theory of Multi-dimensional brand loyalty.....	5
Figure 2.2: Conceptual Framework.....	8
Figure 4.1: Result of Multiple Regression Analysis from scope of research..	26



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CHAPTER 1

INTRODUCTION

1.1 Background of Study

The cosmetic industry is classified into beauty and personal care industries (Kitrunpaiboon & Kim, 2016). Revenue growth rate about cosmetic industry has been 3.4% based on a 5-year compound Annual Growth Rate since 2007. Moreover, Yeomans (2012) noted that the global beauty product industry will grow up to \$265 billion in 2017 due to improved global economics and increased demand for cosmetics industry. Similar to the global cosmetics industry, the Kasikorn Bank Research (2017) reported that the revenue of the Thai cosmetics industry had growth trend and Thai's consumers usually seek beauty information on the internet, which is one way to increase the level of competition (Cramer, 2014 as cited in Kitrunpaiboon & Kim, 2016). Furthermore, the opening of Sephora beauty-retail store at Siam Center in 2013 and the increase in the Bangkok area intensified the competition in the cosmetics industry, both of international and local brands (Euromonitor, 2014 as cited in Kitrunpaiboon & Kim, 2016). As a result, Cramer (2014 as cited in Kitrunpaiboon & Kim, 2016) stated that the competition in this industry tended to be getting severe and brand loyalty is highly affected by both online shopping and offline shopping. Therefore, brand loyalty has become more critical concern to the cosmetics industry and regarded as an essential way to create a sustainable competitive advantage.

Despite the increasing demand for cosmetics purchasing in Thailand, a little research has been done on how to strategically retain customer loyalty. Therefore, it is crucial for the cosmetics industry to identify what factors are accountable for brand loyalty.

In another point of view, customers may also be loyal because they are satisfied with the brand, and thus want to continue the relationship (Fornell, 1992).

1.2 Statement of Problem

In the present people are interested in beauty or always used cosmetic more than the past. Especially, cosmetic very popular in Thailand every gender or every age will make up. And now has a lot of many brands of cosmetics we need to know which point is impact of cosmetics purchasing in Thailand.

1.3 Research Objectives

The main objective of this research is to study how the independent variables which are factions, word of mouth communication, brand trust, satisfaction will impact on the dependent variable which is brand loyalty. The current research would be significant for the companies to strengthen the potential factors that influence Thai consumer not a specific gender to become loyal to their cosmetic brands. In addition, this research would be beneficial to firms that maintain existing customers and attract new loyal customers as well. These benefits are also for the international brands, because the international brands can understand Thai consumer behavior towards cosmetics brands from the findings of this research.

The objective of this study can be divided in theoretical objective:

1.3.1 To examine the effect of word of mouth communication on brand loyalty.

1.3.2 To examine the effect of brand trust on brand loyalty.

1.3.3 To examine the effect of satisfaction on brand loyalty.

1.4 Scope of the Study

The study focuses on people who use cosmetic in Bangkok area. The scope of this study is identifying the factors that influencing consumer being loyal to the brand. The coverage of this study is limited to the population in any gender who live in Bangkok at the age above 18 years old. The questionnaire was distributed through which elicited responses from random belonging to different regions in Bangkok area responded to the survey. The findings will be used to understand Thai people's shopping behaviors when purchasing cosmetics and to roughly define the factors influencing their buying decision.

1.5 Benefit of Research

This study can be used by word of mouth communication to get a clearer understanding of the important factors that influence brand loyalty because when people will buy some product must search on social media to look at the positive review. These research findings could be useful to current and future cosmetic researchers and manufacturers. Moreover, these findings may assist both manufacturers and retailers of cosmetic to better understand the factors influencing brand loyalty through improving function and quality of the products, which in turn could indirectly grow the cosmetic market. The findings of this study suggest that a consumer positive attitude toward brand trust mostly enables a significant consideration for cosmetic retailers who aim to increase brand loyalty for cosmetics. As a result, this study suggests for manufacturers to develop functions and effective for cosmetic that meet consumer's satisfaction and expectation. The study results show that products that are perceived to have congruity functions and quality is more important to consumers therefore influence their brand loyalty.

It is evident that the increasing number of cosmetic brands on the market influences brand loyalty; therefore, it is important that cosmetic producers attract prospective buyers' attention. Manufacturers need to come up with brand image and quality of product that can influence brand loyalty. The importance of brand image is crucial, because brand image is the key driver of brand equity, which refers to the consumer's general perception and feeling about a brand and has an influence on brand loyalty. Positive attitudes quickly transfer good publicity that can be easily detected on firms' sales.

With the help of this research, it becomes clear how to enhance and influence brand loyalty. Companies also have to focus on developing their brand trust having a strong brand trust works to build customer recognition. The more recognition you receive and the more you build your brand, the more that you will find that your brand elevates and are competitive with other well-known brands. Brand trust realized a strong relationship towards the product. It is therefore important for manufacturers to work on both exterior and interior look of the product to influence brand loyalty. This will increase consumer confidence, satisfaction to purchase the product.

CHAPTER 2

LITERATURE REVIEW

This chapter has three parts as follows.

