

A STUDY OF THAI MEN'S DECISION-MAKING STYLES WITH REGARD TO THEIR  
PURCHASES OF SKIN CARE PRODUCTS IN 2012



MASTER'S PROJECT  
BY  
PARICHART ATCHARERK

Presented in Partial Fulfillment of the Requirements for the  
Master of Arts Degree in Business English for International Communication  
at Srinakharinwirot University

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This study explored Thai men's decision-making styles with regard to their purchases of skin care products. The instrument used for collecting data in this study was the Consumer Style Inventory (CSI) questionnaire developed and validated by Sproles and Kendall (1986). The participants in the study were 100 Thai men in Bangkok aged 21 to 50 years of age who purchase men's skin care products for their own consumption or asked others to purchase said products on their behalf. The questionnaire distribution and data collection were conducted in November and December 2012. The data were analyzed by using descriptive statistics: percentages and means.

The study revealed that participants in the study exhibited Consumer Style Characteristics of both the "Perfectionist, High-Quality Conscious Consumer" and "Habitual, Brand Loyal Consumer", CSI Factors 1 and 8 respectively. Together, the consumer decision-making style of the participants in the study can be referred to as "High-Quality Conscious, Brand Loyal Consumers".

การศึกษาพฤติกรรมการตัดสินใจเลือกซื้อผลิตภัณฑ์บำรุงผิวของผู้ชายไทยในปี 2555



เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา  
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต  
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อาจารย์สิรอย อลัน ควิก

การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาพฤติกรรมการตัดสินใจเลือกซื้อผลิตภัณฑ์บำรุงผิวของผู้ชายไทยในปี 2555 เครื่องมือที่ใช้ในงานวิจัยคือ แบบสอบถามของ Sproles and Kendall (1986) หรือ Consumer Style Inventory (CSI) กลุ่มประชากรในการวิจัยคือ ชายไทยที่มีอายุระหว่าง 21 ถึง 50 ปี จำนวน 100 คนที่ใช้ผลิตภัณฑ์บำรุงผิวอยู่เป็นประจำ ผู้วิจัยได้ดำเนินการแจกแบบสอบถามของ Sproles และ Kendall (1986). พร้อมทั้งเก็บข้อมูลในเดือนพฤศจิกายนและธันวาคม 2555 และนำข้อมูลที่ได้รับมาวิเคราะห์ผลโดยใช้ค่าร้อยละและค่าเฉลี่ย โดยใช้หลักการในการวิเคราะห์พฤติกรรมการตัดสินใจเลือกซื้อของผู้บริโภคของ Sproles และ Kendall (1986)

ผลการวิจัยพบว่า ตามหลักการของ Sproles และ Kendall (1986) ที่ได้แบ่งกลุ่มพฤติกรรมของผู้บริโภคออกเป็น 8 ประเภทนั้น กลุ่มตัวอย่างในงานวิจัยนี้ได้แบ่งซึ่งพฤติกรรมการเลือกซื้อผลิตภัณฑ์บำรุงผิวที่เด่นชัดอยู่สองประเภทคือกลุ่มผู้บริโภคประเภทที่ 1 หรือผู้บริโภคที่เลือกซื้อเฉพาะสินค้าที่มีคุณภาพสูงและดีเลิศและกลุ่มผู้บริโภคประเภทที่ 8 หรือผู้บริโภคที่เลือกซื้อเฉพาะสินค้าที่มีตราสินค้าที่ตนเองชื่นชอบเท่านั้น ซึ่งสองกลุ่มตัวอย่างใน ผลการวิจัยนี้คือกลุ่มผู้บริโภคที่เลือกซื้อเฉพาะสินค้าที่มีคุณภาพสูงและต้องเป็นสินค้าที่มีตราสินค้าที่ตนเองชื่นชอบหรือรู้จักตราสินค้านั้นๆ

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## CHAPTER I

### BACKGROUND OF THE STUDY

#### Introduction

Vigneron and Johnson (1999) suggested that people's needs for a good appearance were increasing. People want to satisfy the need to look and feel good. Improvements in science, technology, society, the economy and education provide people better standards of living, and therefore people are becoming more conscious of hygiene and beauty (Souiden & Diagne, 2009). Nair et al (2007) claimed that it is normal that people want to look like models, and both men and women want to be good looking and beautiful.

The rising number of men beautifying themselves clearly shows men's increasing awareness of their looks, and consequently, cosmetics are increasingly being marketed to men. The use of a cosmetics makes men feel more presentable and attractive (Firat, 1993). Mermelstein and Fielding (2007) supported this view saying that men have become more conscious about their images than before, reflecting on sales of male grooming products that were expected to increase by 18 percent worldwide between 2006 and 2011.

According to a Datamonitor (2011) report, the global personal care products market generated total revenues of US \$463.6 billion in 2010, and the market was forecast to increase to US \$560.2 billion by 2015. Skin care products are ranked as the second largest segment in the personal care products market worldwide with a total value of US \$22.73 billion in 2010. The Asia-pacific region accounted for US \$133.80 billion worth of personal care products. Japan was ranked as the largest skin care market in the

region accounting for US \$50.18 billion in sales, and China accounted for another US \$34.66 billion after Japan.

Growth in the men's cosmetic market has also been noted as an important opportunity for manufacturers and retailers in the industry. Souiden and Diagne (2009) pointed out that the sales figures are evidence of the increasing importance of male grooming products, therefore several cosmetic corporations have switched their focus to male consumers in order to increase their market shares. A market research report from Euromonitor International (2007) reported that US men's consumption of skin care products was US \$2.3 billion per year, while UK men spent £100 million a year on cosmetics.

The growth trends in the personal care product market and the men's cosmetic market are observable in Thailand as well. Thailand is recognized as one of the fastest growing cosmetic markets, particularly in terms of men's cosmetics, in part, because of the Thai government campaign to promote the country as the future beauty capital of Asia ('Unilever-P&G skincare war' 2006). Manager magazine (2004) stated that men with healthy and young-looking skin have better occupational opportunities in the competitive Thai market. This trend has been widely adopted by Thai men, and reflected on men's facial skin care sales which increase by 36 percent in 2010 (Positioning: PR news: Strategic Movements, 2010).

The Euromonitor International report (2007) showed that the Thai men's skin care market was the fastest growing cosmetic market in 2006, with a volume growth of 3.8 billion Baht. A later report showed that in 2010, men's skin care sales reaches 5.9 billion Baht, and men's skin care product sales are forecast to grow to 8.5 billion Baht by 2015 (Euromonitor, "Men's Grooming in Thailand", 2011). Positioning (2010) also

reports how strongly Thai men were following international trends and purchasing men's skin care products.

In brief, the men's skin care market is growing rapidly in Thailand and the world. Consequently, it should be monitored and studied carefully.

Gregorc (1982a) believed decision making is an important skill at all stages in life. Numerous researchers have revealed that decision-making is more complex for consumers who face various kinds of choices for each type of product they purchase (Hafstrom et al 1992; Lysonski, Durvasula & Zotos, 1996; Mitchell & Bates 1998). Mitchell and Bates (1998) also noted that individual consumer decision-making styles have received a significant amount of attention from consumer behavior researchers over the years.

Sproles and Sproles were early leaders in the belief that consumer decision-making should be considered as an independent field of study within the domain of consumer behavior. They (1990, p. 146) stated, "Important relationships exist between an individual's general style of learning and his or her specific style of consumer decision making. These relationships have important implications for the development of effective consumer education and informational programs. They are particularly relevant in understanding how differences in individual approaches to learning lead to widely different consumer decision-making styles."

Tai (2005) took the view that examining decision-making styles is also necessary for marketers so that they can form a better understanding of the preferences and needs of different groups of consumers. According to Wang et al (2001), the analysis of consumer decision making can provide useful information for marketers enabling them to understand more about consumers' motivation in making choices of products. Mitchell and Bates (1998) said that knowing consumers' characteristics helps marketers effectively

match their product offerings to target markets. They believed, in particular, that research that addressed the issue of gender differences in decision-making styles could help marketers find better ways of communicating with both female and male consumers in order to guide marketers in making their mix decisions (Mitchell & Walsh, 2004).

A previous study by Sproles and Kendall (1986) suggested that decision-making styles have a stabilizing effect over time on a consumer's decision making. Consumers' decision-making styles and the basic characteristics thereof are significant due to their close relationship with purchasing behaviors. Therefore the understanding of consumers purchasing behaviors is important for both marketers and consumers.

Given that the Thai men's skin care market has experienced tremendous growth since 2000 and the trend is projected to continue, and that better understanding of consumer decision-making styles can lead to better counseling on purchasing behaviors and financial management for consumers and better product/consumer adequation for marketers, this study focuses on Thai men's decision-making styles with regard to skin care products.

### **Research Question**

This research seeks to answer the following research question:

What were the consumer decision-making styles of Thai male consumers in Bangkok who used men's skin care products in 2012?

### **Significance of the Study**

This research was provided concrete insights into the men skin care product business for individuals, researchers in the field of consumer behavior, as well as men's skin care product manufacturers, retailers and marketers. The findings have identifies the decision-making styles of Thai men in Bangkok and their associated characteristics that underlie their purchasing behaviors with regard to men's skin care products. The findings may help individuals better understand their personal consumer behaviors as a basis for improving their decision-making skills and help marketers better understand Thai men's decision-making styles in order to improve their skin care products and marketing strategies to better reach and serve their customers.

### **Participants in the Study**

The sample group included 100 Thai men in Bangkok aged 21 to 50 years old who purchase men's skin care products for their own consumption or ask others to purchase said products on their behalf. According to Cosmeticsdesign (2005), men in this age group are in their prime wage earning years, and therefore have sufficient purchasing power to buy skin care products that they decide to use. Twenty-five participants were selected for the study from different locations in Bangkok.

