

A STUDY OF WOMEN'S DECISION MAKING
ON THEIR PURCHASE OF SKIN CARE PRODUCTS

A MASTER'S PROJECT

BY

KESINEE KANFONG

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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AN ABSTRACT
OF
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This study aimed to investigate the factors that influenced women's decision making in purchasing skin care products and the most influential factor that influenced women's decision making in purchasing skin care products. Data in this research were collected randomly by questionnaires from sixty women aged from 22 to 40 at Central Rama III, Bangkok.

The results of this study revealed that the most influential factor that influenced consumers' decision making in purchasing skin care product was "Television ads".

"Television ads" is one of the important marketing strategies which offer manufacturers many advantages. Given that, advertising can inform, remind or persuade established or potential customers of the existence of a product or organization. In addition, this study also found that brand played a big role in skin care's market; brand name can provoke a feeling of trust, confidence, security, and strength.

การศึกษาการตัดสินใจของสตรีในการซื้อผลิตภัณฑ์บำรุงผิว

บทคัดย่อ
ของ
เกศินี กันฟอง

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
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ผู้ช่วยศาสตราจารย์ ดร. อัมพร ศรีเสริมโภค.

ปัจจุบันโฆษณามีบทบาทสำคัญต่อวงจรการตลาดผลิตภัณฑ์บำรุงผิว สารนิพนธ์ฉบับนี้มีวัตถุประสงค์เพื่อศึกษาปัจจัยที่มีอิทธิพลต่อการตัดสินใจของสตรีในการซื้อผลิตภัณฑ์บำรุงผิว และปัจจัยที่มีอิทธิพลมากที่สุดต่อการตัดสินใจของสตรีในการซื้อผลิตภัณฑ์บำรุงผิว การศึกษานี้ผู้วิจัยได้ใช้แบบสอบถามเพื่อเก็บข้อมูลจากกลุ่มตัวอย่างจำนวนทั้งสิ้น 60 คน ซึ่งเป็นสตรีที่มีอายุตั้งแต่ 22 ถึง 40 ปี ที่ห้างสรรพสินค้าเซ็นทรัล สาขาพระราม 3 กรุงเทพมหานคร

ผลจากการศึกษาพบว่า “โฆษณาทางโทรทัศน์” เป็นปัจจัยที่มีอิทธิพลมากที่สุดต่อการตัดสินใจของสตรีในการซื้อผลิตภัณฑ์บำรุงผิว โฆษณาทางโทรทัศน์เป็นกลยุทธ์ทางการตลาดที่สำคัญปัจจัยหนึ่งที่ส่งผลให้ผู้ผลิตสินค้าได้รับผลกำไรตอบแทนอย่างมาก เนื่องจากโฆษณาเป็นปัจจัยที่บอกกล่าว ย้ำเตือน และชักชวนให้ลูกค้าสามารถจดจำถึงสินค้าหรือองค์กร นอกจากนั้นผลจากการศึกษาพบว่ากลยุทธ์ทางด้าน “ยี่ห้อ” มีบทบาทที่สำคัญมากกับตลาดของผลิตภัณฑ์บำรุงผิว เนื่องจากยี่ห้อของสินค้าสามารถกระตุ้นความรู้สึกของลูกค้าที่มีต่อสินค้าในหลายๆ ด้าน เช่น ทางด้านความไว้วางใจ ความเชื่อมั่น และความรู้สึกปลอดภัยในการใช้สินค้า

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The Master's Project Advisor, Chair of Business English for International Communication and Oral Defense Committee have approved this Master's Project as partial fulfillment of the requirements of the Master of Arts degree in Business English for International Communication of Srinakharinwirot University.

Master's Project Advisor

.....

(Assistant Professor Dr. Amporn Srisermbhok)

Chair of Business English for International Communication

.....

(Assistant Professor Dr. Tipa Thep-ackrapong)

Oral Defense Committee

..... Chair

(Assistant Professor Dr. Amporn Srisermbhok)

..... Committee

(Dr. Saengchun Hemchua)

..... Committee

(Dr. U-maporn Kardkarnklai)

The Master's Project has been approved as partial fulfillment of the requirements for the Master of Arts degree in Business English for International Communication of Srinakharinwirot University.