2.1 Related Theories of Variable

2.2. Hypotheses

2.3 Conceptual Framework

2.1 Related Theories of Variable

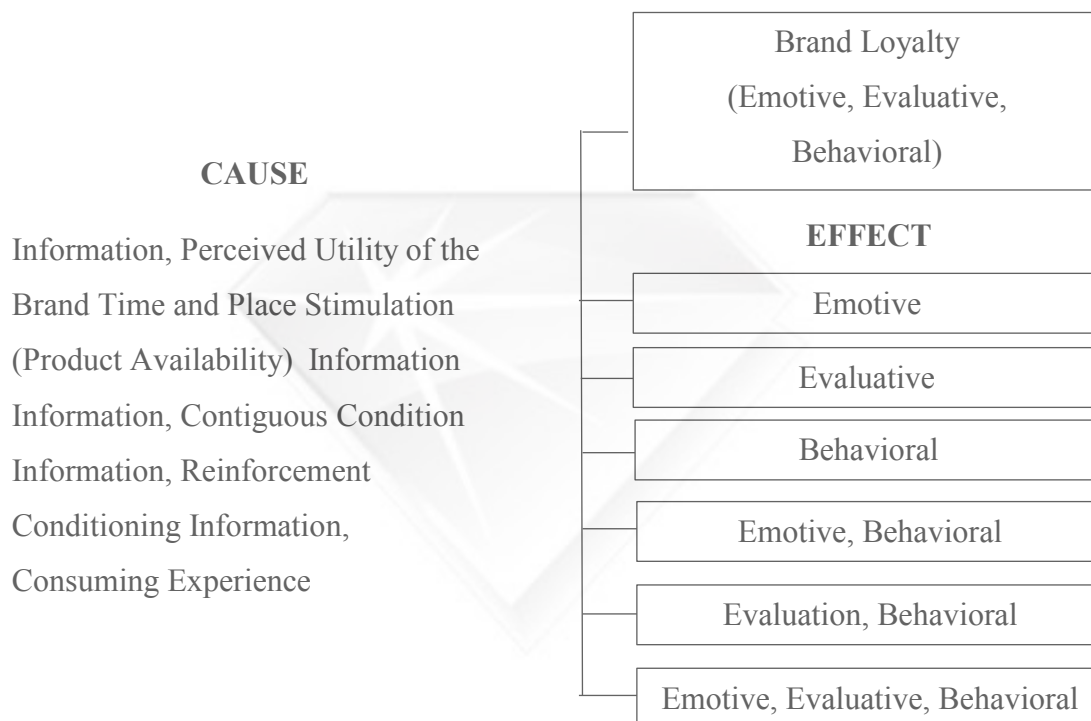
An overview and discussion are presented in this section of the important factors that can influence brand loyalty. Such factors were defined based on the literature review of the adoption of wearable technology.

2.1.1 Factors of Brand Loyalty

Howard and Sheth (1969) were the first to introduce the notion of brand consideration into marketing. Brand loyalty is defined as keeping preferable to a specific product or service (BNET Business Dictionary). Aaker and Keller (1990) believe that loyalty is closely associated with various factors, one of the main ones being the experience of use. Customers may be loyal owing to high switching barriers related to technical, economical or psychological factors, which make it costly or difficult for the customer to change.

Loyalty is the degree of communicate and satisfaction toward a specific product or service that is often displayed via repeat purchase (Melecio, 2015). According to the theory of multidimensional brand loyalty (Sheth & Park, 1974), brand loyalty behavior is divided into 3 dimensions; emotive, evaluation, behavioral. Sheth and Park (1974) stated that at least one of these three dimensions could create brand loyalty and there are seven types of brand loyalty from the combination of three dimensions as shown in Figure 2.1.

Figure 2.1: Theory of Multi-dimensional Brand Loyalty



2.1.2 Word of mouth communication

The influence of word of mouth communication stems from various factors. First, consumer recommendations are usually perceived as being more credible and trustworthy than commercial sources of information (Day, 1971). It is common to assume that another consumer has no commercially motivated reasons for sharing information (Engel, Blackwell, & Miniard, 1993). Also, the discussions with either friends or family tend to be friendly and can offer support for trying certain behaviours. Second, the word of mouth communication channel is immediately bi-directional and interactive which allows for a 'tailored' flow of information to the information seeker (Gilly, Graham, & Wolfinbarger, 1998). The third strength of consumer word of mouth communication comes from its 'vicarious trial' attributes. Potential consumers of a product, for example, can gain some of the product experience by asking somebody who has an actual experience with the product.

Akbari, Mohsen and Kazemi, Reza and Haddadi, Masoomeh, (2016) describe that in competitive markets, maintaining brand loyalty are considered important in

marketing relationship. Banks have invested some ways to improve brand loyalty for developing their activities. The aim of this study was to investigate the effect of word-of-mouth communication in the Melli Bank branches of Roodsar in which brand loyalty had the mediation role in their relationship.

Alhulail, Dick, & Abareshi, (2018) said that the effect of word of mouth communication on brand loyalty is very important to the stability and sustainability of an s-commerce platform. This research will gather survey data and applies structural equation modeling SEM to analyze the data.

From 2 previous research found that word of mouth communication can to influence buying decision in a positive direction as Park et al. (1998) indicated that customers are more likely to buy a product based on word of mouth communication than listen to or watch an advertisement. It has been claimed that customers usually prefer to hear the word of mouth communication of others before making a purchasing decision (Brown & Reingen, 1987).

2.1.3 Brand Trust

Brand trust is an important thing that supports customer loyalty to the brand. Without the trust of brand customer can't enter in loyalty set. To build a trust it's very important to the Consumer to take and asses the information from the brand. Companies can build emotional trust if they can prove that the brand is only for the customers and meet their expectations (e.g. brand is trustworthiness and friendly for the family use). Consistent brand shows this specific behavior. The customers trust on specified brand functions and willingness to purchase the brand from the product class (Moorman, Deshpande, & Zaltman, 1993). The vagueness in the situation can be diminished by the trust through which customer can rely on the specific trusted brand product. Brand loyalty is a result of brand trust or promises that build the highly valued connections (Chaudhuri & Holbrook, 2001; Morgan & Hunt 1994). Some scholars defined commitment as an enduring desire to maintain a valued relationship (Moorman et al., 1992), thus, promises are the cause of constant on going and retaining a relationship build between company and consumer.

According to Alhaddad (2015) brand trust has a positive effect on brand loyalty.

Trust had been at the centre of studies that aimed to explain loyalty. The relationship between consumer trust and loyalty had been supported in several studies (Morgan & Hunt, 1994; Mayer et al, 1995). According to Morgan and Hunt (1994) brand trust leads to brand loyalty because trust creates exchange relationships that are highly valued. Rauyruen and Miller (2007) argued that in order to gain loyalty of customers, one must first gain their trust.

2.1.4 Satisfaction

Satisfaction can be defined as the degree to which customers are glad or not when they use the products that are provided to them by the companies. To achieve the level of satisfaction companies must have to keep in mind the needs and wants of customers and supply them outstanding products. Any business can move on to the top level of advantage by achieving customer satisfaction in an intensely competitive market. It is an emotion of any consumer post purchases and uses of the product, regardless that the product and services meet the expectations or not.