### **Instrument**

The Consumer Style Inventory (CSI) questionnaire developed and valided by Sproles and Kendall (1986) was used to collect the primary data.

The questionnaire was adapted to reflect its application in a survey of the behaviors regarding the purchase of men's skin care products in Bangkok. The questionnaire was translated into Thai by Dr. Ratchaneeya Klinnamhom from the Department of Thai and

Oriental Languages at Srinakharinwirot University and pre-tested on 5 participants on October 2012 to verify its clarity and suitability.

### **Data Collection Procedure**

The survey was conducted in Bangkok in November and December 2012. The participants were selected by purposive and convenient sampling methods: the survey included four groups of 25 men each drawn from different locations in Bangkok. The first group was drawn from the researcher's personal contacts, the second group was selected from the Sathon business area, the third group was selected from the Siam business area, and the last group came from the Wawee Coffee Shop, Urban Square Branch, Laksi, Bangkok. The selected locations are where a large number of men with the required profile can easily be found.

### **Data Analysis**

The data collected were analyzed by means of descriptive statistics: percentages and means.

### **Expected Outcomes of the Study**

The results of this study may be beneficial in the following areas:

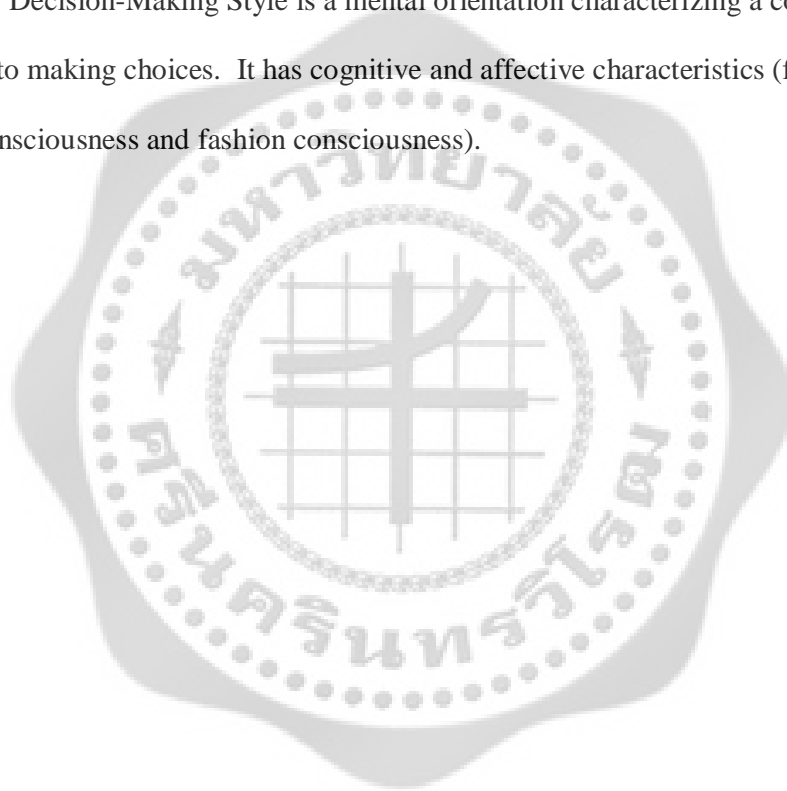
1. Interested individuals and/or counselors may use the findings of this study to improve their consumer behaviors with regard to purchasing activities, and
2. Marketers can use the findings to develop better marketing strategies better target their customers and communicate with them.

## **Definition of Terms**

Definitions used in this study are defined as follows:

Skin Care Products are designed to be applied to the body and/or face for reasons of personal hygiene and/or beauty. Such products include moisturizers, lotions, cleansers, toners, tonics....

Consumer Decision-Making Style is a mental orientation characterizing a consumer's approach to making choices. It has cognitive and affective characteristics (for example, quality consciousness and fashion consciousness).



## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter presents the underlying the concepts of consumer decision-making styles; an established method for determining consumer decision-making styles, i.e. the Consumer Style Inventory (CSI); and related studies. The chapter provides an understanding of the foundations on which this study is based.

#### **Consumer Decision-Making Styles**

Sproles and Kendall (1986, p. 286) defined consumer decision-making style as “a mental orientation characterizing a consumer’s approach to making choices”. Sproles and Kendall believed that consumer decision-making styles were stable over time and have a lasting effect on consumer decision-making. In a previous work, Sproles observed that a consumer decision-making style is “a patterned, mental, cognitive orientation towards shopping and purchasing, which constantly dominates the consumer’s choices. [...] these are ever-present, predictable, central driving forces in decision making” (1985, p.79). Sproles and Kendall found that a number of decision-making styles are identifiable, and each consumer has a specific decision-making style. As consumer decision-making styles harden overtime, consumers may find themselves victims of their own poor’s purchasing habits and unethical marketers may take advantage of these weaknesses. A better understanding of this can lead to better consumer practices and marketing strategies. The implication is that decision-making styles of each consumer are individual and each consumer has a specific decision-making style. Sproles and Kendall noted that “consumers are thought to reach the market with certain basic decision-making styles” (1986, p. 267).

This is similar to the observation of Lysonski et al (1995) who defined decision-making styles as a mental orientation of how consumers make choices. They also supported the idea of Sproles and Kendall (1986) that a consumer characteristic approach can be used to determine the mental orientation of consumers in making decisions. As noted by Sproles and Kendall (1986, p. 267), “Identifying basic characteristics of decision-making styles is central to consumer-interest studies.” This identification helps to profile an individual’s consumer styles, educate consumers about their specific decision-making characteristics and counsel families on financial management.

Walsh et al (2001) noted that a key advantage of the consumer style characteristic approach is its ability to identify individual consumer decision-making styles. Thus the concept of this method is valuable for practical applications for consumer interest practitioners and marketing practitioners.

Sproles and Kendall recognized the importance of “individuality” in the introduction to their research paper “A Methodology for Profiling Consumers’ Decision-Making Styles” where they said it is perhaps the most widely analyzed topic in consumer-interest studies” (1986, p. 267).

In brief, Sproles and Kendall made an important contribution to the definition of consumer decision-making styles and the characteristics thereof. Based on this work, they developed a methodology for profiling consumers’ decision-making styles which is discussed in the following section of this paper. Their methodology has been tested widely around the world and used as the basis for much research as presented in Related Research below.

### **Consumer Style Inventory**

Sproles and Kendall (1986) proposed that consumer decision-making behavior can be divided into eight decision-making factors that characterize a consumer's decision-making behavior. They developed The Eight Factor Model that identifies consumer purchasing characteristics. The Consumer Style Inventory, or CSI, was designed as an instrument for measuring consumer purchasing decision-making styles.

Walsh et al (2001) agreed that the CSI is a comprehensive and useful instrument for measuring consumer decision-making styles. The CSI also determines the differences among factors or characteristics unique to each individual. The CSI reveals that each consumer has a specific decision-making style.

Consumer decision-making styles are classified into eight style characteristics or factors in the CSI (Sproles & Kendall, pp.272-273, 1986). The Sproles and Kendall model captures the dimensions of each characteristic.

The Consumer Style Characteristics or Eight Factor Model is shown in Table 1 below. Note that the Model is divided into eight consumer style characteristics or factors and each factor is followed by three to eight statements used to measure the strength and weakness of each characteristic.

**TABLE 1***Consumer Style Characteristics or the Eight Factor Model*

---

---

**Factor 1 – Perfectionist, High-Quality Conscious Consumer**

---

1. Getting very good quality skin care products is very important to me.
  2. When it comes to purchasing products, I try to get the very best or perfect choice.
  3. In general, I usually try to buy the best overall quality.
  4. I make a special effort to choose the very best quality skin care products.
  5. I really do not give my purchases of skin care products much thought or care.
  6. My standards and expectations for skin care products that I buy are very high.
  7. I shop quickly, buying the first skin care product or brand I find that seems good enough.
  8. A product doesn't have to be perfect, or the best, to satisfy me.
- 

**Factor 2 – Brand Conscious, “Price Equals Quality” Consumer**

---

9. The well-known national brands are best for me.
  10. The more expensive brands are usually my choices.
  11. The higher the price of a product, the better its quality.
  12. Nice department and specialty stores offer me the best products.
  13. I prefer buying the best-selling brands.
  14. The most advertised brands are usually very good choices.
  15. A product doesn't have to be perfect, or the best, to satisfy me.
- 

**Factor 3 – Novelty-Fashion Conscious Consumer**

---

16. I usually have one or more of the newest skin care products.
  17. I keep myself up-to-date with the changing trends in skin care products.
  18. Fashionable, attractive styling is very important to me.
  19. To get variety, I shop different stores and choose different brands.
  20. It is fun to buy new and exciting skin care products.
- 

continued

**TABLE 1** (continued)

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**Factor 4 – Recreational, Hedonistic Consumer**


---

21. Shopping is not a pleasant activity for me.
22. Going shopping is one of the enjoyable activities in my life
23. Shopping the stores for skin care products wastes my time.
24. I enjoy shopping for skin care products just for the fun of it.
25. I make my shopping trips fast.
- 

**Factor 5 – Price Conscious, “Value for Money” Consumer**


---

26. I buy skin care products as much as possible at sale prices.
27. The lower price products are usually my choice.
28. I look carefully to find the best skin care products that value for money.
- 

**Factor 6 – Impulsive, Careless Consumer**


---

29. I should plan my shopping more carefully than I do.
30. I am impulsive when purchasing skin care products.
31. Often I make careless purchases I later wish I had not.
32. I take the time to shop carefully for skin care product best buys.
33. I carefully watch how much I spend on skin care products. .
- 

**Factor 7 – Confused by Overchoice Consumer**


---

34. There are so many brands of skin care products to choose from that I often feel confused.
35. Sometimes it’s hard to choose which stores to shop for skin care products.
36. The more I learn about skin care products, the harder it seems to choose the best.
37. All the information I get on different skin care products confuses me.
- 

continued

**TABLE 1** (*continued*)

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**Factor 8 – Habitual, Brand-Loyal Consumer**


---

38. I have favorite brands I buy over and over.
39. Once I find a skin care product or brand I like, I stick with it.
40. I go to the same stores each time I shop.
41. I change brands of skin care products I buy regularly.
- 
- 

**Consumer Decision-Making Styles**

Sprole and Kendall (1986) believed that, “A consumer decision-making style is a mental orientation characterizing a consumer’s approach to making choices. It has cognitive and affective characteristic (for example, quality consciousness and fashion consciousness). In essence, it is a basic consumer personality, analogous to the concept of personality in psychology” (p. 268). Their work led them to refine their definition of consumer decision-making style into eight characteristics or factors shown above in Table 1.

