

**A STUDY OF FACTORS INFLUENCING PURCHASING DECISION  
TOWARDS MAKEUP COSMETIC PRODUCTS OF FEMALE  
MATHAYOM TEENAGERS IN BANGKOK  
GRADUATE STUDENT AT STAMFORD INTERNATIONAL UNIVERSITY**

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Factors Influencing Purchasing Decision towards Makeup Cosmetic Products of female Mathayom teenagers in Bangkok

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### **ABSTRACT**

The objectives of this study were (1) To determine the factors influencing purchasing decision towards makeup cosmetics of female mathayom teenagers in Bangkok (2) To investigate the relationship between product attributes (price, brand, and quality, packaging, and advertising), the attractiveness of celebrity endorsers and trustworthiness of celebrity endorsers towards purchasing decisions for makeup products.

The data was collected through questionnaires; the target population was female mathayom teenagers in Bangkok who currently use the makeup cosmetics. A total of 440 questionnaires were released and 400 copies were effective. The data was analyzed by descriptive statistics composed of frequency, percentage, mean and standard deviation. Hypotheses were tested by inferential statistics including multiple regressions.

The results showed that the factors (price, brand, quality, packaging, advertising), attractiveness of celebrity endorsers and trustworthiness of celebrity endorsers were high level of importance through female teenagers perception when they made decisions to purchase the makeup cosmetics. From the hypothesis testing, it was found that price; brand, advertising and attractiveness of celebrity endorsers advertising had some significance in purchasing decisions made towards makeup by mathayom female teenagers in Bangkok.

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## **CHAPTER 1**

### **INTRODUCTION**

Chapter 1 is a background of the study. This chapter will be divided into nine parts as follows:

- 1.1 Background of the Study
- 1.2 Statement of the Problem
- 1.3 Objective of the Study
- 1.4 Research Questions
- 1.5 Benefit of the Study
- 1.6 Scope of the Study
- 1.7 Limitations of the Research
- 1.8 Research Structure
- 1.9 Definition of Terms

## **1.1 Background of the Study**

There is evidence found by an archaeologist about the first cosmetic usage in ancient Egypt around 4000 B.C. (Heys, 2008) Since women have been concerned about their beauty, especially facial beauty, from ancient to present times, thus cosmetics have always played an important role in women's lives. In the last five years, the cosmetic market for teenagers had a rapid growth of 10%. Cosmetic products for teenagers in Thailand currently have a high market value and high competition due to at this age; teenage females give more attention to their personal appearance. There are many reasons that encourage teenagers to wear makeup. Sometimes girl teenagers apply makeup because they would like to look as beautiful as their favourite stars or their friends, or they may have some blemishes that they are self-conscious of and want to cover up, or they may want to look more attractive to the opposite sex. In the recent year, many cosmetic products from South Korea have entered the Thailand market and have attracted many Thai consumers, most of whom are teenagers and young adults who love to try new things and have trendy life-styles. The exposure of several kinds of media, such as films, fashion magazines and celebrity endorsed advertisements, packaging, price, quality etc., could also be factors enhancing their desire of beauty. While Thai female consumers spend more and more on cosmetic products, at the same time, the number of new cosmetic products and brands from foreign countries introduced to them are increasing each year. Chaisitthiroj's study (as cited in Ponbamrungwong & Chandsawang, 2009). Therefore, it is interesting to learn the factors that influence female teenagers in purchasing makeup cosmetic products because this information can be used to develop teenager's cosmetics product to meet those requirement effectively.

## **1.2 Statement of Problem**

Nowadays, teenagers are getting more buying power and teenage girls are an important group to study for many reasons. Young girls are starting wearing makeup much earlier. Chang (2011) conducted research on factors influencing teenagers' purchase intention towards celebrity-endorsed apparels in Changsha, the findings

found that brand was important and attitude towards celebrity endorsement has a significant influence on purchasing intension. This issue is interesting to study, concerning what factors an impact had on teenager's purchasing decision in order to understand customers better to create a competitive advantage for the manufacturing company.

### **1.3 Objective of the Study**

The objectives of this research are provided as follows:

1. To determine the factors that influence female mathayom teenagers to buy makeup cosmetics.
2. To investigate if there is a significant relationship between price, brand, quality, packaging, advertising, attractiveness of celebrity endorsers, trustworthiness of celebrity endorsers towards purchasing decision of makeup products.

### **1.4 Research Questions**

The research will attempt to indentify the factors that influence purchasing decisions made towards makeup products by female mathayom teenagers.

What are the factors that influence purchasing decisions towards makeup cosmetics of female mathayom teenagers?

### **1.5 Benefit of the Study**

This research aimed towards investigating the factors that influence purchasing decisions towards makeup products of female teenagers. This study explored the relationship between variables that affected the purchasing decisions of consumers. The finding results of this research may help the Thai cosmetic industry to understand the target customers and also assist marketers to predict future cosmetic trends for teenagers in order to create product features and marketing strategies to satisfy customers and provide the offerings based on customer needs.

### **1.6 Scope of the Study**

1. The target population in this research was female mathayom teenagers in Bangkok.
2. Data was collected at Siam Center and Siam Square because these places are very popular for teenagers.
3. The survey covers female teenagers who are mathayom students and aged between 12–17 years old. In this study, it focuses on the teenager group who buy the makeup items.
4. The quantity research was based on collecting the questionnaires from 430 people.

### **1.7 Limitations of the Research**

The study collected information and dividends through a process gathering and analyzed the information. This research had certain limitations as follows:

1. There was a limitation of time because the researcher had to work from Monday to Friday so could only collect the completed questionnaires on Saturday and Sunday.
2. This research did not aim to study the purchasing decision of older teenagers nor boys of the same age, nor family members of the respondents.
3. This study focused on female mathayom students in Bangkok only and the respondents had also to be currently using makeup products.

### **Research Hypothesis**

The present research was an attempt to understand the factors influencing purchasing cosmetic products of female teenagers who were studying in mathayom secondary school level in Bangkok.

The research hypothesis regarding the relative nature of independent variables and dependent variables were described in the following fourteen sub-sections:

H1o: There is no significant between price and purchase makeup products of female teenagers.

H1a: There is a significant between price and purchase makeup products of female teenagers.

H2o: There is no significant between brands and purchase makeup products of female teenagers.

H2a: There is a significant between brands and purchase makeup products of female teenagers.

H3o: There is no significant between quality and purchase makeup products of female teenagers.

H3a: There is a significant between quality and purchase makeup products of female teenagers.

H4o: There is no significant between packaging and purchase makeup products of female teenagers.

H4a: There is a significant between packaging and purchase makeup products of female teenagers.

H5o: There is no significant between advertising and purchase makeup products of female teenagers.

H5a: There is a significant between advertising and purchase makeup products of female teenagers.

H6o: There is no significant between the attractiveness of the celebrity endorser and purchase makeup products of female teenagers.

H6a: There is a significant between the attractiveness of the celebrity endorser and purchase makeup products of female teenagers.

H7o: There is no significant between the trustworthiness of the celebrity endorser and purchase makeup products of female teenagers.

H7a: There is a significant between the trustworthiness of the celebrity endorser and purchase makeup products of female teenagers.