..... Dean of the Faculty of Humanities

(Associate Professor Chaleosri Pibulchol)

May 2007

TABLE OF CONTENTS

Chapter	Page
1 INTRODUCTION	
Background of the Study.....	1
Statement of the Problem.....	4
Research Questions.....	5
Objectives of the Study.....	5
Significance of the Study.....	5
Scope of the Study.....	6
Expected Outcomes.....	6
Definitions of Terms.....	6
2 RELATED LITERATURE REVIEW.....	7
3 METHODOLOGY.....	18
4 FINDINGS.....	21
5 CONCLUSION.....	28
BIBLIOGRAPHY.....	32
APPENDIX.....	36
VITAE.....	41

LIST OF TABLES

Table	Page
1 Personal data.....	21
2 Respondents' using of skin care products.....	23
3 The media that respondents firstly knew their favorite skin care product.....	24
4 The factors that influenced consumers' decision making in purchasing skin care products of "Product" under the marketing mix	24
5 The factors that influenced consumers' decision making in purchasing skin care products of "Price" under the marketing mix	25
6 The factors that influenced consumers' decision making in purchasing skin care products of "Place" under the marketing mix	26
7 The factors that influenced consumers' decision making in purchasing skin care products of "Promotion" under the marketing mix	26

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CHAPTER 1

INTRODUCTION

Background of the Study

Nowadays, skin care products are seen in department stores everywhere which have big turn over in the world market today. Brand name skin care products are sold in the market based on customers' need and their competition is keen. Manufacturers invest in advertising campaigns to encourage the use of skin care products. It is well worth investigating consumers' decision making on their purchase of skin care products because of the size of the market and the large amount of money spent by companies encouraging their use.

As of 2003, there were 800 Thai manufacturers of cosmetic products listed with the Industrial Works Department of the Thai Ministry of Industry. Approximately 70% of them are located in the Bangkok metropolitan area. The skin care product market can be divided into two sectors: face lotion (40%), and body lotion (60%). Thai people prefer skin care products in liquid form (lotion) compared to cream. 70% of the market in this sector is lotion form while 30% of the product is cream. Whitening skin care lotion has been very popular in Thailand for a long time. In 2003, it commanded 60% of the total skin care product market. The leading brands in this subsector include *Nivea*, *Ponds*, and *Oil of Olay*. Skin repair lotion and cream commanded approximately 20% (*Estee Lauder*, *Clinique*, *Lancome*, *Eucerin*, *Oil of Olay*). Facial oil reduction lotion and cream commanded 5% (*Johnson & Johnson*, *Ponds*, *Oil of Olay*), and general skin care and moisturizer commanded 15%

(*Johnson & Johnson, Baby Mild, Nivea, Ponds, Vaseline, Citra, Care*) (Cosmetics in Thailand. 2005: Online)

Innumerable ads reinforce and prey on women's fear of aging. Seeking to forestall the inevitable, women spend an estimated \$20 billion worldwide each year on skin care products that promise to eliminate wrinkles and retard aging. Fear of aging also fuels the booming cosmetic-surgery business. Despite the expense and danger, thousands of women submit to the knife in order to preserve the appearance of youth. Although it may be derided as narcissistic, the choice to undergo surgery may seem to be a rational one in a culture where advertisers and media disappear older women with a retoucher's brush or simple exclusion. (You've got to be young and beautiful if you want to be loved. 2007: Online)

Bush (2005) stated that skin care lotion is valuable in fighting dry skin and other skin problems. Using a skin care product effectively is a step towards increasing your skin's health. Adding moisture to your skin assists the skin's own natural protective processes. Using a skin care lotion helps to fill out the protective layer of skin cells, which then makes your own natural oils protect your skin.

Jones (2007) identified that dry skin lotion should prevent harm from the elements, rejuvenate dry skin, and promote the skin's resilience. Finding good dry skin lotion should be a simple task. Find something that nourishes your skin with a healthy dose of hydration. There are many great all natural body lotion products that can give you the best dry skin cream in a natural way such as almond oil lotion. Offering ingredients that boost cell

renewal, a dry skin lotion can be of great help in assisting with the skin's appearance. Skin care treatment has made revolutionary steps in recent years. From acne treatments, to anti-aging solutions, to aromatherapy needs, skin care treatment is booming in both the cosmetic and relaxation environments. Skin care treatments vary in products, methods, and philosophies. There are skin care treatments distributed and sold by dermatologists, estheticians, and beauty supply stores.

Natural skin care products are intended as healthier alternatives to commercial skin care products. While many consumers have expressed an interest in natural skin care products, these same consumers are largely unaware of the specific benefits of changing routines. If you are thinking of switching to a natural skin care regime, you'll want to be aware of these benefits as well as what kinds of products you can expect to find in today's marketplace. There are numerous benefits connected to the use of natural skin care products. For one, natural skin care product consumers do not have to worry about the potentially dangerous effects of the chemicals found in commercial skin care products. New research from Europe and the United States indicates that many of the chemical ingredients used to make these commercial products can pose serious long term health risks. This is because the skin readily absorbs chemicals, as demonstrated by the growing list of medications administered through the skin via transdermal patches. Since nearly any chemical applied to the skin will eventually be absorbed into the body, it is critical that the personal care products we use every day, such as soaps, lotions and makeup, be as safe as possible. (Natural skin care product. Online: 2005)

It is believed that using skin care products is a way to have healthy and beautiful skin. Women are much more aware of beauty and appearance than men. They are influenced by many kinds of advertising media, such as: Print, TV, radio, billboards, word of mouth. Advertising is the important factor that creates demand for skin care products in the market.