They described the content and value of each factor in some detail:

Factor one: This characteristic is of a Perfectionist or High-quality conscious consumer. Items in this factor measure a consumer’s search for the very best quality in products. Those consumers higher in perfectionism could also be expected to shop more carefully, more systematically, or by comparison. They are not satisfied with a “good enough” product.

Factor two: This characteristic identifies a brand conscious, “price equals quality” consumer. It measures consumers’ orientations toward buying the more expensive, well-known national brands. High scores are likely to indicate that a higher price means better quality. These consumers appear to have positive attitudes toward department and specialty stores, where brand names and higher prices are prevalent. They also appear to prefer best-selling, advertised brands.

Factor three: This characteristic measures a novelty-fashion conscious consumer. High scores on this characteristic mean fashion consciousness and novelty consciousness as well. Consumers are likely to gain excitement and pleasure from seeking out new things. Keeping up-to-date with styles is important to them. Variety-seeking also appears to be an important aspect of this characteristic.

Factor four: This characteristic measures a recreational and hedonistic shopping consciousness. Those scoring high on it find shopping pleasant; they shop just for the fun of it. In previous research, this was a “shopping avoider” or “time-saver” factor, and thus measures shopping for recreation and entertainment.

Factor five: This is a price conscious, “value for money” consumer characteristic. Those scoring high look for sale prices and appear conscious of lower prices in general. Importantly, they are also concerned with getting the best value for their money. They are likely to be comparison shoppers.

Factor six: This characteristic measures an impulsive, careless consumer orientation. High scores on this characteristic mean that these consumers do not plan their shopping. Furthermore, they appear unconcerned about how much they spend or about the “best-buys.”

Factor seven: This characteristic is related to a confused by overchoice conscious consumers. High scorers on this characteristic are achieved by consumers who are conscious of many brands and stores from which to choose and have difficulty making choices. Furthermore, these consumers experience information overload.

Factor eight: This characteristic identifies a habitual, brand-loyal consumer orientation. High scores on this characteristic are likely to indicate consumers who have favorite brands and stores and who have formed habits in choosing these. Habitual behavior is a well-known aspect of consumer decision-making, and this factor reinforces its existence as a general characteristic.

### **Related Research**

Much research has been done on the concepts put forth by Sproles and Kendall as well as their method: the Consumer Styles Inventory (CSI). Below is an overview of that research.

Consumers face a large number of store and product choices, as well as promotional activities due to the competition in every marketplace. Retailers and marketers use many techniques to capture more sales, and this makes the decision-making process more complex than ever (Hafstrom et al. 1992; Lysonski et al. 1995; Mitchell & Bates 1998). Much research on the CSI has attempted to use this instrument to segment consumers on the basis of their decision-making styles (Lysonski et al., 1995; Sproles & Sproles 1990; Sproles & Kendall, 1986). Numerous influential researchers believed that the CSI concept was important to marketing because it determined consumer behavior, thus it was relevant for market segmentation (Sproles and Kendall, 1986; Walsh, Hennig-Thurau, Wayne-Mitchell & Wiedmann, 2001). This conclusion is similar to that of Bakewell and

Mitchell (2003) who noted the potential use of the CSI to segment markets into meaningful and distinct groups of consumers with different decision making styles.

Lyonski et al (1995) observed that consumer interest practitioners used consumer decision making styles to understand consumers' shopping behaviors, while marketing practitioners used those styles for market segmentation for product positioning.

Past research on decision-making styles also applied the CSI instrument in various countries (Sproles & Kendall, 1986; Wesley, LeHew & Woodside, 2006; Anić, Suleska, & Rajh, 2009). Other studies employed the CSI for market segmentation purposes (Walsh et al, 2001; Anić, Suleska, & Rajh, 2009).

Walsh et al (2001) believed that consumer decision-making styles are stable over time, and were relevant to market segmentation. They believed that the understanding of buying decision-making behaviors of consumers is important for marketing strategies because that understanding helps to improve effective communication with different consumer segments. Decision-making styles can be considered as basic buying-decision making attitudes that consumers adhere to, even when they are applied to different goods, services or situations. Tai (2005) said that examining decision-making styles is important so that marketers and retailers are in a better position to understand the preferences and needs of different groups of consumers.

The CSI method also has been used by many researchers in different countries to determine and validate the decision-making styles of consumers in their markets. Hofstede (1980) concluded that consumer decision-making styles represent a relatively consistent pattern of cognitive and affective responses and each culture has been proven to impact significantly on individual values and attitudes. Cheryl, Bennett and Hartel (2005) concluded that culture has a significant influence on consumer decision-making styles. Some relevant studies in specific countries are summarized below.

Hui et al (2001) conducted “An investigation of decision-making styles of consumers in China”. The main objective of this study was to test the applicability of the CSI method on Chinese adult consumers. The study employed the Sproles and Kendall’s CSI (1986) in order to identify Chinese consumers’ characteristics. The study was conducted in Guangzhou, China on 431 Chinese consumers. The results revealed the Chinese consumers were High-Quality Consciousness. This study provided a better understanding of Chinese consumer’s behavior in the Chinese cultural context.

Another research entitled “Generation Y female consumer decision making styles” was carried out by Bakewell and Mitchell (2003). They examined the decision-making styles of adult female Generation Y consumers in the United Kingdom. The CSI questionnaire was given to 244 female undergraduate students aged between 18 and 22. The study revealed that female shoppers were Recreational, Hedonistic consumers.

Bakewell, C. & Mitchell, V. W. (2006) conducted another study entitled “UK Generation Y male fashion consciousness”. The researcher applied the CSI questionnaire to 346 male consumers aged under 25 years of age. The results showed that the male consumers in the United Kingdom scored relatively high in Fashion Consciousness. The study also implied the potential of the CSI for segmenting markets based on different decision-making styles of male consumers.

Mokhlis S. and Salleh S.H. (2009) studied “Consumer Decision-Making Styles in Malaysia: An Exploratory Study of Gender Differences”. The research used Sproles and Kendall’s (1986) Consumer Style Inventory (CSI) on a sample of 386 male and female Malaysian undergraduate students. This study aimed to understand the decision-making styles of both genders. The findings revealed that males and females were both High-Quality Consciousness Consumers.

In contrast, Mitchell and Bates (1998) conducted a study of Consumer Decision-Making Styles to examine consumer decision-making styles in the United Kingdom. They used the CSI with undergraduate students to identify consumer types. The results of this study showed that the populations studied were Recreational, Hedonistic Shopping consciousness types. The researchers believed that knowing consumer style characteristics allows marketers to differentiate their offerings to match their target markets. They claimed that the study of CSI can be used as the basis of segmenting consumers finely, thus enabling marketers to develop products more closely suited to their consumer needs.

Another study was carried out by Walsh, Mitchell and Wiedman (2001). The study titled “Consumer decision-making style as a basis for market segmentation” was conducted in Germany. The aim of this study was to examine the structure of decision making styles of German shoppers and to use the findings to better segment consumers. A sample of 455 German consumers, representative of German consumers according to gender and age was selected. The results of the study indicated that the majority of participants were High-Quality Conscious Consumers. The researchers suggested that marketers should emphasize the quality aspects of products in order to attract target consumers based on their decision-making styles.

A study of “Decision-making Styles of Young Adult Consumers in the Republic of Macedonia” was conducted by Anić, Suleska, and Rajh (2009). The researchers administered the CSI questionnaire to 304 undergraduate students at the Faculty of Economics in Skopje, Republic of Macedonia. The results showed that the majority of the participants were High Quality Conscious consumers. The researchers suggested that marketers might use the findings to segment consumers more precisely and position their products more effectively.

The above sample of research demonstrates the wide spread use, validity and applicability of the CSI as a tool for market research and/or consumer interest studies. This study, designed to explore the decision-making styles of male consumers in Bangkok who use men's skin care products, employs the CSI as the method for collecting the primary data.



## **CHAPTER III**

### **METHODOLOGY**

This chapter describes the methodology employed to answer the research question and is divided into four parts: Research Instrument, Participants in the Study, the Data Collection Procedure and Data Analysis.

#### **Research Instrument**

The research instrument employed in this study was the Consumer Styles Inventory, or CSI, developed by Sproles and Kendall (1986). The researcher was granted permission to use the CSI by the publisher of the Journal of Consumer Affairs. (See Appendix A.) The questionnaire was translated into Thai and verified by Dr. Ratchaneeya Klinnamhom from the Department of Thai and Oriental Languages at Srinakharinwirot University. The Thai version was trial tested in October 2012 on five possible participants to verify its clarity, and the time required to complete the questionnaire. The Thai questionnaire was found to be clear and could be easily completed in a reasonable time that did not annoy the respondents. The English and Thai versions of the CSI are attached in Appendices B and C.