## **1.8 Research Structure**

This study contains five chapters and the review for each is as follows;

### **Chapter 1: Introduction**

- 1.1 Background of the Study
- 1.2 Statement of the Problem
- 1.3 Objective of the Study
- 1.4 Research Questions
- 1.5 Benefit of the Study
- 1.6 Scope of the Study
- 1.7 Limitations of the Research
- 1.8 Research Structure
- 1.9 Definition of Terms

### **Chapter 2: Literature Review**

- 2.1 Concepts and Theories
- 2.2 Cosmetic industry
- 2.3 Product Attributes
  - 2.3.1 Price
  - 2.3.2 Brand
  - 2.3.3 Quality
  - 2.3.4 Packaging
  - 2.3.5 Advertising
  - 2.3.6 Attractiveness of celebrity endorsers
  - 2.3.7 Trustworthiness of celebrity endorsers
- 2.4 Conceptual Framework



## 2.5 Past ResearchesChapter 3 Research Methodology

### 3.1 Population and Sample size

#### 3.1.1 Study population

#### 3.1.2 Sample size

### 3.2 Sample Design

### 3.3 Research Method

### 3.4 Research Instrument

### 3.5 Pre-testing

### 3.6 Data Collection Method

### 3.7 Data Analysis

## Chapter 4 Research Findings

### 4.1 Analysis and Result

### 4.2 Summary of result from Hypothesis

## Chapter 5 Conclusions and Recommendations

### 5.1 Conclusions

### 5.2 Limitations

### 5.3 Recommendations

### 5.4 Suggestions for further study

## 1.9 Definition of Terms

### Makeup products

Makeup inscribes the attributes of personality onto the social body, so it not only assists one in competing an overall look but also conveying a positive declaration of the self (Guthrie et al., 2008). Kumar's study (as cited in Ponbamrungwong & Chandsawang, 2009) described that makeup products comprise of four major

sections: face makeup, lipstick, eye makeup and nail products. For this study, the term “makeup” specifically refers to face makeup, lipstick and eye makeup, but excludes any nail products.

### **Teenagers**

The term “teenagers” refers to young female who are studying in mathayom level secondary school in Bangkok.

### **Influencing factors**

“Influencing factors” was defined as components which force consumers to purchase makeup cosmetics.

## **CHAPTER 2**

### **LITERATURE REVIEW**

Chapter 2 will discuss the theories, concepts and past research in this research that separate into five main concepts as the following;

#### 2.1 Concepts and Theories

#### 2.2 Cosmetic industry

#### 2.3 Product attributes

##### 2.3.1 Price

##### 2.3.2 Brand

##### 2.3.3 Quality

##### 2.3.4 Packaging

##### 2.3.5 Advertising

##### 2.3.6 Attractiveness of celebrity endorsers

##### 2.3.7 Trustworthiness of celebrity endorsers

#### 2.4 Conceptual Framework

#### 2.5 Past research

## **2.1 Concept and Theories**

The related theories and concept are used as the guideline to analyze the information and data which the researcher gathers from various sources as follows;

### **2.1.1 Concept of Consumer Behavior**

### **2.1.2 The Buying Decision Process**

#### **2.1.1 Concept of Consumer Behavior**

Consumer behavior can be defined as the behavior that consumers display in searching for purchasing, using evaluating, and disposing products and services they expect that will satisfy their needs. Schiffman and Kanuk's study (as cited in Kittitanarux, 2009) described that marketers have classified types of purchasing behavior by using different criteria. Consumers make two types of purchase; trial purchase and repetitive purchases. Trial purchases are the exploratory phase of purchasing behavior in which consumers attempt to evaluate a purchase through direct use. But repetitive purchases are closely related to concept of brand loyalty which most firms try to encourage because it ensures them of stability in market place.

#### **2.1.2 The Buying Decision Process**

An important part of understanding consumer behavior is to know consumers make purchasing decisions. The consumer decision-making process begins when a consumer realizes that they want to make a purchase to satisfy a need. (Kokoi, 2011)

Kittitanarux (2009) described that marketing scholars have developed a "stage model" of the buying decision process. The consumer passes through five stages: problem recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior. Clearly, the buying process starts long before the actual purchase and has consequences long afterward

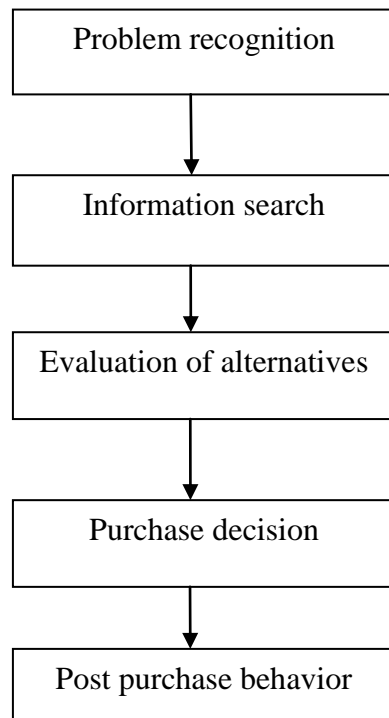


Figure 2.1: Five – Stage Model of the Consumer Buying Process

Source: Kotler and Keller 2006 ( as cited in Kittitanarux , 2009)

### **Stage 1: Problem Recognition**

Kotler and Keller’s study (as cited in Kokoi , 2011) described that the buying process starts when the buyer recognizes a problem or need. A problem or a need can arise based on internal or external stimuli. An internal stimulus, one of the person’s normal needs – i.e. hunger, thirst, and shelter – rises to a threshold level and becomes a drive; it becomes a drive that urges a consumer to make a purchase. Or a need can be aroused by external stimulus. A person may admire expensive cosmetic products and this triggers thoughts about the possibility of making a purchase.

In cosmetic advertising, many advertisers try to create different kinds of needs and problems for consumers to initiate the decision-making process in order to convince them to buy their products. This is often done by attempting to create a new ideal state or to make the consumer unhappy with his or her current actual stat.(Kokoi, 2011).

## **Stage 2: Information Search**

After having recognized a problem or a need, an aroused consumer will be inclined to search for more information. We can distinguish between two levels of arousal. The milder search state is called heightened attention. At this level, a person simply becomes more receptive to information about a product. At the next level, the person may enter an active information search. Of key interest to marketers are the major information sources to which the consumer will turn to and the relative influence each will have on the subsequent purchase decision. These information sources fall into four groups:

1. Personal: Family, friends, neighbors, acquaintances
2. Commercial: Advertising, websites, salesperson, dealers, packaging, displays.
3. Public: mass media, consumer- rating organizations.
4. Experiential: handling, examining, and using the product.

## **Stage 3: Evaluation of Alternatives**

After gathering information on how to resolve an occurred problem, a consumer must evaluate the alternative available and which of them to choose. In terms of understanding consumer behaviour, it is important to know how consumers make decisions and what kind of criteria they use to choose one product over another.

There are several processes, the most current models of which see the process as cognitively-oriented. This is they see the consumer as forming judgments largely on conscious and rational bias. Some basic concepts will help us understand consumer evaluation processes. First, the consumer is trying to satisfy a need. Second, the consumer is looking for certain benefit from the product solution. Third, the consumer sees each product as a bundle of attributes with varying abilities for delivering the benefits sought to satisfy this need. The attributes of interest to buyers vary by product (Kittitanarux, 2009).