Statement of the Problem

Advertising is important for every business because it plays a key role in business by provoking and persuading consumers' needs to purchase products or services. Effective advertising can catch consumers' attention. However, advertising may lead to advantages or disadvantages for consumers.

Consumers today are faced with many advertisements. They are marketed aggressively with many complex and competing advertising campaigns. This study focused on the influence of advertising to consumers on their purchase of skin care products. Lacking of consideration of advantages of skin care products may cause consumers being trapped by advertisements that may inspire them spend too much money and may not meet their requirements.

Research Questions

1. What factors affect consumers' decision making in purchasing skin care products?
2. Which is the most influential factor that influences consumers' decision making in purchasing skin care products?

Objectives of the Study

1. To explore influential factors on consumers' decision making in purchasing skin care products.
2. To discover the most influential factor that influences consumers' decision making in purchasing skin care products.

Significance of the Study

Skin care products have become a big market and are popularly used by women. Many brand names skin care products are available in the market. There are many aggressive advertisements that may inspire consumers to make inappropriate purchase decisions.

Learning about this study will be useful for consumers to enhance their knowledge and to avoid being tempted by advertisements. In addition, skin care products marketers can learn from this study to enhance their knowledge about influential factors that influence consumers' decision making on their purchase of skin care products.

Scope of the Study

This study focused on factors that influenced women's purchasing decision and the most influential factor that influenced their purchasing decision on their purchase of skin care products.

The instrument for this study was an English questionnaire. The sampling target of this study consisted of sixty working women aged from 22 to 40 at Central Rama III, Bangkok. They were selected randomly to answer the questionnaire.

Expected Outcomes

It is expected that the results of this study will be beneficial to skin care products' marketers to know how consumers make decision when purchasing skin care products and the most influential factor that influences consumers' purchasing decision on their purchase of skin care products.

Definitions of Terms

1. Consumers

Consumers in this study are working women aged from 22 to 40 at Central Rama III, Bangkok.

2. Skin care products

Skin care products mean any body lotion.

CHAPTER 2

RELATED LITERATURE REVIEW

This chapter presents related literature to provide concepts and theories as guidelines for the study as the following:

1. The Marketing Mix
2. Brand
3. Advertising
4. Consumer Behavior and Decision Making
5. Previous research

1. The Marketing Mix

Churchill and Peter (1998) identified that the objective of marketing is to create profitable exchanges, marketing activities also influence the consumer buying process, each element of the marketing mix – product, pricing, place, and promotion has the potential that affects the buying process at various stages. The marketing mix elements are:

1) Product

Product strategies that may affect consumer buying behavior are the product's newness, complexity, and perceived quality. A relatively new and complex product may require extensive decision making. The physical appearance of the product as well as packaging and labeling can influence the consumer buying process. An eye-catching package or label can bring a product into the consumer's consideration. A label that

highlights important product benefits can cause the consumer to evaluate the product favorably and possibly select it.

2) Price

Pricing strategy influences buying behavior when the consumer is evaluating alternatives and arriving at a decision. Consumers often favor a lower priced product they may consider a particular product because it is on sale or because they have a coupon or other discount for that brand. Consumers may be more likely to consider price as just one of many relevant attributes, and for luxury products, a higher price may not deter purchase. Price also enters into consumers' estimation of value following a purchase.

3) Place

The marketer's strategy for making a product available can influence consumers encounter the product. A product that is widely available or easy to buy will enter the consideration of more consumers. Availability is especially important for routine and limited decision making. The types of channels through which a product is offered also influence consumers' perception of product's image. Successful marketers select channels with characteristics that match their products and the types of consumers they seek to satisfy.

4) Promotion

The marketer's promotion strategy can influence consumers at any stage of the consumer buying process. The messages a marketer sends may remind consumers that they have a problem, that the marketer's product can solve the problem, and that it delivers greater value than competing products. Hearing such messages after a

purchase may reinforce the purchase decision. Information about new products can stimulate a desire for those products, background information can influence evaluation and selection, and positive interaction with the organization can build satisfaction and loyalty.

The marketing mix is the combination of marketing activities that an organization engages in so as to best meet the needs of its targeted market. Traditionally the marketing mix consisted of just 4 Ps. The marketing mix thus consists of four main elements: Product, Price, Place, and Promotion. In addition to the traditional four Ps it is now customary to add some more Ps to the mix to give us Seven Ps. The additional Ps have been added because today marketing is far more customer oriented than ever before, and because the service sector of the economy has come to dominate economic activity in this country. These 3 extra Ps are particularly relevant to this new extended service mix. The three extra Ps are:

1) Physical layout

In the days when manufacturing dominated the UK economy the physical layout of production units such as factories was not very important to the end consumer because they never went inside the factory. However, today consumers typically come into contact with products in retail units and they expect a high level of presentation in modern shops e.g. record stores, clothes shops etc. Not only do they need to easily find their way around the store, but they also often expect a good standard or presentation.