Part 1 of the questionnaire defines the demographic profile of the participants in the study, and in particular that the participants purchased their own skin care products or asked someone to purchase the specific products that they wanted. Part 2 of the questionnaire consists of the 41 statements of the Sproles and Kendall's CSI.

In the original Sproles and Kendall (1986) model, the 41 statements were grouped into the eight factors identified by the authors. To avoid biasing the participants, in the questionnaire the eight factor headings were removed and the 41 grouped statements were distributed throughout the questionnaire as shown below.

**Table 2**

*The Revised Order of the 41 Statements*

<b>Factor 1 – Perfectionist, High-Quality Conscious Consumer</b>	
<b>Original Order</b>	<b>Revised Order</b>
1. Getting very good quality skin care products is very important to me.	1. Getting very good quality skin care products is very important to me.
2. When it comes to purchasing products, I try to get the very best or perfect choice.	5. I really do not give my purchases of skin care products much thought or care.
3. In general, I usually try to buy the best overall quality.	9. The well-known national brands are best for me
4. I make a special effort to choose the very best quality skin care products.	16. I usually have one or more of the newest skin care products.
5. I really do not give my purchases of skin care products much thought or care.	21. Shopping is not a pleasant activity for me.
6. My standards and expectations for skin care products that I buy are very high.	29. I should plan my shopping more carefully than I do
7. I shop quickly, buying the first skin care product or brand I find that seems good enough.	34. There are so many brands of skin care products to choose from that I often feel confused.
8. A product doesn't have to be perfect, or the best, to satisfy me.	38. I have favorite brands I buy over and over.
<b>Factor 2 – Brand Conscious, “Price Equals Quality” Consumer</b>	
9. The well-known national brands are best for me.	7. I shop quickly, buying the first skin care product or brand I find that seems good enough.
10. The more expensive brands are usually my choices.	10. The more expensive brands are usually my choices.
11. The higher the price of a product, the better its quality.	17. I keep myself up-to-date with the changing trends in skin care products.

continued

**Table 2** (continued)

<b>Factor 2 – Brand Conscious, “Price Equals Quality” Consumer (Cont’d)</b>	
<b>Original Order</b>	<b>Revised Order</b>
12. Nice department and specialty stores offer me the best products	30. I am impulsive when purchasing skin care products.
13. I prefer buying the best-selling brands.	22. Going shopping is one of the enjoyable activities in my life.
14. The most advertised brands are usually very good choices.	2. When it comes to purchasing products, I try to get the very best or perfect choice.
15. A product doesn't have to be perfect, or the best, to satisfy me.	3. In general, I usually try to buy the best overall quality.
<b>Factor 3– Novelty-Fashion Conscious Consumer</b>	
16. I usually have one or more of the newest skin care products.	11. The higher the price of a product, the better its quality.
17. I keep myself up-to-date with the changing trends in skin care products.	12. Nice department and specialty stores offer me the best products.
18. Fashionable, attractive styling is very important to me.	26. I buy skin care products as much as possible at sale prices.
19. To get variety, I shop different stores and choose different brands.	32. I take the time to shop carefully for skin care product best buys.
20. It is fun to buy new and exciting skin care products.	35. Sometimes it's hard to choose which stores to shop for skin care products.
<b>Factor 4 – Recreational, Hedonistic Consumer</b>	
21. Shopping is not a pleasant activity for me.	39. Once I find a skin care product or brand I like, I stick with it.
22. Going shopping is one of the enjoyable activities in my life.	23. Shopping the stores for skin care products wastes my time.
23. Shopping the stores for skin care products wastes my time.	18. Fashionable, attractive styling is very important to me
24. I enjoy shopping for skin care products just for the fun of it.	13. I prefer buying the best-selling brands.
25. I make my shopping trips fast.	4. I make a special effort to choose the very best quality skin care products.

continued

**Table 2** (continued)

<b>Factor 5 – Price Conscious, “Value for Money” Consumer</b>	
<b>Original Order</b>	<b>Revised Order</b>
26. I buy skin care products as much as possible at sale prices.	40. I go to the same stores each time I shop
27. The lower price products are usually my choice.	36. The more I learn about skin care products, the harder it seems to choose the best
28. I look carefully to find the best value for money in skin care products.	31. Often I make careless purchases I later wish I had not.
<b>Factor 6 – Impulsive, Careless Consumer</b>	
29. I should plan my shopping more carefully than I do.	27. The lower price products are usually my choice.
30. I am impulsive when purchasing skin care products.	25. I make my shopping trips fast
31. Often I make careless purchases I later wish I had not.	19. To get variety, I shop different stores and choose different brands.
32. I take the time to shop carefully for skin care product best buys.	14. The most advertised brands are usually very good choices.
33. I carefully watch how much I spend on skin care products.	6. My standards and expectations for skin care products that I buy are very high.
<b>Factor 7 – Confused by Overchoice Consumer</b>	
34. There are so many brands of skin care products to choose from that I often feel confused.	20. It is fun to buy new and exciting skin care products
35. Sometimes it’s hard to choose which stores to shop for skin care products.	8. A product doesn’t have to be perfect, or the best, to satisfy me.
36. The more I learn about skin care products, the harder it seems to choose the best.	24. I enjoy shopping for skin care products just for the fun of it.
37. All the information I get on different skin care products confuses me.	15. A product doesn’t have to be perfect, or the best, to satisfy me.

continued

**Table 2** (continued)

<b>Factor 8 – Recreational, Hedonistic Consumer</b>	
<b>Original Order</b>	<b>Revised Order</b>
38. I have favorite brands I buy over and over.	28. I look carefully to find the best value for money in skin care products.
39. Once I find a skin care product or brand I like, I stick with it.	33. I carefully watch how much I spend on skin care products.
40. I go to the same stores each time I shop.	37. All the information I get on different skin care products confuses me.
41. I change brands of skin care products I buy regularly.	41. I change brands of skin care products I buy regularly.

### **Participants in the Study**

This study included 100 male participants between the ages of 21 and 50. According to Cosmeticsdesign (2005), men in this age group are in their prime wage earning years, and therefore have sufficient purchasing power to buy skin care products that they decide to use.

The number of participants was limited to 100 because of limitations of time and resources of the researcher. This number was large enough, however, to allow the selection of 25 men from each of three geographic areas of Bangkok where it was relatively easy to find men with the target profile: 21 to 50 years of age and used of men's skin care products. The three selected geographic locations were the Sathon business area, the Siam business area, and the Wawee Coffee Shop, Urban Square Branch, Laksi, Bangkok. One final group of 25 men were known professionally to the researcher and lived and worked in a variety of locations in Bangkok.

The participants were selected purposively, (i.e. they fit the profile of the desired group). Further, it was convenient for the researcher to select the participants from the target areas because they were located near the residence or work place of the researcher.

### **Data Collection Procedure**

Data collection was done by means of the self-administered questionnaire.

The survey was carried out in November and December, 2012.

The researcher clarified the objectives of the study before distributing the questionnaire to each of the participants, allowed the participants to complete the questionnaire individually and then collect the completed questionnaires for analysis.

### **Data Analysis**

The data collected from the questionnaires were analyzed by descriptive statistics: mean and percentage scores. The demographic information obtained from Part 1 of the questionnaire was used for descriptive purposes only, (i.e. the profile of the sample group). The findings are presented in tables followed by descriptions in Chapter 4 hereinbelow.

The standard five point Likert scale was employed to measure the level of agreement of the participants with each of the 41 items in the “A methodology for Profiling Consumers’ Decision-Making Styles” produced by Sproles and Kendall (1986). The mean score of each described based on the criteria of Pisarnbut (2007) summarized below:

1.00 – 1.80 = Very low

1.81 – 2.60 = Low

2.61 – 3.40 = Moderate

3.42 – 4.20 = High

4.21 – 5.00 = Very high

High scores for each factor, or consumer characteristic, indicate high levels of agreement with each of the statements in each factor and therefore the strength of the characteristic exhibited by the participating consumers. Moderate or lower scores indicate that the consumer characteristics receiving these scores are only secondary or tertiary characteristics of the participants in the study. Only scores at the “high” or “very high” levels are considered as contributing characteristics to the consumer decision-making styles of the participants in this study.

Of the 41 statements in the questionnaire, nine items were stated negatively. These are items 5, 7, 8, 15, 21, 23, 25, 32 and 41. These items were scored in the inverse fashion, (i.e. the highest to the lowest scores were inverted to the lowest to the highest scores).

Analysis of the data was made on each of the 41 statements in the questionnaire and on each of the eight factors, or characteristics, in the CSI.

The analysis of the data revealed the answer to the Research Question, “What were the consumer decision-making styles of Thai male consumers in Bangkok who used men’s skin care products in 2012?”

The findings are presented in Chapter 4.

## CHAPTER IV

### RESULTS

The research results are presented in this chapter and are divided into two parts: Demographic Information of the Participants and Consumers' Decision Making Styles.

Summaries and interpretations of the data gathered are presented and discussed in the order in which they appeared in the questionnaire. Tables are drawn to display the results in averages, percentages and a brief discussion is presented below each table.

#### **Demographic Information of the Participants**

The Demographic Information of the 100 participants participating in this study is presented below. All 100 participants were pre-qualified as users of men's skin care products. A pre-qualification question required that all participants purchased their own skin care products or asked someone to purchase the specific skin care products that they wanted on their behalf.

The Demographic Information of the participants is divided into five sections: age, education level, occupation, income per month and money spent on skin care products per month. The participants' demographic information presented in Table 3 below.