#### **Stage 4: Purchase Decisions**

In the evaluating stage, the consumer forms preferences among the brands in the choice set. The consumer may also form an intention to buy the most preferred brand.

#### **Stage 5: Post purchase Behaviour**

After the purchase, the consumer might experience dissonance that stems from noticing certain disquieting features or hearing favourable things about other brands, and will be alert to information that supports his or her decision. Marketing communications should supply beliefs and evaluations that reinforce the consumer's choice and help him or her feel good about the brand. The marketer's job therefore does not end with the purchase. Marketers must monitor post-purchase satisfaction, post-purchase action, and post-purchase product use (Kittitanarux, 2009).

## **2.2 Cosmetic industry**

### **Definition of Cosmetics**

The concept of cosmetics means the preparations that are applied externally to change or enhance the beauty of skin, hair, nails, lips and eyes.

According to the Cosmetics Act, B.E. 2535 (1992) of Food and Drug Administration of Thailand, the term "cosmetic" means:

1. Articles intended to be used by applying, rubbing, massaging, sprinkling, spraying on, dropping, introducing in to, perfuming or by any other means to any part of the human body for cleansing, beautifying, or promoting beauty, including skin-care products, but shall not include ornaments and clothing which are accessories outside the human body.
2. Articles intended for use as a specific component in the manufacturing of cosmetics; or
3. Other articles prescribed as cosmetics by Ministerial Regulation (Kittitanarux, 2009).

### **Type of cosmetics**

The various forms of cosmetics include:

1. Lipstick, Lip gloss, Lip pencil, and Lip-link.
2. Liquid foundation, used to colour the face, also for lightening and concealing flaws to produce an impression of health and youth. The coverage they provide can range from very sheer, to a full coverage.
3. Cream foundation, which acts in the same way as liquid foundation, but provides a fuller coverage.
4. Powder, used to set the foundation, help absorb the oil from the skin, giving a matte finish.
5. Rouge (blush or blusher), used to colour the cheeks and emphasize the cheek bones. This comes in powder, cream and gel forms.
6. Mascara, used to enhance the eyelashes.
7. Eye liner and eye shadow, used to colour and emphasize the eyelids
8. Concealer, a type of thick opaque makeup used to cover pimples, various spots and inconsistencies in the skin.

### **Cosmetics Market in Thailand**

Demand for cosmetics is mainly affected by seasonal and social factors, such as fashion trends, climates and lifestyles. In 2011, sales in the cosmetic market rose to approximately 40,200 million Baht, up by 7.4 percent from 2010. The rise in sales was partly due to promotional campaigns and the introduction of new products. Thailand is a strong growth market for cosmetics with the sector growing at an average rate of seven to eight percent annually. Thailand's cosmetic market is worth 30 billion Baht (US\$971.82 million), about 70 percent of which is accounted by local brands. About 50 percent of domestic cosmetic sales were hair-care and hair-cleansing products, with 30 percent for skin care, and 20 percent for makeup (Kwanchai, 2011).



As a result, entering in to the business is an attractive option for both domestic and international firms. Although Thailand's economy has recently experienced the political uncertainty for more than three years, aggravated by the global recession, the cosmetic market is expected to be still growing, especially with the AEC (ASEAN Economic Community) begins in 2015. Similar to other developing countries, Thai society has become a modernized society, which leads to the change in lifestyle of Thai people, especially those who live in urban areas.

Part of the reason of continual growth in the Thai cosmetic market is due to the increasing number of customers. The majority of cosmetic consumers in Thailand are female (97 percent). Thailand has a very young population that is very strong group of potential buyers. This segment also has high spending power because nowadays the demand from teenagers and college students is increasing so it has helped to boost sales of mass brands.

### **Product and Manufacturing**

The cosmetic products in Thailand are available ranging from very high-end international well-known brands to very low-end, low quality locally produced product brands.

Cosmetic products in Thailand come from three sources;

1. Imports of well-known brands, top of the line, expensive brands such as Estée Lauder, Shiseido, Lancôme, Clinique, Bobbi Brown, Essentials and Tommy etc. International brands that are directly imported. This portion of cosmetics is around 20%.
2. Local manufacturing of foreign patented brands concessions, This portion makes up 70% of total cosmetic products available in Thailand.
3. Local manufacturing of products of Thai brand names. Thai brands usually are herbal products and account for 10% of the total market value.

Skincare Industry's study (as cited in Reungsinpinya, 2011)

## **Distribution Channels**

Cosmetic products in Thailand are distributed through three major channels as indicated here:

**Direct sale** – this is the most effective way of introducing new medium and low-end cosmetic products to the market. Most of the products marketed in this way are locally manufactured foreign brand names or indigenous brand names. The targets are low to middle-income customer groups. In a direct sales sector, price is more sensitive than product quality. Some international direct-sale companies that operate in Thailand include Amway, Avon, Herbal Life and Nu Skin.

**Over-the- Counter (OTC) Sales** - This is a standard venue for marketing high quality with high price. Most cosmetics products sold over-the-counter are high-end or premium products, usually foreign brands or imported foreign products.

**Mass Market / Self Service** - This channel is directed towards young buyers and the mass market of medium and low-end cosmetic products. This type of distribution channel targets at low to medium income groups. Nowadays, the self-service center is increasing popularity thus many foreign companies expand their distribution centers. Major players in this sector include Boots, Watson, Tops Supermarket, Big C, Carrefour and Tesco Lotus ( Kittitanarux, 2009).

## **2.3 Product Attributes**

Product-related attributes refers to a product's physical compositions that determine the nature and level of product performance.

In this study, the factors influencing teenagers' purchasing decision towards makeup products are divided into two concepts. 1) Produce related attributes (price, brand, quality, packaging, and advertising) and 2) Two characteristics of the celebrity endorser that are considered in this study are these: trustworthiness and attractiveness

### **2.3.1 Price**

Price is the only elements of the marketing mix the product revenues: the other product cost. Price is the easier marketing – mix element to adjust; product feature, channels an even promotion take more time. Price also communicates to the market about company's intended value positioning of its product or brand.

Price is probably the most important consideration for the average consumer. Consumers with high brand loyalty are willing to pay a premium price for their favourite brands so their purchase intention is not easily affected by price. In addition, Keller's study (as cited in Khraim, 2011). Customers have a strong belief in the price and value of their favourite brands so much so that they would compare and evaluate prices with the alternative brands usually when a consumer makes a purchase, the value of the purchased item must be greater than its costs. In other words, Evans 's study (as cited in Kokoi, 2011). The perceived benefits of a product must exceed the expenses of acquiring it similarly; the research of Solomon raised the issue that consumers often perceive a strong relationship between the price of a product and its quality. Consumers tend to think that the higher the price of a product, the better the quality, especially when there is little or no other information available for the consumer to make judgments about the product quality. Euro RSCG Worldwide PR (2011) stated that teenage girls know the parameters of what they want: brand and price within their budget. They look for sales with often over fifty percent price reduction, because they tend to wait for items to go on sale before buying them. In addition, over seventy percent say they are more likely to buy on sale than at full price but, importantly, low price alone is not the primary consideration.