2) Provision of customer service

Customer service lies at the heart of modern service industries. Customers are likely to be loyal to organizations that serve them well - from the way, in which a telephone query is handled, to direct face-to-face interactions. Call center staff and customer interfacing personnel are the front line troops of any organization and therefore need to be thoroughly familiar with good customer relation's practice.

3) Processes

Associated with customer service are a number of processes involved in making marketing effective in an organization e.g. processes for handling customer complaints, processes for identifying customer needs and requirements, processes for handling order etc. (The marketing mix. 2007: Online)

2. Brand

Schiffman & Kanuk (2000) identified that the term of brand equity refers to the value inherent in a well-known brand name. From a consumer's perspective, brand equity is the added value bestowed on the product by the brand name. Brand equity facilitates the acceptance of new products and the allocation of preferred shelf space and enhances perceived value, perceived quality, and premium pricing options. For many companies, their most valuable assets are their brand names. Brand equity is important to marketers because it leads to brand loyalty, which in turn leads to increased market share and greater profits. To marketers, the major function of learning theory is to teach consumers

that their product is best, to encourage repeat purchase, and ultimately, to develop loyalty to the brand name.

Temporal (2001) remarked that image is the market's summation of the complete product--the way it perceives the total experience, brand against brand. Largely, it is the thrust, tone, and, manner of a company's communications, and the consumer's experience with the brand that builds its image. Brand image should reflect and express the brand personality.

Hoyer; & MacInnis (2004) observed that one of the most important types of retrieval cues is the brand name. If we see brand names such as Porsche, Jif, and Nike, we can retrieve information about these and related brands from memory. Research has found that the impact of brand name as a retrieval cue is not the same for recognition as it is for recall. In addition to brand name, logos and packages can also act as retrieval cues.

Jones (1999) discovered that branding offers manufacturers three incomparable advantages: brands encourage customer loyalty, brands generate higher profits than do unbranded commodities, and brands can become (within limits) extendable assets.

It can be seen that branding is the important marketing strategy which offers manufacturers many advantages. Brand name can evoke a feeling of trust, confidences, security, strength, durability, speed, status, and many other desirable associations.

3. Advertising

Fill (1995) explained that the role of advertising in the promotional plan is an important one. Advertising is important as it can inform, remind or persuade established or potential customers of the existence of a product or organization. Advertising can reach huge audiences with simple messages that allow receivers to understand what a product is, what its primary function is and how it relates to all the other similar products. The objectives of advertising is to build awareness of a product or and organization.

Belch; & Belch (1999) maintained that advertising is defined as “any paid form of nonpersonal communication about an organization, product, service, or idea by and identified sponsor”. The paid aspect of this definition reflects the fact that the space or time for and advertising message generally must be bought.

Wells; Burnett; & Moriarty (2000) remarked that the standard definition of advertising includes six elements. First, advertising is a paid form of communication, although some forms of advertising, such as public service announcements (PSAs), use donated space and time. Second, not only is the message paid for, but the sponsor is identified. Third, most advertising tries to persuade or influence the consumer to do something, although in some cases the point of the message is simply to make consumers aware of the product or company. Fourth and fifth, the message is conveyed through many different kinds of mass media reaching a large audience of potential consumers. Finally, because advertising is a form of mass communication, it is also nonpersonal.

Erin (2006) stated that advertising is simply a creative form of communication; an intimate conversation requiring a response, even invoking emotions from time to time which engage the consumer in the message. It is a message, generally persuasive in nature, but not intended to be forceful or abrupt. Advertising is sometimes considered a positive institution, creating awareness about products and services, even constitutional amendments, social issues and the like; while at the same time it is considered a shameless practice, encouraging consumers to spend money on goods they otherwise would not if it weren't for the pervasive messages conveyed in advertisements.

Advertising is the technique that the companies use to persuade and stimulate people to respond to marketing messages in the way that they desired. Also, advertising is a powerful communication instrument used to influence consumers to buy products.

4. Consumer Behavior and Decision Making

Consumer behavior is behavior of someone when making a decision to select to buy products or services.

Mowen & Minor (1998) maintained that consumer behavior is the study of the buying units and the exchange processes involved in acquiring, consuming, and disposing of goods, services, experiences, and ideas.

Hoyer & MacInnis (2001) explained that consumer behavior means more than just how a person buys products such as laundry detergent, breakfast cereal, personal computers, and automobiles. It also includes consumers' use of services, activities, and ideas. Consumer behavior describes more than just purchasing. Although the manner in

which consumers buy the products is extremely important to marketers, it is not the only activity of interest.