Table 3

*Demographic Information of the Participants*

<b>Item</b>	<b>Quantity</b>	<b>Percent</b>
<b>Age:</b>		
21-30 years old	54	54%
31-40 years old	39	39%
41-50 years old	<u>7</u>	<u>7%</u>
Total	100	100%
<b>Educational Level:</b>		
High School	16	16%
Undergraduate	56	56%
Postgraduate and above	28	28%
Other	<u>0</u>	<u>0%</u>
Total	100	100%
<b>Occupation:</b>		
Executive/Manager	9	9%
Self-employed/Company owner	8	8%
Professional (doctor, lawyer, etc.)	18	18%
Academic/Educator	5	5%
Student	15	15%
Other (Employees working for private companies)	<u>45</u>	<u>45%</u>
Total	100	100%
<b>Income per Month:</b>		
10,000 Baht or less	6	6%
10,001-20,000 Baht	26	26%
20,001-30,000 Baht	18	18%
30,001-40,000 Baht	16	16%
40,001- 50,000 Baht	14	14%
More than 50,000 Baht	<u>28</u>	<u>28%</u>
Total	100	100%
<b>Money Spent on Skin Care Products per Month</b>		
500 Baht or less	36	36%
501 – 1,000 Baht	29	29%
1,001 – 1,500 Baht	9	9%
1,501 – 2,000 Baht	18	18%
2,001 – 2,500 Baht	6	6%
2,501 – 3,000 Baht	0	0%
3,001 – 3,500 Baht	0	0%
3,501 – 4,000 Baht	0	0%
4,001 – 4,500 Baht	0	0%
4,501 – 5,000 Baht	0	0%
More than 5,000 Baht	<u>2</u>	<u>2%</u>
Total	100	100%

As shown in Table 3, the majority of the participants were between the ages of 21 and 30 (54%). Most participants were university graduates with bachelor's degrees (56%) and 28% of the participants held higher degrees. The largest number of participants were employees of private companies (45%). The participants specified this under the "other" heading on the questionnaire. In terms of income, 28% of the participants had an income of more than 50,000 baht per month, and fully 58% reported earning 30,000 Baht or more each month. Only 6% earned 10,000 baht or less per month. The participants also were asked how much they spent on men's skin care products each month. A total of 64% of participants spent between 501- 2,500 baht per month on men's skin care products, and only 36% of participants reported that they spent 500 baht or less per month.

In summary, the participants in this survey were relatively young (under 41), well educated, working-men in Bangkok willing to spend part of their disposable earnings on mens' skin care products.

### **Consumers' Decision Making Styles.**

The customer decision-making styles of Thai male consumers of men's skin care products are presented below.

The mean scores for the 41 statements in the eight factors, or characteristics, of Sproles and Kendall (1986) Consumer Style Characteristics: Eight-Factor Model are presented in Tables 4 to 11 below.

Table 4

*Factor 1 – Perfectionist, High-Quality Conscious Consumer (N=100)*

<b>Item</b>	<b><math>\bar{x}</math></b>	<b>Description</b>
3. In general, I usually try to buy the best overall quality.	4.15	High
2. When it comes to purchasing products, I try to get the very best or perfect choice.	3.99	High
1. Getting very good quality skin care Products is very very important to me.	3.94	High
4. I make a special effort to choose the very best quality skin care products.	3.86	High
6. My standards and expectations for skin care products that I buy are very high.	3.77	High
5. I really do not give my purchases of skin care products much thought or care.	3.51	High
8. A product doesn't have to be perfect, or the best, to satisfy me.	3.26	High
7. I shop quickly, buying the first skin care product or brand I find that seems good enough.	3.14	High
Overall	3.70	High

Table 4 shows that the participants reported a “high” score level in all eight statements in Factor 1 with mean scores ranking from 3.14 to 4.15. Statement number 3 received the highest level of agreement at 4.15 which is the highest score for any of the 41 items in the Eight-Factor Model. The scores indicate that most participants exhibited the style characteristic of the Perfectionist, High-Quality Conscious Consumers when they purchased men’s skin care products.

Table 5

*Factor 2 – Brand Conscious, “Price Equals Quality” Consumer (N=100)*

<b>Item</b>	<b><math>\bar{x}</math></b>	<b>Description</b>
12. Nice department and specialty stores offer me the best products.	3.30	Moderate
15 A product doesn't have to be perfect, or the best, to satisfy me.	3.22	Moderate
9. The well-known national brands are best for me.	3.02	Moderate
13. I prefer buying the best-selling brands.	2.87	Moderate
11. The higher the price of a product, the better its quality.	2.82	Moderate
14. The most advertised brands are usually very good choices.	2.80	Moderate
10. The more expensive brands are usually my choices.	2.54	Low
Overall	2.94	Moderate

Table 5 shows that none of the statements in the “Brand Conscious” characteristic reached the “high” level and therefore had little impact on the purchasing behaviors of the participants.

Table 6

*Factor 3 – Novelty-Fashion Conscious Consumer (N=100)*

<b>Item</b>	<b><math>\bar{x}</math></b>	<b>Description</b>
18. Fashionable, attractive styling is very important to me.	3.64	High
19. To get variety, I shop different stores and choose different brands.	3.13	Moderate
20. It is fun to buy new and exciting skin care products.	3.01	Moderate
17. I keep myself up-to-date with the changing trends in skin care products.	2.92	Moderate
16. I usually have one or more of the newest skin care products.	<u>2.76</u>	Moderate
Overall	3.09	Moderate

Table 6 presents the mean scores for the participants' agreement with the five statements in Factor 3 – Novelty-Fashion Conscious Consumer.

. Only statement number 18 ranked in the "high" level with a mean score of 3.64.

Table 7

*Factor 4 – Recreational, Hedonistic Consumer (N=100)*

<b>Item</b>	<b><math>\bar{x}</math></b>	<b>Description</b>
23. Shopping the stores for skin care products wastes my time.	3.20	Moderate
24. I enjoy shopping for skin care products just for the fun of it.	2.99	Moderate
25. I make my shopping trips fast.	2.96	Moderate
21. Shopping is not a pleasant activity for me.	2.87	Moderate
22. Going shopping is one of the enjoyable activities in my life.	<u>2.74</u>	Moderate
Overall	2.95	Moderate

Table 7 reveals that the participants had an overall “moderate” level of agreement with the five items in Factor 4 of the Eight-Factor Model.

Table 8

*Factor 5 – Price Conscious, “Value for Money” Consumer (N=100)*

<b>Item</b>	<b><math>\bar{x}</math></b>	<b>Description</b>
28. I look carefully to find the best value for money in skin care products.	3.81	High
26. I buy skin care products as much as possible at sale prices.	2.42	Low
27. The lower price products are usually my choice.	<u>2.33</u>	Low
Overall	2.85	Moderate

Table 8 presents the mean scores of the Price Conscious, “Value for Money”

Consumer Factor. The participants gave “low” scores to statements 26 and 27, but a “high” score to statement number 28. This suggests the participants’ preference for “value for money” over simply low prices.

Table 9:

*Factor 6 – Impulsive, Careless Consumer (N=100)*

<b>Item</b>	$\bar{x}$	<b>Description</b>
29.I should plan my shopping more carefully than I do.	3.25	High
33. I carefully watch how much I spend on skin care products.	3.21	Moderate
32. I take the time to shop carefully for skin care product best buys.	3.18	Moderate
30. I am impulsive when purchasing skin care products.	2.76	Moderate
31. Often I make careless purchases I later wish I had not.	<u>2.57</u>	Low
Overall	2.99	Moderate

The participants reported a “high” level of agreement with statement number 29 (3.25) and a “low” level of agreement with statement number 31 (2.57). All other statements received “moderate” scores between 2.76-3.21.

Table 10:

*Factor 7 – Confused by Overchoice Consumer (N=100)*

<b>Item</b>	<b><math>\bar{x}</math></b>	<b>Description</b>
36. The more I learn about skin care products, the harder it seems to choose the best.	3.51	High
34. There are so many brands of skin care products to choose from that I often feel confused.	3.35	Moderate
35. Sometimes it's hard to choose which stores to shop for skin care products.	3.26	Moderate
37. All the information I get on different skin care products confuses me.	<u>3.16</u>	Moderate
Overall	3.32	Moderate

Table 10 shows “moderate” mean scores ranging between 3.16 and 3.35.

Only statement number 36 received a “high” level of agreement (3.51) in this factor.

Table 11

*Factor 8 – Habitual, Brand-Loyal Consumer (N=100)*

<b>Item</b>	<b><math>\bar{x}</math></b>	<b>Description</b>
38. I have favorite brands I buy over and over.	3.95	High
39. Once I find a skin care product or brand I like, I stick with it.	3.61	High
40. I go to the same stores each time I shop.	3.12	Moderate
41. I change brands of skin care products I buy regularly.	<u>3.11</u>	Moderate
Overall	3.45	High

Table 11 reveals that the participants agreed with the four statements at the upper “moderate” or “high” levels. This suggests that Thai male consumers tend to have the Habitual, Brand-Loyal Consumer Decision-Making Style when they purchase their skin care products.

Table 12, below, presents a summary of the mean scores for each factor of the Consumer Style Characteristics: Eight Factor Model.