### **2.3.2 Brand**

Kotler and Keller's study ( as cited in Lombard, 2007) described that Brand is “ name, term, symbol, design or a combination of them, intended to identify the goods or service of one seller or groups of sellers and to differentiate them from those of competitors.

Brand name has become an ordinary feature for every product available on the market nowadays. The specialty of each brand is its different value in the mind of the

potential buyers. Brand is the name associated with one or more items in the product line that is used to identify the source of characters of the items.

Keller's study (as cited in Yee & Sidex, 2008) described that famous brand names can disseminate product benefits and lead to higher recall of advertised benefits than non-famous brand names (Keller, 2003). There are many unfamiliar brand names and alternatives available in the market place. Consumers may prefer to trust major famous brand names. These prestigious brand names and their images attract consumers to purchase the brand and bring about repeat purchasing behaviour and reduce price related switching behaviors. Yee and Sidex (2008) stated that Brand loyalty is a function of both behaviour and attitudes. It is a consumer's preference to buy a particular brand in a product category. It occurs because consumers perceive that the brand offers the right product features, image, or level of quality at the right price. This perception becomes the foundation for new buying habits. Consumers will initially make a trial product of the brand and, when satisfied with the purchase, tend to form habits and continue to purchase the same brand because the product is safe and familiar.

### **2.3.3 Quality**

Russell and Taylor's study (as cited in Khraim, 2011) described that quality is a measure of how well a product performs and how long it will perform. Product quality encompasses the features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs. In other words, product quality is defined as "fineness for use" or "conformance to requirement"

Sproles and Kendall's study (as cited in Khraim, 2011) stated that many consumers repeat the purchase of single brands or switch around several brands due to the tangible quality of the product sold. Functional attributes in cosmetics include quick dye, breathable, waterproof, light-weight and finally, durability. For instance, some customers use cosmetics for work and some for leisure and sports, as they need to make the best or perfect choice versus buying the first product or brand available.

#### **2.3.4 Packaging**

Kotler et al.,'s study (as cited in Liu, 2011). Packaging is most commonly regarded as a way to protect the product. Packaging involves designing and producing a container or wrapper for goods. The package includes the primary container, like the tube of toothpaste and the bottle of perfume; the secondary package is thrown away when the product is used, like wrapping paper; and the shipping package which is used for transportation and to store

Kam (2007) stated that packaging is a very important factor to glamorize products in order to attract the consumer's attention. Most consumers judge a product by its packaging before buying. So it is logical to say attractive packaging is crucial in order to get the first time buyers to buy the product. The cosmetic industry requires packaging materials that provide efficient barriers, preserve product effectively and increase the life of cosmetic products. Distinctive and innovative packaging with aesthetic presentation can intrigue consumers and change their interests. Innovative packaging impresses consumers with its colour, image, design, etc., thus packaging has a vital role on consumers' perceptions and also firms' competitiveness ( Topoyan & Bulut, 2008). Liu (2011) stated that most people consider packaging designs of cosmetics are important, and they will be attracted by good-looking packaging when they are shopping. Female consumers would like to buy cosmetics with good looking packaging; meanwhile cosmetics have good effects and reasonable prices.

#### **2.3.5 Advertising**

Advertising is where ideas, concepts, products or services, and information, are promoted through the media (visual, verbal, and text) by an identified sponsor to persuade or influence customer behaviour (Abideen & Saleem, 2011). Advertising serves as a major tool in creating product awareness in the mind of a potential consumer to make the eventual purchase decision.

In the cosmetics market, high-end international brand cosmetic products use women's magazines as their major advertising tool in order to reach the potential buyers (Kittitanarux, 2009). August 'study (as cited in Burnet, 2010). For the low to medium quality cosmetic products, TV is the main venue used for advertising campaigns. The

major aim of advertising is to cause an impact on buying behaviour. Advertisements tend to be effective in influencing cosmetic's shoppers from both rural and major cities. Latif et al.,'s study (as cited in Abideen & Saleem , 2011) described that Advertising has an impact on teenagers purchasing patterns. For example, when young people choose advertising information and characters as their role models, they may not only identify with them but also intend to copy them in terms of how they dress and what they are going to buy.

According to the YWCA (2011), only 30 minutes of TV programming and advertising can change the way a young woman perceives the shape of her body, indicating that body image can be influenced by observing what are perceived to be “ ideal body shapes.”

### **2.3.6 Attractiveness of the Celebrity Endorser**

Attractiveness is a source attribute that affects the receptivity of the message. The positive consequences of employing an attractive celebrity or attractive spokespersons are based on the principle that receivers make more favorable evaluation of advertisements and the product when attractive models are used in the advertisement (Chang, 2011).

Attractiveness of the celebrity endorser is a principle that states that an attractive endorser will have a positive impact on the endorsement. The endorser should be attractive to the target audience in certain aspects like physical appearance, intellectual capabilities, athletic competence, and general lifestyle. It has been proven that an endorser that appears attractive as defined above has a greater chance of enhancing the memory of the brand that he/she endorses (Roll, 2010).

Debevec and Kernan's study (as cited in Hakimi, Abedniya & Zaeim, 2011) described that a lot of businesses such as entertainment and media, medical services, and the cosmetic products, etc., promote the use of highly attractive models in order to sell products. Various researchers have proven that highly attractive models are perceived in a highly positive way and reflect very positively on the products they represent. Many researchers claimed that the success of celebrity endorsement

depends very much on the attractiveness of the celebrity as well. Consumers are inclined to have positive stereotypical images of such people and research shows that attractive celebrities are naturally able to change customer beliefs

Teenagers are easily persuaded to incorporate opinions and personality of others in to their self-concepts due to the nature of being a teenager, to respond to a celebrity. Female teenagers tend to adopt mannerisms, dress styles, as well as attitudes of their heroes or a celebrity. A lot of teenage girls emulate their teen idols by copying the look of their glossed-over and overly made-up idols.

### **2.3.7 Trustworthiness of the Celebrity Endorser**

Daneshvary and Schwer's study (as cited in Rajakaski & Simonnnson, 2006) described that a trustworthy endorser is one whom people perceive to be honest and sincere, whereas an untrustworthy endorser is one whom people feel skepticism (i.e., people question whether one can be trusted to communicate the truth). It is important that the endorser has a connection to the product as it is easier to identify with the celebrity and because of that, the message will be more believable. Celebrity endorsement is most effective when the celebrity is closely associated in the consumer's mind with the product. For example; a top model endorsing make-up is good, while a football player endorsing soap powder has less impact