Solomon (1999) stated that traditionally, researchers have approached decision makers from a rational perspective. In this view, people calmly and carefully integrate as much information as possible with what they already know about a product, painstakingly weigh the pluses and minuses of each alternative, and arrive at a satisfactory decision. This process implies that steps in decision making should be carefully studied by marketing managers to understand how information is obtained, how beliefs are formed, and what product choice criteria are specified by consumers.

Weele (2000) remarked that the purchasing function traditionally encompasses the process of buying. It involves determining the need, selecting the supplier, arriving at a proper price, specifying terms and conditions, issuing the contract or order, and following up to ensure proper delivery. In short, the purchasing function should obtain the proper equipment, material, supplies and services of the right quality, in the right quantity, at the right price and from the right source. (Aljian. 1984, p.3)

Belch; & Belch (2004) identified that consumer behavior can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires. For many products and services, purchase decisions are the result of a long, detailed process that may include an extensive information search, brand comparisons and evaluations, and other activities. Other purchase decisions are more incidental and may result from little more than just seeing a product prominently displayed at a discount price in a store.

Decision Making

Kerin; Hartley & Rudilius (2004) maintained that consumers have similar decision making process as the illustrated figure:



Figure 1 Decision Making Process

Consumers recognize a need and then begin to search for information from any sources. If they do not get enough information, they will begin searching for external information. Then before making a decision, they will begin the level of evaluation. At the next level, consumers decide which alternative to purchase and consumers develop a postpurchase behavior after using products or services to purchase products or services again or not.

In conclusion, consumer behavior is the process of the consumers when selecting and deciding to buy products. Consumers typically buy products because the product satisfies needs and wants, the product helps solve problem, the product simply arouses curiosity or interest. Women have the similar decision making process in purchasing skin care products as the decision making process which illustrated in the Figure 1.

5. Previous research

Senganate (1998) undertook a study entitled “Information Exposure and its Influence upon Purchasing Decision of Direct Selling Cosmetics”, which revealed that information exposure: mass media exposure, interpersonal media exposure and specialized media exposure were significantly correlated with the decision of purchasing direct selling cosmetics. Marketing communication factors i.e. price and promotion significantly correlated with the decision of purchasing direct selling cosmetics.

Junsri (2004) in her study entitled, “The Influences of Television Advertising on the Decision to Purchase Whitening Products of Thai Adolescents”, revealed that TV advertisements influenced the purchasing decision of Thai adolescents in purchasing whitening products. Attractive presenters and interesting design of advertisements were also important factors that could draw their attention.

It is obvious that consumers’ are easily influenced by advertisements in purchasing products.

Lertdechdecha (2004)’s study entitled, “A Study of the Influence of Visual Language Used in Telecom Advertising on Late Adolescents in Bangkok : A Case Study of Orange Telecommunication Network”, revealed that visual advertising successfully attracted late adolescents’ attention, and powerful visual elements were colors, slogans, and presenters. However, the most influential visual element was catchy words. It was found that visual advertising successfully attracted consumers’ attention in this study.

Also relevant is Kachenchart (2006)'s study entitled, "The Influence of Word-of-mouth Communication on Consumers' Purchasing Decision on Beauty Treatment: A Case Study of Nitipon Clinic", revealed that most consumers of Nitipon Clinic were female. This showed that women paid more attention to beauty than men. This is similar to the findings on body image of Fox (1997: online) that women were much more critical of their appearance than men. It is because women are judged on their appearance more than men, and standards of female beauty are considerably higher and more inflexible. The majority of teenagers were students and the majority of working people were employees. Teenagers and working people agreed that word of mouth communication was the most influential factor on their purchasing decision to use beauty services at Nitipon Clinic. The result implied that women were more aware of beauty and appearance than men. Word of mouth was the factor that affected women's purchasing decision in purchasing products or services.

CHAPTER 3

METHODOLOGY

This chapter described the procedures used in this study. It was divided in two main parts:

1. Subjects
2. Research Procedures
 - 2.1 Instrument
 - 2.2 Data Collection
 - 2.3 Data Analysis

1. Subjects

To undertake “A Study of Women’s Decision Making on their Purchase of Skin Care Products”, the researcher designed the questionnaire for data collection. The questionnaire includes influential factors which are mentioned in chapter two. Its purpose is to discover the factors that influence women's decision making in purchasing skin care products, and the most influential factor that influences women in purchasing skin care products. The methodology of this study includes research instruments and data analysis. The respondents were sixty working women aged from 22 to 40 at Central Rama III, Bangkok. They were selected randomly to answer the questionnaire.