Table 12:

*Consumer Style Characteristics: Eight Factor Model (N=100)*

<b>Consumer Style Characteristics</b>	<b><math>\bar{x}</math></b>	<b>Description</b>
1. Factor 1 – Perfectionist, High-Quality Conscious Consumer	3.70	High
2. Factor 8 – Habitual, Brand-Loyal Consumer	3.45	High
3. Factor 7 – Confused by Overchoice Consumer	3.32	Moderate
4. Factor 3 – Novelty-Fashion Conscious Consumer	3.09	Moderate
5. Factor 6 – Impulsive, Careless Consumer	2.99	Moderate
6. Factor 4 – Recreational, Hedonistic Consumer	2.95	Moderate
7. Factor 2 – Brand Conscious, “Price Equals Quality” Consumer	2.94	Moderate
8. Factor 5 – Price Conscious, “Value for Money” Consumer	2.85	Moderate
Overall	3.16	Moderate

Table 12 reveals that all mean scores for the eight factors of the Consumer Style Characteristics fell between 2.85 and 3.70. It is noteworthy that two of the eight factors were at the high level: Factor 1 – Perfectionist, High-Quality Conscious Consumer Characteristic (3.70); and Factor 8 – Habitual, Brand-Loyal Consumer characteristic (3.45). All other factors ranked in the moderate level of agreement. No factor mean scores fell into the low, very low, or very high ranges of the scale. The overall mean score for all eight factors was 3.16, “moderate”.

In summary, the 100 Thai male participants in the survey agreed with six of the eight factors of the Consumer Style Characteristics: Eight Factor Model of Sproles and

Kendall (1986) at the “moderate” level. Factors 1 and 8 received a “high” level of agreement from the participants.

Conclusions and discussion of the results of the study, comments on limitations of the study and recommendations for further studies are presented in Chapter 5.



**CHAPTER V**  
**CONCLUSION, DISCUSSION AND RECOMMENDATIONS FOR**  
**FURTHER STUDIES**

This chapter is comprised of three sections: Conclusions and Discussion, Recommendations for Further Studies and Limitations of the Study.

**Conclusions and Discussion**

This study explored the consumer decision-making styles of Thai male consumers in Bangkok who used men's skin care products based on the eight decision-making factors, or characteristic, of Sproles and Kendall (1986), and revealed the answer to the Research Question.

The Research Question was "What were the consumer decision-making styles of Thai male consumers in Bangkok who used men's skin care products in 2012?"

The answer to the Research Question is: the participants in this study clearly exhibited the Consumer Style Characteristics of both the "Perfectionist, High-Quality Conscious Consumer" and "Habitual, Brand Loyal Consumer". Together, the consumer decision-making style of the participants in this study can be referred as, "High-Quality, Brand Loyal Consumers".

Beyond the participants' high level of agreement with the statements in the questionnaire on the above two factors, they also agreed at the high level with related statements in other consumer styles factors. They strongly agreed that fashionable, attractive styling was very important to them (statement 18). This is consistent with

quality consciousness. They also sought value for money over low price (statement 28) which is also consistent with quality consciousness. In statement 29, their responses suggest that they were regretful of their poor planning of shopping excursions, which a perfectionist consumer would not neglect to do. And in statement 36, the participants indicated their growing maturity as high quality conscious consumers by agreeing with the statement that the more they learned about skin care products, the harder it was to choose the best one.

With regard specifically to Factor 1 – Perfectionist, High-Quality Conscious Consumer, the participants ranked it at the highest level (3.70) of any characteristic in the study. The majority of the participants were well educated and reported monthly incomes above 30,000 Baht. They were also willing to spend money on men's skin care products. Being well educated and with disposable incomes and interest in men's skin care products, these participants were attracted by high quality, had the means to pay for it and the time, ability and interest to shop for high-quality products.

Based on the eight-factor model of consumer decision-making styles of Sproles and Kendall (1986), the Thai male consumers in this study clearly exhibited the characteristic of the Perfectionist, High-Quality Conscious Consumer. These consumers were high in perfectionism and could be expected to shop carefully, systematically, and/or by comparison.

This conclusion is consistent with the findings of Hiu et al (2001), Walsh, Mitchell and Wiedman (2001), Mokhlis S. and Salleh S.H. (2009) and Anić, Suleska, and Rajh (2009). They investigated the decision-making styles of university students in four different countries, and concluded that consumers with higher educational levels tended to rank high in Factor 1 – Perfectionist, High-Quality Conscious Consumer. As high quality products tend to be more costly than lower quality products, it would seem that

consumers, like those who participated in this study, with high incomes would also seek higher quality products, because they have the disposable incomes to purchase them.

Factor 8 – Habitual, Brand-Loyal Consumer also received a "high" level of agreement from the participants in this study. Consumers who are high in Factor 8, are likely to choose their favorite brands of skin care products over other brands. In other words, these types of consumers are attracted to and influence by product brands, because they tend to repeatedly buy only skin care product brands that they recognize. Sproles and Kendall (1986) stated, "Habitual behavior is a well-known aspect of consumer decision-making, and this factor reinforces its existence as a general characteristic" (p.274).

The conclusions of the study lead to suggestions for two groups competing to influence the behaviors of consumers: 1. skin care product manufacturers, retailers and marketers; and 2. consumer-interest individuals and professionals.

For men's skin care product manufacturers, retailers and marketers, the results of this study suggest that they should emphasize product quality in order to attract and fulfill the high quality expectations of this consumer style. These consumers are smart shoppers, who shop carefully, systematically, and often by comparison. Therefore their shopping trips are usually well planned. Marketing strategies and communication programs should be designed and tailored to attract this type of consumer. Moreover, retailers could provide training courses for salespersons to help them interact with this type of consumer more effectively, and have a better understanding of their needs.

In addition, the study revealed that among Factor 8 – Habitual, Brand-Loyal Consumer also ranked at the "high" level. High scores on this characteristic means that consumers are likely to have favorite brands and stores and to have formed habits in

choosing these. These consumers tend to repeat their purchasing habits over and over. They do not seek variety by purchasing various skin care products in different outlets for the products they seek.

Men's skin care product manufacturers, retailers and marketers need to be aware of this, and design their promotional tools to reach these consumers, and induce them to try new skin care products at their favorite outlets and to try out new and attractive outlets.

For consumer-interest individuals and professionals, the findings of this study can help consumer consumer-interest individuals to learn more about their personal consumer characteristics. Individuals can then apply the findings to improve their own purchasing behaviors and to plan their spending on skin care products in accordance.

Consumer-interest professionals can use these findings to educate consumers about their specific decision-making characteristics and counsel them on how to improve their consumer behaviors and financial management.

In summary, this study yields findings that are immediately useful for the men's skin care product users who can use the study to improve their consumer behaviors. It is also useful for men's skin care product manufacturers, retailers and marketers who can gain insights into what products male consumers are seeking and how best to influence these consumers to purchase them. Finally, this study can help consumer-interest individuals and professionals, better understand the needs of these types of Thai male consumers and then better prepare to counsel these consumers in ways to improve their various behaviors.

Recommendations for Further Studies and Limitations of the Study and are presented below.

### **Recommendations for Further Studies**

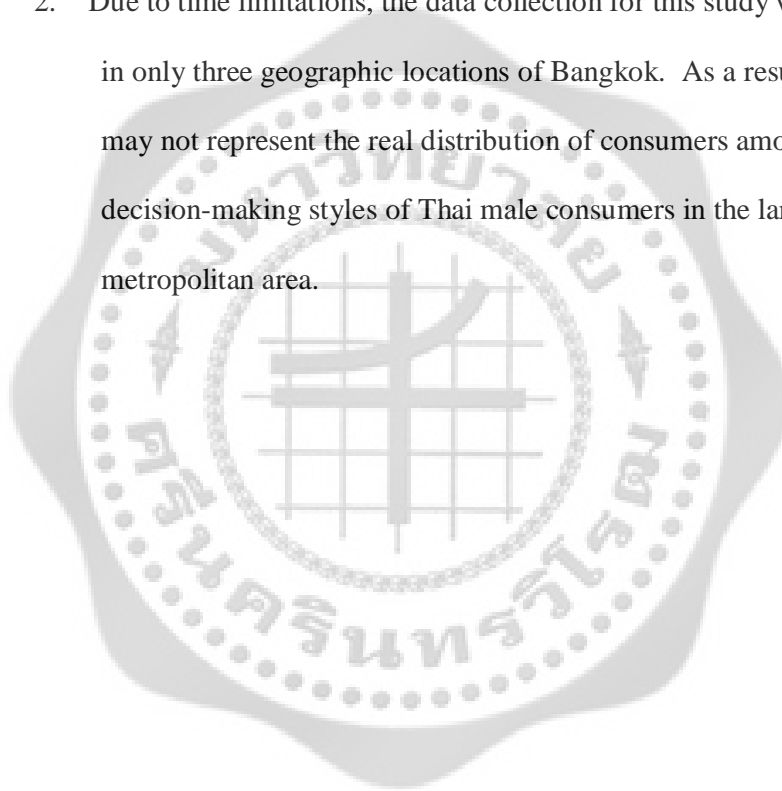
Recommendations of further studies are presented below.

1. Further studies about consumer decision-making styles should be conducted with larger numbers of participants , so that the findings can represent the consumer decision-making styles of Thai male consumers more accurately.
2. The sampling of participants was limited to men between 21 and 50 years of age. Future studies of consumer decision-making styles should be conducted on a wider age range (e.g. 15-65) divided into more narrow segments (e.g. 5 years). This would provide more focused data.
3. The sampling of participants in this study was limited to only three geographic locations in Bangkok. Future studies of consumer decision-making styles should be conducted in other parts of the Bangkok Metropolitan area and in other parts of Thailand. This would reveal the consumer decision-making styles in other areas of Thailand.
4. This study focused only on skin care products. Other studies should focus on men's decision-making styles with regard to other products such as men's hair care or health care products. Comparative studies could reveal differences or similarities in decision-making styles and different product categories.

### **Limitations of the Study**

Limitations of the study are presented below.

1. The number of participants in this study was limited to 100 participants ; therefore, the findings of this study may not reflect the consumer decision-making styles of a wider cross section of Thai male consumers.
2. Due to time limitations, the data collection for this study was conducted in only three geographic locations of Bangkok. As a result, the data may not represent the real distribution of consumers among the eight decision-making styles of Thai male consumers in the larger Bangkok metropolitan area.