Originally customers make their expectation and perception about the brand product by means of positive word of mouth from the family and friends, the selling and promotion activities by using the market strategies. Satisfaction is a speedy or quick experience of the customers after using the product through which the overall satisfaction can be assessed. Various studies tell that the loyalty is affected by the satisfaction through the satisfaction level we can predict the purchase intentions and behavior of consumers towards the brand product (Eggert & Ulaga, 2002). In deciding to purchase the product, past experiences of using that product affects the intention of consumer decision process.

According to Subaebasni, Risnawaty, and Wicaksono (2019) study relationship between brand trust and brand loyalty by using quantitative research methods, with a sample of 171 respondents in Jakarta. The research results of the analysis showed that in partial variable customer satisfaction with loyalty has a positive.

According to Atmaja & Yasa (2020) customer satisfaction partially mediates the influence of service quality on brand loyalty.

2.2 Hypotheses

This article focuses on the factors that influence consumers' brand loyalty towards a particular brand. Based on the factors that influence brand loyalty, the following hypotheses are derived.

H1: There is a significant relationship between word of mouth communication and brand loyalty.

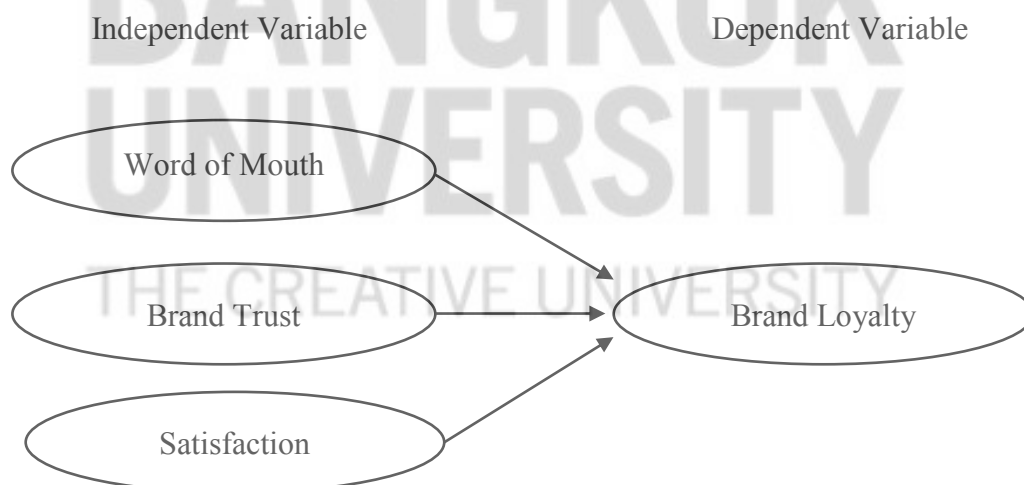
H2: There is a significant relationship between Brand trust and brand loyalty.

H3: There is a significant relationship between Satisfaction and brand loyalty.

2.3 Conceptual Framework

The conceptual framework draws on this research study's theoretical framework. It defines how the designs are related to each other in this research study, and gives a bird-eye view of the framework that is based on the conceptual model.

Figure 2.2: Conceptual Framework



CHAPTER 3

METHODOLOGY

This chapter explains about research methodology following:

- 3.1 Population and Sample Selection
- 3.2 Creating Tools Used in the Research
- 3.3 Questionnaire Structure
- 3.4 Data Collecting Procedure
- 3.5 Reliability Analysis

3.1 Population and Sample Selection

The target of this study includes these using cosmetics in Thailand. In order to select the sample respondents, sampling method was employed. Once a sampling technique has been chosen the next step is to calculate the appropriate size of the sample. The minimum required sample size for this study is specified by using the Cochran (1977) sample size determination formula:

$$n = \frac{z^2 \times \hat{p}(1-\hat{p})}{\varepsilon^2}$$
$$n = \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2} = 384.16$$

Z = z score

\hat{p} = purposing sampling

n = sample size

N = population size

The results from calculation equation, a sample size of at least 385 people would be necessary. So, 385 persons will be randomly selected for this study.

3.2 Creating Tools Used in the Research

For creating tool used in this research the researcher used purposive sampling for collecting the data 385 sampling of the tools for collecting data in this research is questionnaire to study about the influence of brand loyalty on cosmetic buying behavior of Thailand.

3.3 Questionnaire Structure

Questionnaire of this study was used to obtain data from a large number of respondents. And for questionnaire questions are based on the review of the literature performed throughout Chapter 2. In our study, we used questionnaires because they can generate a large number of respondents, effectively, reliably, conveniently, cheaply and get a high response rate. Data quality of this research has to be as high as possible, so it is possible to carry out the accuracy of the research.

The survey is designed in 2 versions (English and Thai version) because the target of this study will survey in Thailand and some people understand Thai version more than the English version. It is the international language. The questionnaire is divided into three main parts, part 1, part 2, and part 3.

Part 1: 5 questions about *personal information* by using multiple choices to answer the questions following:

- 1) Gender
- 2) Age
- 3) Status
- 4) Level of Education
- 5) Monthly income

Part 2: 5 questions about *consumer behaviors* by using multiple choices to answer the questions following:

- 1) Frequency to purchase
- 2) Favorite brand
- 3) Impact on purchase
- 4) Person who effect the purchase
- 5) Source of the information

Part 3: 20 questions, the question in this part will relating to independent and dependent variables by using closed-ended question for measure Interval scale divided 5 level to answer the question following:

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

For interpretation and analysis interval scale with rating scale of like scale in the questionnaire and the rating average is calculated as following:

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

Then, the analyze of rating scale can interpret as following:

- 4. 25–5.00 = Very high
- 3. 41–4.20 = High
- 2. 61–3.40 = Medium
- 1. 81–2.60 = Low
- 1. 00–1.80 = Very low

3.4 Data Collecting Procedure

The researchers will distribute the questionnaires directly to respondents and engaged in face-to-face interaction. The researcher will ask each potential respondent If the answer is yes and the person is willing to cooperate, then the researcher will ask him or her to fill out the survey questionnaire. The respondent will receive the guidance how to complete the questionnaire.