2. Research Procedures

2.1 Instrument

The researcher used an English questionnaire as a tool for data collection for this study. It is expected that responses to the questionnaires will extract the factors that influence women's decision making in purchasing skin care products, and the most influential factor that influences their purchasing decision on skin care products.

Sixty questionnaires were distributed randomly to working women aged from 22 to 40 at Central Rama III to complete to the questionnaires. The purpose of this step is to discover the factors that influence women's decision making and the most influential factor that influences their purchasing decision on skin care products. The researcher was with the subjects in order to answer their questions.

The researcher designed the questions inclusive of factors that influence consumers decision making in purchasing skin care products, and divided the questionnaire into two parts. The first part is the respondent's personal data, and the second part is the factors that influence consumers' decision making in purchasing skin care products and their attitudes towards skin care products. (See Appendix)

Part I - The respondents' personal data, including age, education, occupation, and income per month.

Part II - The factors that influence consumers' decision making in purchasing skin care products and their attitudes towards skin care products.

2.2 Data Collection

The researcher interviewed each respondent. Sixty working women aged from 22 to 40 at Central Rama III were selected randomly to orally answer the questionnaires. Each questionnaire session took 10 minutes.

2.3 Data Analysis

The gathered data from the questionnaires were calculated in percentage to discover the factors that influence women's decision making in purchasing skin care products, and to discover the most influential factor that influences working women in purchasing skin care products. Related studies and previous research used descriptively to describe the findings. The findings, conclusion, and recommendations are presented in chapters 4 and 5.

CHAPTER 4

FINDINGS

In this chapter, the findings of the factors that affect consumers' decision making in purchasing skin care products and the most influential factor that influences consumers' decision in purchasing skin care products are presented.

1. The respondents' personal data

Sixty working women aged from 22 to 40 at Central Rama III, Bangkok were selected randomly to respond to the questionnaire. Respondents' personal data was collected in Table 1.

Table 1 Personal data

Items	Quantity	Percent
Age		
22 – 25 years	23	38
26 – 30 years	15	25
31 – 35 years	15	25
36 – 40 years	7	12
<u>Total</u>	60	100
Education level		
Primary School	0	0
Secondary School / Diploma	6	10
Bachelor's Degree	54	90
Higher than Bachelor's Degree	0	0
<u>Total</u>	60	100

Table 1 (continued)

Items	Quantity	Percent
Occupation		
Working for a Private Company	56	93
Government Official	3	5
Business Owner	1	2
Others	0	0
<u>Total</u>	60	100
Income per month		
4,000 – 9,000	24	40
9,001 – 14,000	15	25
14,001 – 19,000	10	17
More than 19,000	11	18
<u>Total</u>	60	100

As seen in Table 1, majority respondents were aged 22-25 (38%), for aged 26-30 and aged 31-35 were 25% while aged 36-40 were 12%. For Education Background, they were graduates with secondary school or diploma 10%, and 90% were bachelor's degree. For their occupation, most respondents were "working for a private company" (93%) while 5% were "government official" and only 2% were "business owner". In addition, 40% of the respondents had an income about 4,000 – 9,000 baht per month, 25% had 9001 – 14,000 baht per month, 18% had 14,000 – 19,000 baht per month, and only 14% had an income per month more than 19,000 baht.

Table 2 Respondents' using of skin care products

Items	Frequency	Percent
Respondents' using of skincare product per day		
Once a day	9	15
Twice a day	40	67
Three times a day	8	13
More than three times a day	3	5
<u>Total</u>	60	100
Latest skin care product's brand the respondents bought		
Vaseline	17	35
Nivea	10	28
Citra	21	17
Johnsons & Johnsons	6	10
Oriental Princess	3	5
Mistine	2	3
Cute Press	1	2
<u>Total</u>	60	100

As seen in Table 2, most respondents (67%) usually used skin care product twice a day, 15% were once a day while 13% were three times a day, and only 5% usually used skin care products more than three times a day.

For the latest skin care product's brand respondents bought, 35% were Vaseline", 28% were "Nivea", 17% were "Citra", 10% were "Jonhsons & Johnsons", 5% were "Oriental Princess", 3% were "Mistine", and only 2% were "Cute Press".

2. The factors that influenced consumers' decision making in purchasing skin care products and their attitude towards skin care products.

Table 3 The media that respondents firstly knew their favorite skin care product

Items	Quantity	Percent
Television ads	30	50
Word of mouth	18	30
Magazines	6	10
Bill boards	6	10
Newspaper	0	0
Radio	0	0
Internet	0	0
<u>Total</u>	60	100

From Table 3, most respondents (50%) firstly knew their favorite skin care product by "Television ads" followed by "Word of mouth (30%), "Magazines" was 10% and "Bill boards" was 10% also.

Table 4 The factors that influenced consumers' decision making in purchasing skin care products of "Product" under the marketing mix.