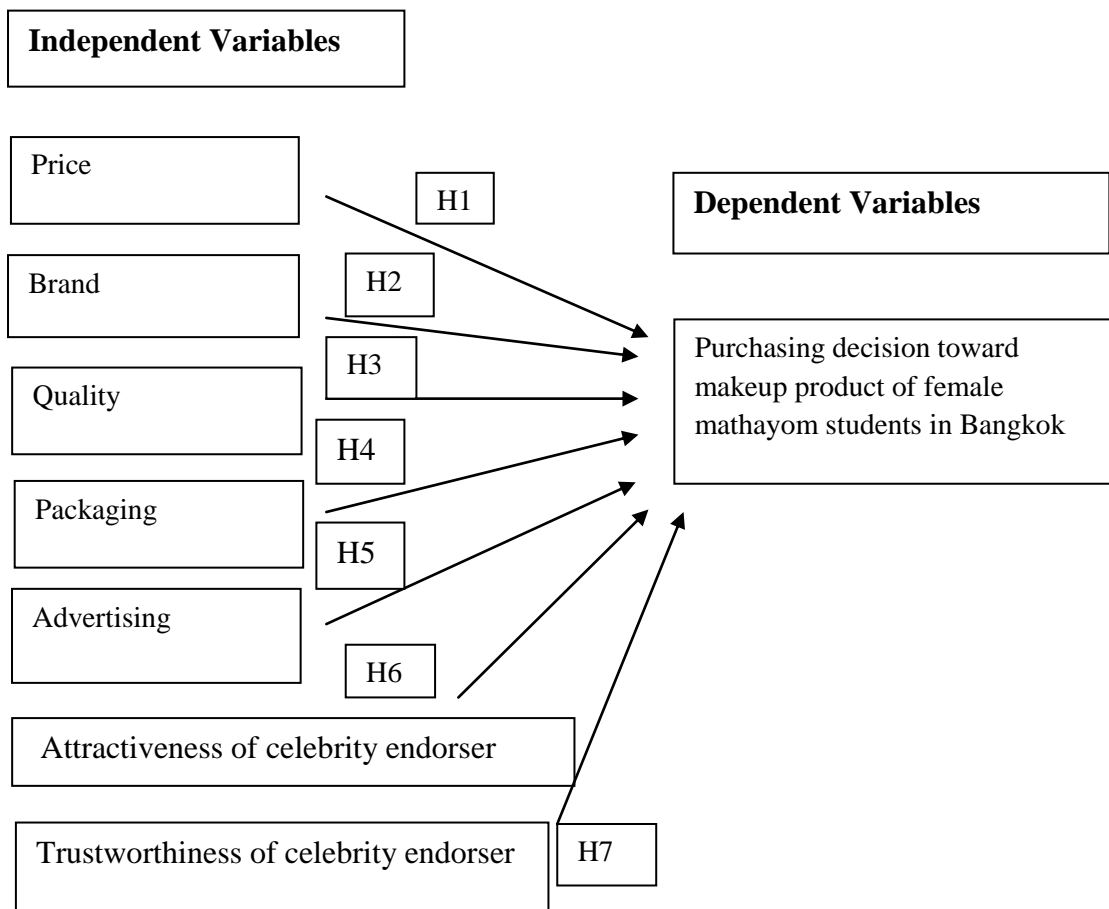
Belch and Belch's study (as cited in Jain, 2008) described that the best fit and impressive way to represent the image of the product and its meaning is a celebrity who is linked to positive information, has a greater possibility to reach to its target consumers. For example, the American basketball star Michael Jordan and Nike, the sportswear company, is a very good example of a perfect brand–celebrity fit. Michael Jordon and Nike's trust between them was at such a high level that Nike developed a new brand of sports shoe called Air Jordon in 1985. With Michael Jordan's expertise and his trustworthiness with the larger audience, this strengthened the brand-celebrity fit.

Sawdatdirak (2007) studied the use of cosmetics among female teenagers at Samutprakarn technical college. The objectives of the study were 1) to find out the factors that influence female teenagers to use cosmetics, 2) to identify what kind of

cosmetics they often use, 3) To investigate whether the marketing characteristics have any influence on female teenagers' behavior regarding the use of cosmetic products. The study result showed that the most important factor for teenager to use cosmetic products to improve their appearances. The quality of product, reasonable prices and convenience of the places are also important but the attractive advertising and the attractive packaging was not.

## 2.4 Conceptual Framework

Since the object of this research was to investigate the factors influencing purchase intention of makeup cosmetics, the framework of this study shows several factors: product attributes (price, brand, quality, and packaging advertising), attractiveness of celebrity endorsers and trustworthiness of celebrity endorsers. The above factors are independent variables and the dependent variable is that purchasing makeup products can be affected by these independent variables.





## **2.5 Past Research**

For this research, the research has studied and examined the related study or previous study that will give benefit to this research as follow;

Chang (2011) studied factors influencing Changsha teenagers' purchase intention towards celebrity – endorsed apparels. The objective examined the factors influencing Changsha teenager's purchase intention towards celebrity endorsed apparel. They include product attributes (price, brand, attraction, fashion, trustworthiness and prestige) and attitude (feeling about celebrity - endorsed apparel). The study result showed that price and brand are important factors that influence teenagers' intention to purchase celebrity-endorsed apparel and the finding indicated that attitude towards celebrity - endorsed apparels has a significant influence on purchase intention.

Zoubi and Bataineh (2011) studied the effect of using celebrities in advertising on the buying decision of students in Jarash private university. The objective examined the relationship between the celebrities on advertising and the buying decision of consumers. The study result showed that the television advertising, which uses celebrities, is attractive but using the celebrities has not a significant effect on the buying decision.

This study was conducted in terms of forecasting factors influencing purchasing decision making towards makeup cosmetics by female mathayom high school teenagers in Bangkok. The factors consisted of product related attributes: price, brand, quality, packaging, advertising and two characteristics of celebrity endorsers: attractiveness of the endorser and the trustworthiness of the endorser.

The literature review began with a buying decision process that describes the process that a customer goes through when they make a decision to purchase a cosmetic product follow by cosmetic industry, described the strong growth demand of makeup cosmetics of using the specific female teenagers group. Seven aspects were reviewed on how price, brand, quality, packaging, advertising, attractiveness of celebrity

endorsers and trustworthiness of celebrity endorsers are important and have an impact on purchasing decision of consumers.

In the next chapter, the methodological approach will be described and it will present the research design, data collection and data analysis procedure that were used and designed to be the most suitable for addressing the formulate research questions.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

Chapter 3 covers the research methodology. The purpose of this chapter is to present the methodology of collecting and interpreting the relevant data. The content of this chapter will be divided into seven parts as follows:

#### **3.1 Population and Sample Group**

##### **3.1.1 Study Population**

##### **3.1.2 Sample Size**

#### **3.2 Sample Design**

#### **3.3 Research Method**

#### **3.4 Research Instrument**

#### **3.5 Pre-Testing**

#### **3.6 Data Collection Method**

#### **3.7 Data Analysis**

### 3.1 Population and Sample Size

#### Population

The population of this research was specifically female mathayom students in Bangkok, aged between 12–17 years old. The number of female mathayom students in Bangkok is 194,428. The researcher chose teenagers in the two urban areas of Siam Center and Siam Square because it was obvious that those female teenagers who go there are very fashionable and highly fashion-conscious.

#### Sample Size

This research group was determined by using the confidence interval method to identify the proper sample size for the survey. The sample size was determined by the following table with 95% of Confidence Level or 5% acceptable sampling error.