There are 4 constructs used in this study

- Word of mouth communication
- Brand Trust
- Satisfaction
- Brand loyalty

Table 3.1: Data Collecting Procedure

No.	Variable	item	Reference
1	Word of mouth communication	<ol style="list-style-type: none"> 1. Review is important to me for make decision. 2. Before purchasing, I always search for the most popular brand from social media. 3. If my family tell me what brand are good I will buy. 4. I always review on social media about the product that I used. 5. Word of mouth influence my decision while buying a product. 	Yoo, Donthu & Lee (2000)
2	Brand trust	<ol style="list-style-type: none"> 1. I trust on this brand that I used. 2. I rely on this brand. 3. This brand meets my expectations. 4. This brand is safe. 	Matzler, Krauter, & Bidmon (2008). Chanduhuri and Holbrook,(2001)
3	Satisfaction	<ol style="list-style-type: none"> 1. Overall, I am satisfied with experience with the brand. 2. I am satisfied with my decision to purchase from this brand. 3. I believe I did the right thing when I buy cosmetic of this brand. 4. I feel good the product quality of this brand. 	Ragunathan and Irwin (2001)

(Continued)

Table 3.1 (Continued): Data Collecting Procedure

No.	Variable	item	Reference
4	Brand loyalty	1. I will suggest my friend to buy cosmetic if that product is good. 2. I always use the same brand. 3. If the brand that I used is sold out but I will wait. 4. This brand would be my first choice. 5. I always said positive about this brand to other people. 6. I consider myself to be loyal to this brand. 7 Even if another brand is offering lower price, I still buy this brand.	(Algesheimer, Uptal, & Herrmann, 2005; Fullerton, 2005)

3.5 Reliability Analysis

The reliability of the data is checked through Cronbach's Alpha. Cronbach's alpha coefficient is by far the most frequently used to measure the internal reliability of the items used in the study. Cronbach's alpha reliability coefficient generally ranges between 0 and 1. If the value of Cronbach's alpha coefficient closer to 1.0, exceeding the 0.70 recommended by Nunnally and Bernstein (1994). It means that the greater the internal consistency of the items in the scale. In the table below; score of over 0.7 high internal consistency. In this case word of mouth communication, brand trust, satisfaction and Brand loyalty, $\alpha > .7$, which shows the questionnaire is reliable.

Table 3.2: Pilot test Cronbach's alpha by each construct

Research construct	Number of items	Cronbach's alpha n=40
Word of mouth communication	5	0.702
Brand trust	4	0.719
Satisfaction	4	0.710
Brand loyalty	7	0.708

After reliability analysis of 40 respondents pilot test was done. A full-scale survey of 385 questionnaires were completed answer, and the result of reliability analysis calculated is presented in the Cronbach's Alpha Coefficient table below.

Table 3.3: Full scale test Cronbach's alpha by each construct

Research construct	Number of items	Cronbach's alpha n=385
Word of mouth communication	5	0.720
Brand trust	4	0.749
Satisfaction	4	0.736
Brand loyalty	7	0.708

All alpha coefficients of full-scale survey pass the 385 and had proven to be reliable.

CHAPTER 4 DATA ANALYSIS

This chapter consists of the following topics:

- 4.1 Demographic Profile of the Respondents
- 4.2 Mean and Standard Deviation of the Variable
- 4.3 Analysis of the Data based on the hypotheses
- 4.4 Result of the Hypothesis Testing

4.1 Demographic Profile of the Respondents

The research perceived in this section determines the respondents' personal data including demographic profile which includes the gender, age, status, level of education, and level income per month. Lifestyle Information which includes cosmetic user frequencies, favorite cosmetic brand, Impact on purchase, person who effect the purchase and, source of the information.

The statistical techniques were conducted for data analyses in percentage and frequency.

Table 4.1: Frequency and Percentage of Personal Information: Gender

Gender	Frequency	Percentage
Male	38	9.87 %
Female	347	90.13 %
Total	385	100%

The demographic characteristics of respondents show that 90.13 % of the respondents are female, whereas the percentage of male respondents is 9.87 %. The result indicates the woman is main respondents in this research.

Table 4.2: Frequency and Percentage of Personal Information: Age

Age	Frequency	Percentage
18 – 28 Years old	192	49.87 %
29 – 39 Years old	190	49.35 %
40 – 50 Years old	3	0.78 %
Equal or over 50 Years old	0	0%
Total	385	100%

The majority of the respondents fall in the age group from 18–28 Years old and 29–39 Years old which recorded at 49.87 % and 49.35 %. Followed by 0.78 % of the age level from 40–50 Years old and 0% of respondents with the age Equal or over 50 Years old.

Table 4.3: Frequency and Percentage of Personal Information: Status

Status	Frequency	Percentage
Single	226	58.70 %
Married	133	34.55 %
Etc.	26	6.75 %
Total	385	100%

The majority of the respondents fall in single status; 58.70%, followed by 34.55 % of married and 6.75% of respondents with etc.

Table 4.4: Frequency and Percentage of Personal Information; Level of Education

Level of Education	Frequency	Percentage
Under Bachelor Degree	110	28.57 %
Bachelor Degree	214	55.58 %

(Continued)

Table 4.4 (Continued): Frequency and Percentage of Personal Information; Level of Education

Level of Education	Frequency	Percentage
Master Degree	61	15.84 %
Doctorate Degree	0	0 %
Etc.	0	0%
Total	385	100%

The majority of the respondent's education lever is a bachelor's degree at the number of 55.58%. Followed by 28.57% of the education level under bachelor degree and 15.84 % of respondents with the master degree.

Table 4.5: Frequency and Percentage of Personal Information; Level Income per month

Level Income per month	Frequency	Percentage
Less than 20,000 Baht	44	11.43 %
20,001 – 40,000 Baht	254	65.97 %
40,001 – 60,000 Baht	66	17.14 %
60,001 – 80,000 Baht	21	5.45 %
80,001 – 100,000 Baht	0	0 %
More than 100,001 Baht	0	0 %
Total	385	100%

The result shows that the largest group of income is 65.97% of the respondents earned between 20,001–40,000 Baht, the second largest income level group was 40,001–60,000 Baht which is 17.14%. And the third is a group of respondents who earned between Less than 20,000 Baht, which is 11.43% of the overall.