Influential factor	Quantity	Percent
Brands	30	50
Quality	18	30
Ingredients	9	15
Package	3	5
Others	0	0
<u>Total</u>	60	100

From Table 4, the findings revealed that 50% of the respondents agreed that “brands” was the most influential factor of “Product” under the marketing mix, 30% were “Quality”, 9% were “Ingredients” while only 3% preferred “Package”.

Table 5 The factors that influenced consumers’ decision making in purchasing skin care

Products of “Price” under the marketing mix.

Influential factor	Quantity	Percent
Cheap price with good quality	18	30
Reasonable Price	27	45
Affordable price with high quality	9	15
Expensive price with better brand image	6	10
Others	0	0
<u>Total</u>	60	100

From Table 5, 45% of the respondents stated that “Reasonable” price was the most influential factor of “Price” under the marketing mix, 30% were “Cheap price with good quality”, 15% were “Affordable price with high quality”, and 10% were “Expensive price with better brand image”.

Table 6 The factors that influenced consumers' decision making in purchasing skin care

Products of “Place” under the marketing mix.

Influential factor	Quantity	Percent
Any stores (ex. Department Stores, etc.)	27	45
Agent (ex. Amway, Avon, etc.)	18	30
Internet	3	5
Convenient Stores (ex. 7-Eleven, etc.)	12	20
Others	0	0
<u>Total</u>	60	100

From Table 6, most respondents (45%) agreed that “Any Stores” (ex. Department Stores, Super market, etc.) was the most important factor, 30% were “Agent” (ex. Amway, Avon, etc.), 20% were “Convenient Stores” (ex. 7-Eleven, Family mart, etc.), and only 5% were “Internet”.

Table 7 The factors that influenced consumers' decision making in purchasing skin care products of “Promotion” under the marketing mix.

Influential factor	Quantity	Percent
Television ads	36	60
Word of mount	15	25
Catchy words or phrases ads	6	10
Good presenters	3	5
Others	0	0
<u>Total</u>	60	100

From Table 7, most respondents (60%) agreed that “Television ads” was their most important factor of “Promotion” of the marketing mix, 25% were “Word of mouth”, 10% were “Catchy words”, and 5% were “Good presenters”.

CHAPTER 5

CONCLUSION

Conclusion

In this study, the researcher examined the influential factors that effect consumers' decision making in purchasing skin care products, and the most influential factor that influences their decision making in purchasing skin care products.

The findings indicated that "Television ads" were most important factors that influenced consumers' decision making in purchasing skin care products, and most respondents firstly knew their favorite skin care product through "Television ads". This finding implied that "Visual advertisement" including "Television ads" affected consumers' purchasing decision in purchasing skin care products. This was supported by a study of Ratchanee Lertdechdecha (2004) whose study entitled, "A Study of the Influence of Visual Language Used in Telecom Advertising on Late Adolescents in Bangkok; A Case Study of Orange Telecommunication Network". It revealed that visual advertising successfully attracted late adolescents' attention, and powerful visual elements are colors, slogans, and presenters. In addition, this finding was similar to Siriluk Junsri (2004) whose study entitled, "The Influences of Television Advertising on the Decision to Purchase Whitening Products of Thai Adolescents". She found that Television advertisements influence the purchase decision of Thai adolescents in purchasing whitening products. Attractive presenters and interesting design of advertisements are also important factors that can draw their attention.

Ads instruct consumers to assume a self conscious perspective; to view their physical selves through the censorious eyes of others. To those who grew up in the consumer culture, intense self scrutiny has become an automatic reflex. But this reflex is not God-given; it is the product of decades of deliberate marketing effort. Since the birth of the modern advertising industry in the 1920s, marketers have sought to foster insecurity in consumers. One advertiser, writing in the trade journal *Printer's Ink* in 1926, noted that effective ads must make self conscious about matter of course things such as enlarged nose pores, bad breath." Another commented that "advertising helps to keep the masses dissatisfied with their mode of life, discontented with the ugly things around them. Satisfied customers are not as profitable as discontented ones." *The Beauty Contest of Life* (2007: Online)

In addition, the second influential factor was "Brand" and according to the questionnaire, the results showed that most respondents always use the same brand of their favorite skin care product. This finding was relevant to Leon G. Schiffman & Leslie Lazar Kanuk (2000), maintained that brand equity is important to marketers because it leaded to brand loyalty, which in turn lead to increased market share and greater profits. To marketers, the major function of learning theory is to teach consumers that their product is best, to encourage repeat purchase, and ultimately, to develop loyalty to the brand name.

Discussion

Generally, women always pay more attention to beauty and appearance because they believe that their beauty and nice appearance make them more attractive and accepted by other people, such as friends and colleagues. Moreover, beauty and appearance are important for women to enhance their confidence. Beauty businesses try to encourage the use of beauty products through many advertising campaigns.