**Table 3.1: Sample size for +/-3%, +/-5%, +/-7% and +/-10% Precision Levels where Confidence Level is 95% and P =.5**

Size of	Sample Size (n) for Precision (e) of:			
Population	+/-3%	+/-5%	+/-7%	+/-10%
500	-	222	145	83
600	-	240	152	86
700	-	255	158	88
800	-	267	163	89
900	-	277	166	90
1,000	-	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1000	385	200	99
15,000	1034	390	201	99

( Continued)

**Table 3.1: ( Continued ) : Sample size for +/-3%, +/-5%, +/-7% and +/-10% Precision Levels where Confidence Level is 95% and P =.5**

20000	1053	392	204	100
25,000	1064	394	204	100
50,000	1087	397	204	100
100,000	1099	398	204	100
<b>&gt;100,000</b>	<b>1111</b>	<b>400</b>	<b>204</b>	<b>100</b>

**Source: Yamane, 1967.**

According to this table, the researcher decided to round up a sample size of 400 samples in case of any errors.

### **3.2 Sampling Design**

The study was designed as a descriptive study by collecting the questionnaires in order to describe the marketing factors influencing purchasing decisions towards makeup cosmetic products by female mathayom teenagers in Bangkok.

### **3.3 Research Method**

Selecting the right methodology is important for the research as it will affect the relevant data. There are two different types of method that researchers use to collect data: qualitative and quantitative methods. Qualitative research method is more intrusive and less structured than quantitative research techniques thus its appropriate when the research is exploratory in nature, when the area for examination is unfamiliar to the researcher and when the research is clinical. Jarratt 's ( as cited in Ponbamrungwong & Chandsawang, 2009). Qualitative research is collecting, analyzing, and interpreting data by observing what people do and say. A small number of people are interviewed in depth and/or a relatively small number of focus groups are conducted. This technique is administered by a highly-trained and experienced interviewer-analyst who also analyzes the findings and tends to be

somewhat subjective in their conclusions. Schiffman and Kanuk 's study ( as cited in Ponbamrungwong & Chandsawang, 2009). The quantitative research method is aimed at classifying features, count them, and contrast statistical models in an attempt to explain what is observed and the data collected are in the form of numbers and statistics. Neil's study (as cited in Ponbamrungwong & Chandsawang, 2009).

In this research, the researchers collected the data by using the questionnaire that would be considered to be the quantitative research method.

### **3.4 Research Instrument**

The instrument used in this study was a questionnaire which provided all the information that was needed to meet and offer various answers to the research question. The questionnaires used in the study consisted of four separate sections, in this order:

#### **Part 1: General Information / Screen Question**

There were only three questions in this part which was designed to collect personal information of the respondents. First question requested whether they are a mathayom student or not and the second question requested their age. If they were not a female mathayom student, then the questionnaire was not useable. The third question asked the average of monthly allowance that the respondents earned/or received from their parents. If respondents are not mathayom female teenagers, the questionnaires are not useable.

#### **Part 2: Behaviour of Makeup Consumption**

Four closed-end questions were combined in this section. There was some measuring about female teenager consumers behaviour of purchasing makeup cosmetics in Bangkok, such as favourite currently used brands, frequency of buying, and the source of information they concerning cosmetics.

### **Part 3: The Importance of Factors on Decision Making**

This part was designed for data collection from 23 questions to measure the perception of female mathayom teenagers towards factors: Product– related attributes (price, brand, quality, package, and advertising), celebrity endorsement – (attractiveness of the celebrity endorser and trustworthiness of the celebrity endorser) and how these factors affected their purchasing decision towards makeup products.

The Likert scale was applied in this part. The respondents answered the questions by using a scale from 1–5. The degree of importance for each factor was measured by the agreement level, which was determined as follows:

<b>Average Score</b>	<b>Level</b>
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

### **Part 4: The Importance of Purchasing Decision.**

This part was designed for data collection using ten questions to measure the importance of decision making towards cosmetic products.

The Likert scale was also applied in this part. The respondents were allowed to choose their answer according to their own opinion. The answer was rated in a scale from 1–5.

The degree of importance for the agreement level was measured and determined as follows:

<b>Average Score</b>	<b>Level</b>
1	Strongly Disagree
2	Disagree

3	Neutral
4	Agree
5	Strongly Agree

### 3.5 Questionnaire Testing

#### Reliability

The first measurement of this research was to measure the reliability of the questionnaire so as to ensure the questionnaire was reliable before giving it to the respondents. Cronbach's Alpha was used to measure the reliability of the questionnaire.

#### Pilot Test

The researcher developed the pilot test to improve the questionnaire. The pilot test was completed to ask 30 respondents for a required pre-test in order to check the reliability to give their opinions regarding problems that they faced while reading or understanding the questionnaire. The result for reliability of questionnaire by using Cronbach's Alpha coefficient technique was equal to 0.81.

### 3.6 Data Collection Method

**Primary Data:** The data gathering in this research was conducted from 5 January 2013 to 28 February 2013. The researchers aimed to have 400 filled-out questionnaires in total. The sample size of the finite population and sample elements were selected being based on convenience through the questionnaire.

For this research the target population was female mathayom students aged between 12–17 years old. A total of 440 copies of the questionnaires were distributed to respondents at Siam Center and Siam Square in Bangkok.

A server team consisted of four people including the thesis report author, who were all responsible to distribute the questionnaire with 110 copies each. The



questionnaires were given to the respondents and of the 425 that were returned, 400 were useable.

**Secondary Data:** The secondary data was gathered from textbooks, journals, the internet articles, related independent studies and various theses which were related to cosmetics and makeup topics of research.

### **3.7 Data Analysis**

After gathering 400 questionnaires, editing, and coding the approach and statistical analysis software was used to scrutinize the data. The editing procedure was conducted to make the corrections of data to be ready for coding and transferring data into storage. This step edited the error data in these questionnaires before coding. The audit section carried out the consistency and completeness of the answers, and then the questionnaires were pre-coded in numerical form before transferring data onto the computer program. The data was then entered into the computer and verified. Finally, the data was analyzed as descriptive statistics.

The data analysis in this research was classified in five separate parts, as follows:

#### **Part 1: Screening Questions (General information)**

The screening part of a questionnaire is one of the most important tools in focus group research. The screening questionnaire in this study had two questions designed to identify qualified and legitimate respondents. The results analyzing showed frequency and percentage in figures.

#### **Part 2: Consumer Behaviour of Purchasing Makeup Products.**

This part focused on the consumer behaviours and was processed upon the descriptive statistics as well. The frequency and percentages interpretation of the questions regarding consumer behaviour of purchasing cosmetics were clarified.

#### **Part 3: Factors Influencing Purchasing Decision**

Frequency, percentages, means and standard deviation were applied to describe the important level of each factor related to product attributes (price, brand,

quality and package), advertising, attractiveness of a celebrity endorser, trustworthiness of a celebrity endorser that has an impact on female mathayom teenagers in their purchasing decisions of makeup products. The level of the average score was classified by using the interval range. The class of the interval range was computed from the following formula:

$$\text{Interval} = \frac{\text{Highest score} - \text{Lowest score}}{\text{Number of interval}}$$

$$= \frac{5-1}{5}$$

$$= 0.8$$

Therefore, from the above calculation, 0.8 was used to separate the score in to five levels of importance. Each level of the average score was described as follows:

<b>Average Score</b>	<b>Level of importance</b>
1.0-1.80	Very Low
1.81-2.60	Low
2.61-3.40	Moderate
3.41-4.20	High
4.21-5.00	Very High

The scores responded in each questionnaire would be the consequence determined by which range of scores it belonged to. The result will show the importance of each factor influencing female teenagers in purchasing makeup products.