Table 4.6: Frequency and Percentage of Personal Information; cosmetic user frequencies

Cosmetic user frequencies	Frequency	Percentage
1 time	150	38.96 %
2 times	119	30.91 %
3 times	96	24.94 %
Etc.	20	5.19 %
Total	385	100%

The result shows that the largest group of cosmetic user frequencies is 38.96% of the respondents 1 time, the second largest was 2 times is 30.91%, the third is a group of 3 times is 24.94% and the last one is 5.19 % of etc.

Table 4.7: Frequency and Percentage of Personal Information; favorite cosmetic brand

Favorite cosmetic brand	Frequency	Percentage
Dior	42	10.91 %
Chanel	4	11.43
Tom Ford	123	31.95 %
MAC	76	19.74 %
Estee Lauder	61	15.84 %
Bobbi Brown	7	1.82 %
Etc.	32	8.31 %
Total	385	100%

From the result show that Tom Ford is the most used cosmetic brand among the respondents at number of 31.95 %. The second brand is MAC at 19.74%. Follow by the third brand which is Estee Lauder at number at 15.84%.

Table 4.8: Frequency and Percentage of Personal Information; Impact on purchase

Impact on purchase	Frequency	Percentage
Promotion	133	34.55 %
Product quality	98	25.45 %
Service quality	37	9.61 %
Reasonable price	101	26.23 %
Advertising	16	4.16 %
Etc.	0	
Total	385	100%

This question was asked to identify the impact before purchase cosmetic. With 34.55% of the respondents answered is promotion. 26.23% of the respondents which was the second highest said that impact before a purchase is reasonable price and the third highest at 25.45% that impact a before purchase is product quality.

Table 4.9: Frequency and Percentage of Personal Information; person who effect the purchase

Person who effect the purchase	Frequency	Percentage
Myself	188	48.83 %
Family	68	17.66 %
Friend	114	29.61 %
Etc.	15	3.90 %
Total	385	100%

From table 4.9 the question person who effect the purchase of your cosmetic? To this question, 48.83%, which is the majority replied that myself are their effect for the purchase of cosmetic. Whereas 29.61% who are the second highest respondents, said that friends are their effect for the purchase. The third highest is 17.66% of respondents said that family are their effect for the purchase.

Table 4.10: Frequency and Percentage of Personal Information; Source of the information

Source of the information	Frequency	Percentage
Facebook	87	22.60 %
YouTube	69	17.92 %
Instagram	142	36.88 %
Blog	49	12.73 %
Other	38	9.87 %
Total	385	100%

This question was asked to identify how respondents obtain information before purchasing cosmetic. With 36.88% of the respondents answered that they obtained the information from Instagram. 22.60% of the respondents which was the second highest said that they obtained the information from Facebook and the third highest at 17.92% answered that they obtained the information from YouTube.

4.2 Mean and Standard Deviation of the Variables

The 4 constructs between independent variables and the dependent variable: Word of mouth communication, Brand trust, satisfaction and brand loyalty are analyzed. Mean, Standard Deviation and Respondents perception of independent variables and the dependent variable are described below.

Table 4.11: Mean, Standard Deviation of Respondents Perception of Word of mouth communication

Word of mouth communication	Mean	S.D.	Interpretation
1. Word of mouth influences my decision while buying a product.	2.97	1.07	Medium

(Continued)

Table 4.11 (Continued): Mean, Standard Deviation of Respondents Perception of
Word of mouth communication

Word of mouth communication	Mean	S.D.	Interpretation
2. Review is important to me for make decision.	2.85	1.06	Medium
3. Before purchasing, I search for the most popular brand feedback on social media.	2.59	0.91	Low
4. If my family tell me what brand are good I will buy.	2.96	0.94	Medium
5. I always review on social media about the product that i used.	3.19	1.05	Medium
Total	2.91	1.02	Medium

The results of word of mouth communication that “I always review on social media about the product that I used” has the highest Mean (Mean = 3.19). Follow by “Word of mouth influences my decision while buying a product”. (Mean = 2.97). The lowest Mean (Mean = 2.59) is “Before purchasing, I search for the most popular brand feedback on social media”.

The standard deviation results are showing that “Word of mouth influences my decision while buying a product.” the most deviation of information among 5 elements (S.D. = 1.07) While the least deviation of information among 5 elements is “Before purchasing, I search for the most popular brand feedback on social media” (S.D. = 0.91).

Table 4.12: Mean, Standard Deviation of Respondents perception of Brand trust

Brand trust	Mean	S.D.	Interpretation
1. I trust this brand.	2.85	0.90	Medium
2. I rely on this brand.	2.91	1.07	Medium

(Continued)

Table 4.12 (Continued): Mean, Standard Deviation of Respondents perception of Brand trust

Brand trust	Mean	S.D.	Interpretation
3. This brand is safe	3.03	1.17	Medium
4. This brand meets my expectations.	3.18	1.06	Medium
Total	2.99	1.06	Medium

The results of brand trust indicate that “This brand meets my expectations.” has the highest Mean (Mean = 3.18). Follow by “This brand is safe” (Mean = 3.03). The lowest Mean (Mean = 2.85) is “I trust on this brand”.

The standard deviation results are showing that “This brand is safe” the most deviation of information among 4 elements (S.D. = 1.17) While the least deviation of information among 4 elements is “I trust on this brand” (S.D. = 0.90).

Table 4.13: Mean, Standard Deviation of Respondents perception of Satisfaction

Satisfaction	Mean	S.D.	Interpretation
1. Overall, I am satisfied with experience with this brand.	3.26	1.02	Medium
2. I believe I did the right thing when I buy cosmetic of this brand.	3.05	0.77	Medium
3. I am satisfied with my decision to purchase from this brand.	3.14	0.99	Medium
4. I feel good the product quality of this brand.	3.25	0.91	Medium
Total	3.18	0.93	Medium

The results of satisfaction indicate that “Overall, I am satisfied with experience with this brand” has the highest Mean (Mean = 3.26). Follow by “I feel good the product quality of this brand” (Mean = 3.25). The lowest Mean (Mean = 3.05) is “I believe I did the right thing when I buy cosmetic of this brand”.