The results of this study showed that the most influential factor that influenced consumers' decision making in purchasing skin care product was "Television ads". This can be seen that the role of advertising in the promotional plan is important and it can inform, remind or persuade established or potential customers of the existence of a product or organization. Due to a high competition of skin care products', advertising is powerful to persuade and activate consumers to buy products or services.

In addition, brand also plays a big role in skin care's market; brand name can provoke a feeling of trust, confidences, security, strength, durability, speed, and status. Building brand loyalty is one of the important marketing strategies which offer manufacturers many advantages.

That's why marketers of skin care products pay more attention on advertising, especially "Television ads". Effective advertising and interesting "Television ads" can catch consumers' attention. Nevertheless, marketers are also aware of "Branding" because effective branding is a key to success in the competition market of skin care products. As a result, consumers should be more careful before purchasing skin care products to avoid being trapped by advertising that may inspire them to spend more money than necessary.

Recommendations

The researcher recommends the following further studies:

Since this study focus only on skin care products, other studies should focus on women's decision making on other beauty products to compare their choices whether they are the same or different.

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Appendix

Questionnaire

This questionnaire is designed for a graduate research project entitled “A Study of Women’s Decision Making on their Purchase of Skin Care Products” at Srinakharinwirot University. Your cooperation will be very much appreciated. Please kindly give your answers and comments in the space provided below.

The questionnaire consists of the following parts:

Part I Personal data

Part II The factors that influence consumers’ decision making in purchasing skin care products and their attitudes towards skin care products.

Part I Personal data

Directions: Please mark ☒ for your answer.

1. Age

- ☐ 22 – 25 years
- ☐ 26 – 30 years
- ☐ 31 – 35 years
- ☐ 36 – 40 years

2. Education

- ☐ Primary School
- ☐ Secondary School / Diploma
- ☐ Bachelor’s degree
- ☐ Higher than Bachelor’s degree

3. Occupation

- ☐ Working for a Private Company
- ☐ Government Official
- ☐ Business owner
- ☐ Others (please specify).....

4. Income per month (Baht)

- ☐ 4,000- 9,000
- ☐ 9,001 - 14,000
- ☐ 14,001 - 19,000
- ☐ More than 19,000

Part II The factors that influence consumers' decision making in purchasing skin care products and their attitudes towards skin care products.

Directions: Please mark ☒ for your answer.

1. Do you use skin care products?

- ☐ Yes
- ☐ No

2. How often do you use skin care products?

- ☐ Once a day
- ☐ Twice a day
- ☐ Three times a day
- ☐ More than three times a day

3. What brand(s) of skin care products do you usually buy?

.....

.....

4. What was the latest skin care product you bought? Please specify only one brand.

.....

.....

5. Through which mass media channel did you firstly know your favorite skin care product?

Please mark ☒ only one choice for your answer.

.....1. Television ads

.....5. Internet ads

.....2. Radio ads

.....6. Bill boards

.....3. Newspaper ads

.....7. Word of mouth

.....4. Magazines ads

.....8. Others (Please specify)

6. What factors influence your buying decisions for your skin care products?

Please mark ☒ for your choices for your answer in each marketing mix below.

You can choose more than one choice.

Product	 1. Reliable brand name 2. Quality of skin care products 3. Ingredients of skin care products 4. Good packaging 5. Others (Please specify).....
Price	 1. Cheap price with good quality 2. Reasonable price 3. Affordable price with high quality 4. Expensive price with better brand image 5. Others (Please specify).....

Place	 1. Skin care products which are available in any stores (ex. Super market, Department Stores, etc.) 2. Skin care products through an agent. (e.g. Amway, Avon) 3. Skin care products which available on Internet 4. Convenient Stores (ex. 7-Eleven, Family Mart, etc.) 5. Others (Please specify).....
Promotion	 1. Television ads 2. Good presenters 3. Catchy words or phrases ads 4. Word of mouth (recommendations) from friends 5. Others (Please specify).....

7. Do you always use the same brand?

☐ Yes

☐ No

8. If your answer for item no. 7 is “Yes”, skip to item no. 9.

If “No”, what factors influence you to change to other brands?

.....

9. Among your choices in item no. 6, what is the most important factor for you when buying skin care products?

.....

10. Additional comments on your decision making in purchasing skin care products.

.....

.....

**** Thank you very much for you cooperation ****

VITAE

VITAE

Name: Ms. Kesinee Kanfong
Date of Birth: July 26, 1976
Place of Birth: Pua, Nan
Home Address: 104 Moo 5, Tambon Ngang, Amphur Pua,
Nan 55120, Thailand

Education Background:

1996	Lampang College of Commerce and Technology School, Lampang
1998	(Business Computer) Yonok College, Lampang
2007	M.A. (Business English for International Communication) Srinakharinwirot University, Bangkok