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**APPENDICES**

The image features a large, faded watermark of the University of the Pacific seal in the background. The seal is circular with a scalloped outer edge. It contains a central cross and a grid pattern. The Thai text "มหาวิทยาลัยเซนต์ปีเตอร์" (Mahavithayalai Sant Pieter) is written around the inner border of the seal.

**APPENDIX A**  
**PERMISSION TO USE THE CSI QUESTIONNAIRE**



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**Title:** A Methodology for Profiling Consumers' Decision-Making Styles

**Author:** GEORGE B. SPOTLES, ELIZABETH L. KENDALL

**Publication:** Journal of Consumer Affairs

**Publisher:** John Wiley and Sons

**Date:** Mar 4, 2005

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**APPENDIX B**  
**ENGLISH QUESTIONNAIRE**



## Questionnaire

This questionnaire is specially developed on part of a Master's Degree research project at Srinakharinwirot University. Please respond to each item as carefully and thoroughly as possible. This questionnaire is strictly confidential and the information you provide will be used for the purpose of this study only.

### Prequalification

I purchase my own skin care products or ask someone to purchase the specific products I want for me.

Yes                       No

### Part 1: Personal Information

**Directions:** Please select one answer for each of the following questions by marking (✓) the appropriate answer that applies to you.

1. What is your age group?

21-30                       31-40                       41-50

2. What is the highest level of education you have complete?

High school

Bachelor Degree

Master Degree and above

Other (Please specify) \_\_\_\_\_

3. What is your occupation?

- Executive/Manager
- Self-employed/Company owner
- Professional (doctor, lawyer, etc.)
- Academic/Educator
- Student
- Other (Please specify) \_\_\_\_\_

4. What is your average monthly income?

- 10,000 Baht or less       30,001-40,000 Baht
- 10,001-20,000 Baht       40,001- 50,000 Baht
- 20,001-30,000 Baht       More than 50,000 Baht

5. How much money (on average) do you spend on skin care products per month?

- 500 Baht or less       2,501 – 3,000 Baht
- 501 – 1,000 Baht       3,001 – 3,500 Baht
- 1,001 – 1,500 Baht       3,501 – 4,000 Baht
- 1,501 – 2,000 Baht       4,001 – 4,500Baht
- 2,001 – 2,500 Baht       4,501– 5,000Baht
- More than 5,000 Baht

**Part 2: The decision to buy skin care products.**

**Directions:** Please rate the following statements about your behavior when shopping for a skin care products by marking (✓) on the statement level with which you agree.

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

Statements on your decisions to buy skin care products	Level of agreement				
	5	4	3	2	1
1. Getting very good quality skin care products is very important to me.					
2. When it comes to purchasing skin care products, I try to get the very best or perfect choice.					
3. In general, I usually try to buy the best overall quality.					
4. I make a special effort to choose the very best quality skin care products.					
5. I really do not give my purchases of skin care products much thought or care.					
6. My standards and expectations for skin care products that I buy are very high.					
7. I shop quickly, buying the first skin care products product or brand I find that seems good enough.					
8. A product doesn't have to be perfect, or the best, to satisfy me.					

Statements on your decisions to buy skin care products	Level of agreement				
	5	4	3	2	1
9. The well-known national brands of skin care products are best for me.					
10. The more expensive brands of skin care products are usually my choices					
11. The higher the price of a product, the better its quality.					
12. Nice department and specialty stores offer me the best products.					
13. Nice department and specialty stores offer me the best products.					
14. The most advertised brands of skin care products are usually very good choices.					
15. A product doesn't have to be perfect, or the best, to satisfy me.					
16. I usually have one or more skin care products of the very newest products.					
17. I keep myself up-to-date with the changing trends of skin care products.					
18. Fashionable, attractive styling is very important to me.					
19. To get variety, I shop different stores and choose different brands of skin care products.					

Statements on your decisions to buy skin care products	Level of agreement				
	5	4	3	2	1
20. It is fun to buy new and exciting skin care products.					
21. Shopping is not a pleasant activity for me.					
22. Going Shopping is one of the enjoyable activities in my life.					
23. Shopping the stores for skin care products waste my time.					
24. I enjoy shopping for skin care products just for the fun of it.					
25. I make my shopping trip fast.					
26. I buy skin care products as much as possible at sale prices.					
27. The lower price of skin care products are usually my choice.					
28. I look carefully to find the best value for money in skin care products.					
29. I should plan my shopping for skin care products more carefully than I do.					
30. I am impulsive when purchasing skin care products.					

Statements on your decisions to buy skin care products	Level of agreement				
	5	4	3	2	1
31. Often I make careless purchases I later wish I had not.					
32. I take the time to shop carefully for skin care product best buys.					
33. I carefully watch how much spend on skin care products.					
34. There are so many brands of skin care products to choose from that I often feel confused.					
35. Sometimes it's hard to choose which stores to shop for skin care products.					
36. The more I learn about skin care products, the harder it seems to choose the best.					
37. All the information I get on different skin care products confuses me.					
38. I have favorite brands of skin care products I buy over and over.					
39. Once I find a skin care product or a skin care brand I like, I stick with it.					
40. I go to the same stores each time I shop.					
41. I change brands of skin care products I buy regularly.					

**APPENDIX C**  
**THAI QUESTIONNAIRE**



## แบบสอบถาม

เรื่อง การศึกษาพฤติกรรมการตัดสินใจเลือกซื้อผลิตภัณฑ์บำรุงผิวของผู้ชายไทย

แบบสอบถามนี้เป็นส่วนหนึ่งของสารนิพนธ์ตามหลักสูตรปริญญาโท สาขาภาษาอังกฤษ

เพื่อการสื่อสารนานาชาติ มหาวิทยาลัยศรีนครินทรวิโรฒ มีจุดประสงค์เพื่อศึกษาพฤติกรรมการ

เลือกซื้อผลิตภัณฑ์บำรุงผิวของชายไทย แบบสอบถามประกอบด้วยข้อคำถามจำนวน 2 ส่วน ได้แก่

ส่วนที่ 1 ข้อมูลส่วนบุคคล และ ส่วนที่ 2 พฤติกรรมการตัดสินใจซื้อผลิตภัณฑ์บำรุงผิว

ขอความกรุณาตอบแบบสอบถามทั้งสองส่วนเพื่อนำมาเป็นประโยชน์ในการวิจัย ทั้งนี้ผู้วิจัย

ขอรับรองว่าข้อมูลทั้งหมดนี้จะเป็นความลับและใช้ในทางวิชาการสำหรับงานวิจัยนี้เท่านั้น

กรุณาตอบคำถาม โดยทำเครื่องหมายถูก (✓) หน้าคำตอบที่เหมาะสม

ข้าพเจ้าซื้อผลิตภัณฑ์บำรุงผิวใช้เองหรือใช้บุคคลอื่นซื้อผลิตภัณฑ์บำรุงผิวให้เป็นประจำ

( ) ใช่

( ) ไม่ใช่

ส่วนที่ 1: ข้อมูลส่วนตัว

คำชี้แจง โปรดตอบแบบสอบถามโดยระบุเครื่องหมาย ✓ ลง ( ) ที่ตรงกับสถานภาพของท่าน

1. อายุ

( ) 21-30

( ) 31-40

( ) 41-50

2. ระดับการศึกษาขั้นสูงสุด

( ) มัธยมปลาย

( )ปริญญาตรี

( )ปริญญาโท หรือสูงกว่า

( ) อื่นๆ (โปรดระบุ) \_\_\_\_\_

3.อาชีพ

( ) ผู้บริหาร/ ผู้จัดการ

( ) ประกอบธุรกิจส่วนตัว

( ) ประกอบวิชาชีพเฉพาะทาง (แพทย์ หนાયความ ฯลฯ)

( ) นักวิชาการ/ครู อาจารย์

( ) นักเรียน / นักศึกษา

( ) อื่นๆ (โปรดระบุ)



## ส่วนที่ 2: การตัดสินใจเลือกซื้อผลิตภัณฑ์บำรุงผิว

คำชี้แจง โปรดพิจารณาข้อความและใส่เครื่องหมาย (✓) ลงในช่องหมายเลขทางขวามือเพียง  
ช่องเดียวซึ่งตรงกับพฤติกรรมในการเลือกซื้อผลิตภัณฑ์บำรุงผิวของท่าน

5 = เห็นด้วยอย่างยิ่ง 4 = เห็นด้วย 3 = ไม่มีความเห็น 2 = ไม่เห็นด้วย 1 = ไม่เห็นด้วยอย่างยิ่ง

ข้อความ	ระดับความคิดเห็น				
	5	4	3	2	1
1. การเลือกซื้อผลิตภัณฑ์บำรุงผิวคุณภาพดีเป็นเรื่องสำคัญสำหรับ ข้าพเจ้า					
2. เมื่อต้องซื้อสินค้าข้าพเจ้าจะพยายามหาซื้อสินค้าที่มีคุณภาพดี ที่สุดเสมอ					
3. โดยทั่วไปข้าพเจ้ามักพยายามเลือกซื้อสินค้าที่มีคุณภาพดี					
4. ข้าพเจ้าพยายามอย่างยิ่งที่จะเลือกซื้อผลิตภัณฑ์บำรุงผิวที่มี คุณภาพดีที่สุด					
5. ข้าพเจ้าไม่ได้ใส่ใจกับการเลือกซื้อผลิตภัณฑ์บำรุงผิวมากนัก					
6. ข้าพเจ้ามีมาตรฐานและมีความคาดหวังต่อคุณภาพของผลิตภัณฑ์ บำรุงผิวสูงมาก					