The standard deviation results are showing that “Overall, I am satisfied with experience with this brand.” the most deviation of information among 4 elements (S.D. = 1.02) While the least deviation of information among 4 elements is “I believe I did the right thing when I buy cosmetic of this brand” (S.D. = 0.77).

Table 4.14: Mean, Standard Deviation of Respondents perception of Brand loyalty

Brand loyalty	Mean	S.D.	Interpretation
1. I consider myself to be loyal to this brand.	2.93	1.09	Medium
2. This brand would be my first choice.	2.90	1.05	Medium
3. I will suggest my friend to buy this cosmetic if the product is good.	3.13	1.04	Medium
4. I say positive things about this brand to other people.	2.94	0.91	Medium
5. I always used the same brand	3.10	1.07	Medium
6. If the brand that I used it sold out but I will wait.	3.40	0.86	Medium
7. Even if another brand is offering lower price, I still buy this brand.	3.72	0.90	High
Total	3.16	1.03	Medium

The results of brand loyalty indicate that “Even if another brand is offering a lower price, I still buy this brand” has the highest Mean (Mean = 3.72). Follow by “If the brand that I used it sold out, but I will wait” (Mean = 3.40). The lowest Mean (Mean = 2.90) is “This brand would be my first choice”.

The standard deviation results are showing that “I always used the same brand.” the most deviation of information among 7 elements (S.D. = 1.07) While the least deviation of information among 7 elements is “If the brand that I used it sold out but I will wait.” (S.D. = 0.86).

Mean, Standard Deviation and Respondents perception of 3 independent variables and the dependent variable is summarized below table.

Table 4.15: Mean, Standard Deviation of Respondents perception of independent variables and the dependent variable

Research construct Independent Variables	Mean	S.D.	Interpretation	n
Word of mouth communication	2.91	1.02	Medium	385
Brand trust	2.99	1.06	Medium	385
Satisfaction	3.18	0.93	Medium	385
Brand loyalty	3.16	1.03	Medium	385

The analysis of 4 constructs shows that the highest mean is driven by satisfaction at number 3.18, the second come from Brand loyalty at number 3.16. Follow by mean of brand trust at number 2.99 The last is word of mouth communication at number 2.91 of overall.

The highest standard deviation of 4 constructs is brand trust which is 1.06, the second is brand loyalty at number 1.03. Follow by word of mouth communication at number 1.02 the lowest standard deviation is a satisfaction which is 0.93 of overall.

4.3 Analysis of the Data based on the hypotheses

The analysis of significant effect from the 4 constructs between independent variables and the dependent variable: word of mouth communication, brand trust, satisfaction, and brand loyalty are studied by multiple linear regression as shown below.

Table 4.16: Word of Mouth Communication, Brand Trust, Satisfaction toward Brand Loyalty.

Independent Variable	B	Std. Error	Beta	t	Sig.	Collinearity Statistics	
						Tolerance	VIF
(Constant)	1.590	.175		9.082	.000		
H1: Word of mouth communication	.308	.042	.356	7.408	.020	.901	1.110
H2: Brand Trust	.064	.035	.085	1.817	.050	.944	1.060
H3: Satisfaction	.151	.040	.175	3.747	.031	.953	1.050
Dependent variable: brand loyalty R = .455, R ² = .207, Adjusted R ² = .201, df: 3, F = 33.244, P= 0.05							

*Significant at 0.05 level

Hypothesis 1: Word of mouth communication has a positive significant effect on brand loyalty among cosmetic users in Bangkok. The result from the analysis shows that word of mouth communication has a positive relationship toward brand loyalty at 0.020 significance level. Therefore, hypothesis is accepted.

Hypothesis 2: Brand trust has a positive significant effect on brand loyalty among cosmetic users in Bangkok. The result from the analysis shows that brand trust has a positive relationship toward brand loyalty at 0.050 significance level. Therefore, hypothesis is accepted.

Hypothesis 3: Satisfaction has a positive significant effect on brand loyalty among cosmetic users in Bangkok. The result from the analysis shows that Satisfaction has a positive relationship toward brand loyalty at 0.031 significance level. Therefore, hypothesis is accepted.

Therefore, three independent variables, which are word of mouth communication (β 0.308), brand trust (β 0.064) and satisfaction (β 0.151) could be predictors of brand loyalty. These following variables can explain the positive influence on brand loyalty of cosmetic.

4.4 Result of the Hypothesis Testing

Results show that the most important predictor variable is word of mouth ($\beta = 0.308$, $p < 0.05$) which is positively related to brand loyalty of cosmetics purchasing in Thailand. Then the predictor variable is brand trust ($\beta = 0.064$, $p < 0.05$) which is positively related to brand loyalty of cosmetics purchasing in Thailand. And the last one the predictor variable is satisfaction ($\beta = 0.151$, $p < 0.05$) which is positively related to brand loyalty of cosmetics purchasing in Bangkok area.

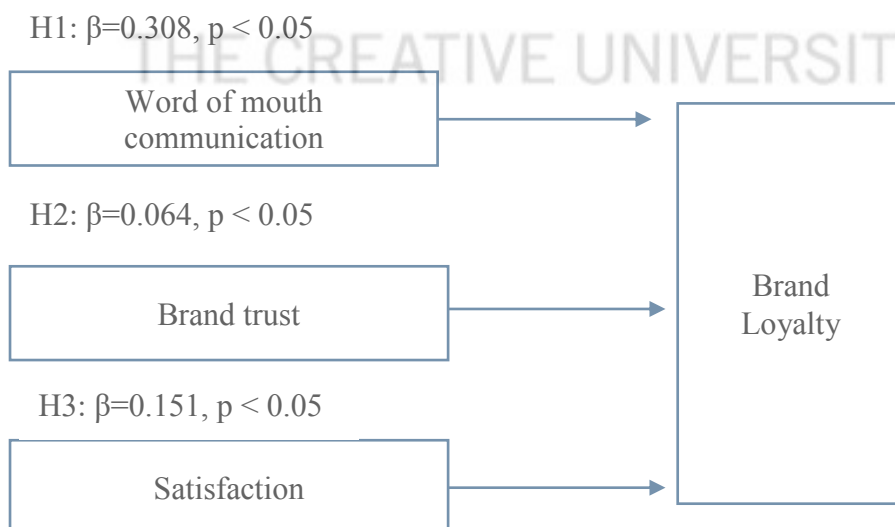
The three independent variables meet the requirement of multi-collinearity and are statistically significant. The brand loyalty of cosmetics purchasing in Thailand (y) are word of mouth, brand Trust and satisfaction.