#### **Part 4: Purchasing Decision**

Frequency, percentages, means and standard deviation were applied to describe the importance of purchasing decision towards makeup products. The level of the average score was classified by using the interval range. The class of the interval range was computed from the following formula:

$$\text{Interval} = \frac{\text{Highest score} - \text{Lowest score}}{\text{Number of interval}}$$

$$= \frac{5-1}{5}$$

$$= 0.8$$

Therefore, from the above calculation, 0.8 was used to separate the score in to five levels of importance. Each level of the average score was described as follows:

<b>Average Score</b>	<b>Level of importance</b>
1.0-1.80	Very Low
1.81-2.60	Low
2.61-3.40	Moderate
3.41-4.20	High
4.21-5.00	Very High

### **Part 5: Hypothesis testing.**

This was used to analyze the data by using multiple regressions to figure out the relationship between a given dependent variable and a set of independent variables.

H1o: There is no significant between price and purchase makeup products of female teenagers.

H1a: There is a significant between price and purchase makeup products of female teenagers.

H2o: There is no significant between brands and purchase makeup products of female teenagers.

H2a: There is a significant between brands and purchase makeup products of female teenagers.

H3o: There is no significant between quality and purchase makeup products of female teenagers.

H3a: There is a significant between quality and purchase makeup products of female teenagers.

H4o: There is no significant between packaging and purchase makeup products of female teenagers.

H4a: There is a significant between packaging and purchase makeup products of female teenagers.

H5o: There is no significant between advertising and purchase makeup products of female teenagers.

H5a: There is a significant between advertising and purchase makeup products of female teenagers.

H6o: There is no significant between the attractiveness of the celebrity endorser and purchase makeup products of female teenagers.

H6a: There is a significant between the attractiveness of the celebrity endorser and purchase makeup products of female teenagers.

H7o: There is no significant between the trustworthiness of the celebrity endorser and purchase makeup products of female teenagers.

H7a: There is a significant between the trustworthiness of the celebrity endorser and purchase makeup products of female teenagers.

This chapter has presented the details of methodology used in this research. The description of the questionnaire development, research samples and the reason for selecting the locations (Siam center and Siam Square, Bangkok) were explained. Data collection of over four hundred questionnaires was collected that took approximately two months was explained. Pre-testing of questionnaires with an acceptable value reliable score of 0.81 was explained. Research hypotheses were developed and the data analysis was taken using statistical analysis software. The data analysis will be explained in Chapter 4.

## **CHAPTER 4**

### **RESEARCH FINDINGS**

Chapter 4 presents the findings. This chapter will present the data analysis which will be separated into these sections:

4.1 Analyze the general information.

4.2 Consumer behaviour

4.3 The respondents' opinions towards factors price, brand, quality, package, advertising, attractiveness of a celebrity endorser and trustworthiness of a celebrity endorser.

4.4 Purchasing decision

4.5 Hypothesis testing

### **Part I: Analyze the General Information**

**Table 4.1: Frequency and percentage of the respondents classified by the education level.**

<b>Are you a mathayom student?</b>	<b>Frequency</b>	<b>Percent</b>
Yes	400	100.0
No	-	-
Total	400	100.0

As shown on Table 4.1, all of the respondents were female mathayom students (100%).

**Table 4.2: Frequency and percentage of the respondents classified by age**

<b>Are you between 12 – 17 years old?</b>	<b>Frequency</b>	<b>Percent</b>
Yes	400	100.0
No	-	-
Total	400	100.0

As shown in Table 4.2, 100% of the respondents were between 12–17 years old.

**Table 4.3: Frequency and percentage of the respondents classified by average monthly allowance**

<b>Average Monthly Income</b>	<b>Frequency</b>	<b>Percent</b>
Lower than 3,000 Baht / month	75	18.75
3,001 -5,000 Baht / month	146	36.5
5,001-8,000 Baht / month	127	31.75
8,001-10,000 Baht/ month	41	10.25
Over 10,000 Baht / month	11	2.75
Total	400	100

As shown in Table 4.3, the 36.5 % of respondents had a monthly allowance between 3,001–5,000 Baht/month. Also, 31.75% of the respondents had a monthly allowance between 5,001–8,000 Baht / month. 18.75% of the respondents had a monthly allowance lower than 3,000 Baht / month. Then, 10.25% of the respondents had average monthly allowance between 8001–10,000 Baht/ Month, whereas the highest budget of over 10,000 Baht / month accounted for just 2.75% of the respondents.

## **Part II : Consumer Behaviour of Buying Makeup Cosmetic Products.**

**Table 4.4 : Frequency and percentage of makeup items that consumers “really” need or have to buy.**

<b>What makeup item do you “really” need and have to buy?</b>	<b>Frequency</b>	<b>Percent</b>
Powder	137	34.25
BB Cream	50	12.5
Lipstick / Lip Gross	91	22.75
Eye Shadow	11	2.75
Mascara	30	7.5
Eye Liner	37	9.25
Makeup Brushes	44	11
Total	400	100

As shown in Table 4.4, most of the respondents felt they need to have powder as 137 respondents accounted for 34.25%. The second was lipstick and lip gross for 91 respondents, which accounted for 22.75%. Third was BB cream for 50 respondents, which accounted for 12.5%. The fourth was makeup brushes, as 44 respondents accounted for 11%. The fifth was eye liner, as 37 respondents accounted for 9.25%. The sixth was mascara for 30 respondents, which accounted for 7.5 % and the seventh was eye shadow for 11 respondents, which only accounted for 2.75 %



**Table 4.5: Frequency and percentage of the sample group distinguishing between makeup brands (You can select more than one answer)**

<b>What brands of MAKE UP cosmetics do you buy at the present?</b>	<b>Frequency</b>	<b>Percent</b>
Mac	30	3.55
Bodyshop	25	2.96
Dior	4	0.47
Lancome	4	0.47
Estée	3	0.35
Shiseido	10	1.18
Bobbi Brown	7	0.83
Skinfood	70	8.27
Etude	102	12.06
Mistine	180	21.28
Cutepress	42	4.96
Avon	27	3.19
Oriental Princess	120	14.18
Meybelline	130	15.37
Loreal	92	10.87
Total	846	100.00

As shown in Table 4.5, the first popular brand was Mistine for 180 respondents, which accounted for 21.28%. The second was Meybelline for 130 respondents, accounting for 15.37 %. Third was Oriental Princess for 120 respondents, accounting for 14.18%. The fourth was Etudy for 102 respondents, which accounted for 12.06 and the fifth was L'Oreal for 92 respondents, accounting for 10.87%.

**Table 4.6: Frequency and percentage of the respondents classified by the frequency on purchasing of makeup**

<b>How often do you buy makeup products?</b>	<b>Frequency</b>	<b>Percent</b>
More than one time per month	8	2
Every month	27	6.75
Every 2 months	82	20.5
Every 3 months	144	36
Every 4 months	74	18.5
Every 5 months	19	4.75
Every 6 months	13	3.25
Less than 1 time per 6 months	33	8.25
Total	400	100

As shown in Table 4.6, a total of 36% of the respondents purchased makeup every 3 months. The second was 20.5% of the respondents who buy makeup every 2 months and the third, at 18.5 % of the respondents, buy makeup every 4 months.