ข้อความ	ระดับความคิดเห็น				
	5	4	3	2	1
7. ข้าพเจ้าเลือกซื้อผลิตภัณฑ์บำรุงผิวอย่างรวดเร็ว โดยซื้อผลิตภัณฑ์บำรุงผิวที่ข้าพเจ้าพบก่อน และผลิตภัณฑ์บำรุงผิวชิ้นนั้นๆจะมีคุณภาพดี					
8. สำหรับข้าพเจ้าแล้วผลิตภัณฑ์บำรุงผิวที่จะซื้อ ไม่จำเป็นต้องดีเยี่ยมหรือมีคุณภาพดีที่สุด					
9. ผลิตภัณฑ์บำรุงผิวที่มีชื่อเสียงเป็นที่รู้จักกันดีที่สุดสำหรับข้าพเจ้า					
10. ข้าพเจ้ามักจะเลือกซื้อผลิตภัณฑ์บำรุงผิวที่มีราคาแพงกว่าเสมอ					
11. ข้าพเจ้าคิดว่าผลิตภัณฑ์บำรุงผิวที่มีราคาสูงย่อมมีคุณภาพสูง					
12. ข้าพเจ้าคิดว่าห้างสรรพสินค้าที่ทันสมัยและร้านค้าที่จำหน่ายผลิตภัณฑ์บำรุงผิว โดยเฉพาะจะมีผลิตภัณฑ์บำรุงผิวคุณภาพดีวางขาย					
13. ข้าพเจ้าชอบที่จะเลือกซื้อผลิตภัณฑ์บำรุงผิวที่ขายดีที่สุด					
14. ข้าพเจ้ามักเลือกผลิตภัณฑ์บำรุงผิวที่ปรากฏตามโฆษณามากที่สุด					
15. สำหรับข้าพเจ้าแล้วผลิตภัณฑ์บำรุงผิวที่จะซื้อ ไม่จำเป็นต้องดีเยี่ยมหรือมีคุณภาพดีที่สุด					
16. โดยปกติแล้วข้าพเจ้ามักมีผลิตภัณฑ์บำรุงผิวที่เป็นผลิตภัณฑ์ใหม่ล่าสุดอย่างน้อยหนึ่งชิ้น หรือมากกว่านั้น					

ข้อความ	ระดับความคิดเห็น				
	5	4	3	2	1
17. ข้าพเจ้าติดตามกระแสการเปลี่ยนแปลงใหม่ๆของผลิตภัณฑ์บำรุงผิวและซื้อผลิตภัณฑ์บำรุงผิวที่อยู่ในกระแสความนิยมอยู่เสมอๆ					
18. การมีบุคคลคลิกทันสมัยและมีเสน่ห์เป็นสิ่งสำคัญอย่างยิ่งสำหรับข้าพเจ้า					
19. ข้าพเจ้ามักซื้อผลิตภัณฑ์บำรุงผิวหลากหลายชนิดหรือมักจะซื้อผลิตภัณฑ์บำรุงผิวตามห้างสรรพสินค้าต่างๆ เพื่อให้ได้สินค้าหลากหลายตามความต้องการ					
20. ข้าพเจ้ารู้สึกดีที่ได้ซื้อผลิตภัณฑ์บำรุงผิวใหม่ๆที่น่าสนใจและเป็นผลิตภัณฑ์บำรุงผิวที่ข้าพเจ้าไม่เคยใช้มาก่อน					
21. สำหรับข้าพเจ้าแล้วการเลือกซื้อผลิตภัณฑ์บำรุงผิวไม่ใช่กิจกรรมที่สนุกเลย					
22. ข้าพเจ้าคิดว่าการออกไปเลือกซื้อผลิตภัณฑ์บำรุงผิวเป็นกิจกรรมที่เพลิดเพลินอย่างหนึ่ง					
23. สำหรับข้าพเจ้าการเลือกซื้อผลิตภัณฑ์บำรุงผิวเป็นเรื่องที่เสียเวลามาก					
24. ข้าพเจ้าชอบและรู้สึกสนุกกับการได้ออกไปจับจ่ายซื้อของ					
25. เมื่อข้าพเจ้าต้องไปซื้อผลิตภัณฑ์บำรุงผิว ข้าพเจ้าจะซื้อให้เสร็จโดยเร็ว					

ข้อความ	ระดับความคิดเห็น				
	5	4	3	2	1
26. ข้าพเจ้าซื้อผลิตภัณฑ์บำรุงผิวในราคาถูกที่สุดเท่าที่จะทำได้					
27. ข้าพเจ้ามักเลือกซื้อผลิตภัณฑ์บำรุงผิวที่ราคาถูก					
28. ข้าพเจ้าเฟ้นหาผลิตภัณฑ์บำรุงผิวอย่างถี่ถ้วนเพื่อให้ได้ผลิตภัณฑ์บำรุงผิวที่คุ้มค่ากับราคาที่สุด					
29. ข้าพเจ้าควรวางแผนการใช้จ่ายในการซื้อผลิตภัณฑ์บำรุงผิวอย่างระมัดระวังมากกว่านี้					
30. เวลาเลือกซื้อผลิตภัณฑ์บำรุงผิวข้าพเจ้ามักด่วนตัดสินใจซื้ออย่างรวดเร็ว					
31. บ่อยครั้งที่ข้าพเจ้าซื้อผลิตภัณฑ์บำรุงผิวโดยไม่คิดให้ถี่ถ้วนและมาคิดได้ในภายหลังว่าไม่ควรซื้อผลิตภัณฑ์บำรุงผิวนั้นเลย					
32. ข้าพเจ้าใช้เวลาในการเลือกซื้อผลิตภัณฑ์บำรุงผิวเพื่อให้ได้สินค้าที่ดีคุ้มค่ากับการจับจ่ายมากที่สุด					
33. ข้าพเจ้ามักสังเกตอย่างถี่ถ้วนว่าได้ใช้เงินซื้อผลิตภัณฑ์บำรุงผิวไปเป็นจำนวนเงินเท่าไร					
34. บ่อยครั้งที่ข้าพเจ้ารู้สึกสับสนเพราะมีผลิตภัณฑ์บำรุงผิวหลากหลายชนิดให้เลือกซื้อ					
35. ในบางครั้งการตัดสินใจจะไปซื้อผลิตภัณฑ์บำรุงผิวที่ไหนก็เป็นเรื่องยากสำหรับข้าพเจ้า					

ข้อความ	ระดับความคิดเห็น				
	5	4	3	2	1
36. ยิ่งข้าพเจ้ามีข้อมูลเกี่ยวกับผลิตภัณฑ์บำรุงผิวมากเท่าใด ยิ่งทำให้ตัดสินใจเลือกซื้อผลิตภัณฑ์บำรุงที่ดีที่สุดได้ยากยิ่งขึ้น					
37. ข้าพเจ้ามักสับสนกับข้อมูลต่างๆที่ได้รับจากผลิตภัณฑ์บำรุงผิวหลากหลายชนิด					
38. ข้าพเจ้ามีผลิตภัณฑ์บำรุงผิวชนิดที่ข้าพเจ้าซื้อ ใช้อยู่เป็นประจำ					
39. ข้าพเจ้ามักไม่เปลี่ยนไปใช้ผลิตภัณฑ์บำรุงผิวอื่นๆ เมื่อข้าพเจ้าพบผลิตภัณฑ์บำรุงผิวที่ดูใจ					
40. ข้าพเจ้าไปซื้อสินค้าที่ร้านเดิมทุกครั้งที่ต้องการ					
41. เมื่อข้าพเจ้าใช้ผลิตภัณฑ์บำรุงผิวใดไปได้ระยะหนึ่งแล้วข้าพเจ้ามักเปลี่ยนไปใช้ผลิตภัณฑ์บำรุงผิวอื่นอยู่เสมอ					



**VITAE**

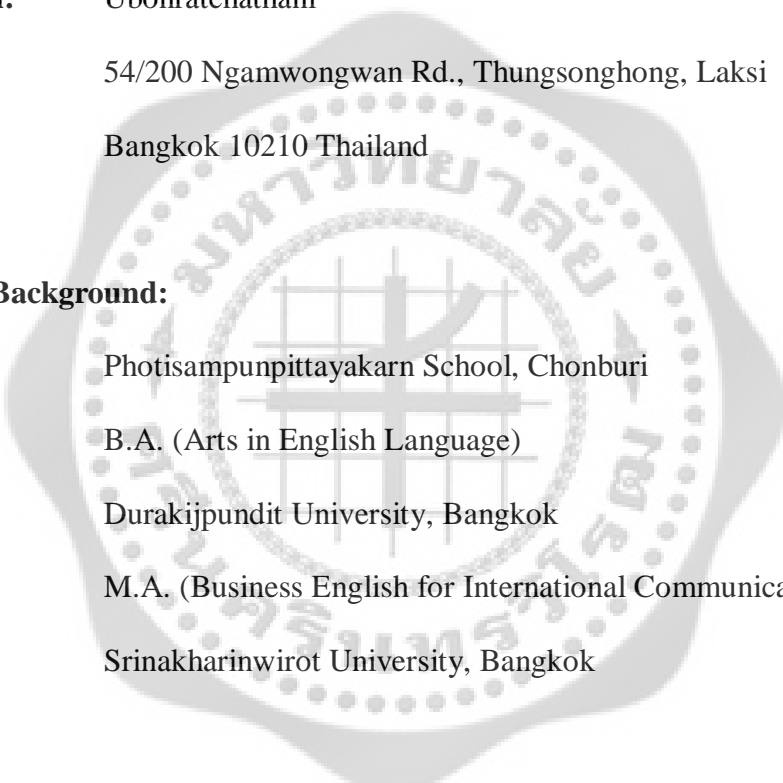
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