The prediction equation can be written as

$$y = .308 (\text{Word of mouth}) + .064 (\text{Brand Trust}) + .151 (\text{Satisfaction}).$$

From the coefficients, significant was shown that between word of mouth communication, brand trust, satisfaction, and brand loyalty of cosmetics purchasing in Thailand (Sig. < 0.05) and Beta More than 0. It means word of mouth communication, brand trust, and satisfaction has an influence on brand loyalty of cosmetics purchasing in Thailand. Due to their p-values are all less than .05. Therefore, we can reject the following null hypotheses.

Figure 4.1: Result of Multiple Regression Analysis from scope of research



CHAPTER 5

DISCUSSION AND CONCLUSION

In this chapter, the researcher summarized the overall important information of this study along with discussion related to results from this result and opinions for the future research. This chapter will be presented within 3 topics.

5.1 Research Results

5.2 Discussions

5.3 Recommendations for the Future Research

5.1 Research Results

The main objective of this study was to explore the relationship in terms of the effect of the independent variable which was word of mouth communication, brand trust, and satisfaction on the dependent variable which was brand loyalty. Therefore hypothesis 1, hypothesis 2 and hypothesis 3 are accepted. A quantitative research method was applied for this research through questionnaire survey. The questionnaire was collected from 385 respondents by age above 18 years old in Bangkok area. The data was analyzed by statistical software. According to discussion of research finding, the recommendation for future use and managerial implication were also included.

The descriptive analyses of 385 respondents revealed that most of the respondents were female (90.13%) of 347 respondents, and 38 respondents were male (9.18%). Most of the respondents were aged 18-28 years old with the response rate of 192 (49.87%). While 0 of the respondents were aged equal or over 50 Years old. The majority of the respondents fall in single status 58.70%. The status revealed that majority of the respondent's education levels were bachelor's degree responses of (55.58% or 214). The largest respondents were between the income ranges of 20,000–40,000 Baht for (65.97%). The largest group of cosmetic user frequencies were 1 time (38.96%). Brand of cosmetic that popular is Tom Ford by 123 respondents (31.95%). Promotion is the most impact when a customer will purchase cosmetic by 133 respondents (34.55%). The person who effect the purchase is myself by 188

respondents (48.83%). Lastly, sources of information are Instagram by 142 respondents (36.88%)

5.2 Discussions

All independent variables which are word of mouth communication, brand trust, and satisfaction on product were found to be statistically significant predictors to brand loyalty to cosmetics product to Thai customers in Bangkok area.

Regarding the word of mouth communication, this research finding was consistent with that of Casaló, Flavián, and Guinalú (2008) those study shows that the relationship between the Word of mouth communication and brand loyalty is positive related, Additionally, Yu and Dean (2001) concurred the positive relationship between the word of mouth communication and brand loyalty in their research finding as well. This can imply that most of customers use word of mouth communication as a credible information source and decide whether to purchase the product or not.

For brand trust, Upamannyu, Gulati, and Mathur (2013), concluded that brand trust has a significant relationship with a brand loyalty and stated that brand trust and customer satisfaction is significant in influencing customer brand loyalty positively.

Lastly, satisfaction was the strongest predictor of brand loyalty in this current study. This finding was similar to previous research such as Omanga (2013) stating that there was a positive relationship between satisfaction and brand loyalty toward cosmetics products in Nyeri town. In addition, Chen and Ouedter (2006) found that customer satisfaction has a direct positive effect on brand loyalty in Taiwan.

5.3 Recommendations for the Future Research

The study will help in marketing the guideline the cosmetic manufacturer to understand awareness and idea of customer to improve or develop their strategy. The researcher wanted the future research to aim more on a specific group of respondents because many ages or many of aspect can have different attitudes and requirement from the product.

The current study provides some insights into factors which influence purchase decision of cosmetics. The study was conducted in Bangkok, a greater number of cities and states could be covered up in order to generalize the results of

the study. Further research work in this area might be carried out by target a group, for example a group of people who stay in other cities of Thailand, framing different context, and over bigger geographical area, using larger sample size in order to ensure reliability, validity also gets the different results and new knowledge.



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APPENDIX

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Questionnaire

Part 1: General information

ตอนที่ 1: ข้อมูลทั่วไป

Please select a proposal that matches your personal information. (โปรดเลือกข้อที่ตรงกับข้อมูลส่วนตัวของคุณ)

1. Gender (เพศ)

Male (ชาย)

Female (หญิง)

2. Age (อายุ) *

18 - 28 Years old (ปี)

29 - 39 Years old (ปี)

40 - 50 Years old (ปี)

Equal or over 51 Years old (เท่าหรือมากกว่า 51 ปี)

3. Status (สถานะ)

Single (โสด)

Married (แต่งงาน)

Etc. (อื่นๆ)

4. Level of Education (ระดับการศึกษา)

Under Bachelor Degree (ต่ำกว่าปริญญาตรี)

Bachelor Degree (ปริญญาตรี)

Master Degree (ปริญญาโท)

Doctorate Degree (ปริญญาเอก)

Etc. (อื่นๆ)

5. Monthly Income (รายได้ต่อเดือน)

Less than 20,000 Baht per Month (น้อยกว่า 20,000 บาทต่อเดือน)

20,001 - 40,000 Baht per Month (20,001 - 40,000 บาทต่อเดือน)

40,001 - 60,000 Baht per Month (40,001 - 60,000 บาทต่อเดือน)

60,001 - 80,000 Baht per Month (60,001 - 80,000 บาทต่อเดือน)

80,001 - 100,000 Baht per Month (80,001 - 100,000 บาทต่อเดือน)

More than 100,001 Baht per Month (มากกว่า 100,001 บาทต่อเดือน)

Part 2: General information about cosmetic that you use ตอนที่ 2: ข้อมูลทั่วไปเกี่ยวกับเครื่องสำอางที่คุณใช้ในปัจจุบัน

Please select a proposal that matches your personal information. (โปรดเลือกข้อที่ตรงกับข้อมูลส่วนตัวของคุณ)

1. How often do you buy cosmetics per month? (กี่ครั้งต่อเดือนที่คุณซื้อเครื่องสำอาง) *

- 1 Time (ครั้ง) 2 Times (ครั้ง)
 3 Times (ครั้ง) Etc. (อื่นๆ)

2. What is your favorite cosmetic brands? (แบรนด์เครื่องสำอางยี่ห้อใดที่คุณชอบ)

- Dior (ดิออร์) Chanel (ชาเนล)
 Tom Ford (ทอมฟอร์ด) MAC (แมค)
 Estee Lauder (เอสเต ลอเดอร์) Bobbi Brown (บ็อบบี้บราวน์)
 Etc. (อื่น ๆ)

3. Which factors have impact on your purchasing intention for that brand? (ปัจจัยใดบ้างที่ส่งผลต่อความตั้งใจซื้อเครื่องสำอางของคุณในแบรนด์นั้น ๆ)

- Promotion (โปรโมชั่น) Product quality (คุณภาพสินค้า)
 Service quality (คุณภาพการบริการ) Reasonable price (ราคาสมเหตุสมผล)
 Advertising (การโฆษณา) Etc. (อื่น ๆ)

4. Which person has the most effect on cosmetic purchasing decisions? (บุคคลใดที่มีผลต่อการตัดสินใจซื้อเครื่องสำอางมากที่สุด)

- Myself (ตัวเอง) Family (ครอบครัว)
 Friend (เพื่อน) Etc. (อื่น ๆ)

5. What data sources did you receive your current cosmetic from? (แหล่งข้อมูลใดที่คุณได้รับข้อมูลเกี่ยวกับเครื่องสำอาง) *

- Facebook (เฟซบุ๊ก) Youtube (ยูทูป)
 Instagram (อินสตาแกรม) Blog (บล็อก)
 Etc. (อื่น ๆ)

Part 3: Factors that affect cosmetic buying decisions ตอนที่ 3: ปัจจัยที่มีผลต่อการตัดสินใจซื้อเครื่องสำอาง

Level of Agreement: 1 is Strongly Disagree to 5 is Strongly Agree (1 คือ เห็นด้วยน้อยที่สุด และ 5 คือ เห็นด้วยมากที่สุด)

	5	4	3	2	1
1. Word of mouth influences my decision while buying a product. (ปากต่อปากมีอิทธิพลต่อการตัดสินใจซื้อผลิตภัณฑ์ของฉัน)					
2. Review is important to me for make decision. (รีวิวเป็นส่วนสำคัญของฉันในการตัดสินใจ)					
3. I trust on this brand. (ฉันเชื่อในแบรนด์นี้)					
4. Overall I am satisfied with experience with this brand. (โดยรวมแล้วฉันพอใจกับประสบการณ์การใช้แบรนด์นี้)					
5. I consider myself to be loyal to this brand. (ฉันคิดว่าตัวเองมีความภักดีต่อแบรนด์นี้)					
6. Before purchasing, I search for the most popular brand feedback on social media. (ก่อนที่จะซื้อฉันต้องค้นหาแบรนด์ที่ได้รับความนิยมมากที่สุดของผลตอบรับจากสื่อออนไลน์)					
7. This brand would be my first choice. (แบรนด์นี้เป็นตัวเลือกแรกของฉัน)					
8. I will suggest my friend to buy this cosmetic if the product is good. (ฉันจะแนะนำให้เพื่อนของฉันซื้อเครื่องสำอางถ้าผลิตภัณฑ์นั้นดี)					
9. I rely on this brand. (ฉันวางใจกับแบรนด์นี้)					
10. I say positive things about this brand to other people. (ฉันพูดให้คนอื่นฟังไปในทางบวกเกี่ยวกับแบรนด์นี้)					

	5	4	3	2	1
11. I believe I did the right thing when I buy cosmetic of this brand. (ฉันเชื่อว่าฉันทำสิ่งที่ถูกต้องเมื่อฉันซื้อเครื่องสำอางของแบรนด์นี้)					
12. If my family tell me what brand are good i will buy. (ถ้าครอบครัวฉันบอกว่าสินค้าไหนดี ฉันจะซื้อ)					
13. I always used the same brand (ฉันซื้อสินค้าแบรนด์เดิมอยู่เสมอ)					
14. If the brand that I used it sold out but I will wait. (ถึงแม้สินค้าในแบรนด์ที่ฉันใช้จะขาดตลาดแต่ฉันก็จะรอ)					
15. I always review on social media about the product that i used. (ฉันมักจะรีวิวลงในสื่อออนไลน์เกี่ยวกับผลิตภัณฑ์ที่ฉันใช้)					
16. This brand is safe. (แบรนด์นี้ปลอดภัย)					
17. This brand meets my expectations. (แบรนด์นี้ตรงกับความคาดหวังของฉัน)					
18. I am satisfied with my decision to purchase from this brand. (ฉันพอใจกับการตัดสินใจซื้อแบรนด์นี้)					
19. Even if another brand is offering lower price, I still buy this brand. (ถึงแม้ว่าแบรนด์อื่นจะราคาถูกกว่าฉันก็จะยังคงซื้อแบรนด์นี้)					
20. I feel good the product quality of this brand. (ฉันรู้สึกดีกับคุณภาพสินค้าของแบรนด์นี้)					

BIODATA

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- Sales Executive at Century 21 Siam Property. 17 April 2019 – 1 April 2021
- Sales Coordinator at Modena by Fraser Buriram (Opening Hotel) (September 2018 – February 2019)
- Sales Coordinator at Royal President Sukhumvit 15 and Kingston Suite Hotel (March 2018 – September 2018)
- Sales Executive at DF Marketplace (Kaidee) (1 Feb-present)