**Table 4.7: Frequency and percentage of the source of information that has an influence on purchasing decisions.**

<b>Which source of information has the most influence on your purchasing decisions towards makeup products?</b>	<b>Frequency</b>	<b>Percent</b>
TV	142	35.5
Radio	40	10
Newspaper	17	4.25
Internet, social network	131	32.75
Magazine	70	17.5
Total	400	100

As shown in Table 4.7, the most popular means by which respondents became informed about new cosmetics was through the television, as 142 respondents accounted for 35.5%. This was followed by the internet and social networks, as 131 respondents accounted for 32.75%. The third highest was using magazines, as 70 respondents accounted for 17.5%. The forth was the radio, as 40 respondents accounted for 10%. The fifth was using newspapers, as 17 respondents accounted for just 4.25%.

### **Part III: Factors Influencing Purchasing Decisions**

This part shows the respondents' importance of the factors that have an impact on purchasing decisions towards makeup cosmetics using seven aspects: price, brand, quality, packaging, advertising, and attractiveness of a celebrity endorser and the

trustworthiness of a celebrity endorser. This part was analyzed by mean and standard deviation for descriptive analysis.

**Table 4.8: Mean Standard Deviation (SD) and level of important factors that influence buying decision towards makeup.**

<b>What are you opinions towards product attributes?</b>	<b>Mean</b>	<b>S.D.</b>	<b>Level of importance</b>
Price	4.76	.318	Very High
Brand	4.76	.246	Very High
Quality	4.60	.319	Very High
Packaging	4.34	.237	Very High
Advertising	4.24	.324	Very High
Attractiveness of a celebrity endorser	4.48	.371	Very High
Trustworthiness of a celebrity endorser	4.38	.329	Very High
Total	4.51	.136	Very High

As shown in Table 4.8, the general points of view the respondents had in their perception was that price, brand, quality, packaging, advertising, attractiveness of a celebrity endorser and trustworthiness of a celebrity endorser are all of very high importance to influence them to make a decision to purchase makeup. The average is equal to 4.51. When considering each factor, the researchers found that price and brand factors had the highest mean score, equal to 4.76, followed by quality for 4.60. Other aspects also had a very high importance level. Attractiveness of a celebrity endorser and trustworthiness of a celebrity endorser were both in very high level of importance, with means of 4.48 and 4.38 respectively

**Table 4.9: Mean Standard Deviation (SD) and level of important towards price factor.**

<b>Price</b>	<b>Mean</b>	<b>S.D.</b>	<b>Level of importance</b>
1) I will buy a makeup product if I think the product has a reasonable price when compared to quality.	4.83	.376	Very High
2) I will buy a makeup product if I think the product has a reasonable price when compared to quantity.	4.75	.434	Very High
3) Lower price than other brands will influence my purchasing decision.	4.71	.454	Very High
Total	4.76	.318	Very High

Descriptive statistics was used to calculate the means and standard deviation for three elements of price factors that influence purchasing decisions.

As shown in Table 4.9, the results show the respondents perception towards the important level from overall price factor was very high with a mean of 4.76 and standard deviation of 0.318. (1) The respondents perceived the reasonable price with quality in the very high important level with a mean of 4.83 and stand deviation of 0.376. (2) The reasonable perceived price with quantity was also in the very high important level with a mean of 4.75 and stand deviation of 0.434. (3) A lower price compared to other brands influenced their purchasing decision with a mean of 4.71 and standard deviation of (0.454).

**Table 4.10: Mean Standard Deviation (SD) and level of importance towards brand factor.**

<b>Brand</b>	<b>Mean</b>	<b>S.D.</b>	<b>Level of importance</b>
4) I will continue to buy Etude (or my other favourite brands) even if there was an increase in the price of around 5-10%.	4.83	.376	Very High
5) Using well-known makeup products makes me feel rewarding.	4.70	.459	Very High
6) I will buy the branded makeup and will not buy unbranded makeup.	4.81	.393	Very High
7) When I think to make a purchase of makeup “I will choose the brand that I have already heard of or only the brand I know.”	4.69	.463	Very High
Total	4.76	.246	Very High

Descriptive statistics was used to calculate the means and standard deviation for four elements of brand factors that influence purchasing decisions.

As shown in Table 4.10, in conclusion, the respondents’ perception towards the important level from overall of brands is in the very high level of importance with the average mean of 4.76 and standard deviation of 0.246. (4) The respondents will continue to buy their favourite brands even if the price is increased by around 5-10% with a mean of 4.83 and standard deviation of 0.376. (5) The respondents think that using well-known makeup makes them feel rewarded with a mean of 4.70 and

standard deviation of 0.459. (6) The respondents will buy the branded makeup product and will not buy any non-branded makeup with a mean of 4.8 and standard deviation of 0.393. (7) When the respondents think of making a purchase, they will choose the brand that they have already heard of or the brand they know of, has a mean of 4.69 and standard deviation of 0.463.

**Table 4.11: Mean Standard Deviation (SD) and level of importance towards quality factor.**

Quality	Mean	S.D.	Level of importance
8) I am happy to buy a more expensive product if it is better quality and lasts longer than a cheaper one.	4.56	.497	Very High
9) I am willing to pay for the expensive makeup if it is superior.	4.63	.483	Very High
10) I try on a sample before buying any makeup.	4.62	.486	Very High
11) When choosing a face powder, I always think about my skin type as well as skin tone	4.59	.492	Very High
Total	4.60	.319	Very High

Descriptive statistics was used to calculate the means and standard deviation for four elements of quality factors that influence purchasing decisions.

As shown in Table 4.11, it could be summarized that the respondents perceived the quality in the very high important level. The mean was equal to 4.60 and standard deviation was equal to 0.319.

(8) The respondents were happy to buy a more expensive product if it is better quality and lasts longer than a cheaper one with a mean of 4.56 and standard deviation of 0.497. (9) The respondents were willing to pay for the expensive makeup if it is superior with a mean of 4.63 and standard deviation of 0.483.

(10) The respondents try on a sample before buying any makeup with a mean 4.62 and standard deviation of 0.486. (11) When choosing face powder, the respondents always think about their skin type as well as skin tone, with mean of 4.59 and standard deviation of 0.492.

**Table 4.12: Mean, Standard Deviation (SD) and level of importance towards packaging factors**

<b>Packaging</b>	<b>Means</b>	<b>S.D.</b>	<b>Level of importance</b>
12) The nicely designed packaging can influence me to buy the makeup product.	4.63	.483	Very High
13) I am willing to pay a high price to get cosmetic product with impressive packaging.	4.04	.196	High
14) I would consider switching brand based on packaging alone.	4.11	.313	High
Total	4.34	.237	Very High

Descriptive statistics was used to calculate the means and standard deviation for three elements of packaging factors that influence purchasing decisions.

As shown in Table 4.12 above, (12). the nicely designed packaging can influence the respondents to buy the makeup product with a mean of 4.63 and



standard deviation of 0.483. This was rated with a very high importance level. (13) The respondents are willing to pay a high price to get cosmetic products with impressive packaging with a mean of 4.04 and standard deviation of 0.196. That also was rated in the high importance level. (14) The respondents would consider switching brand based on packaging alone, with a mean of 4.11 and stand deviation of 0.313. That was rated in a high importance level. In conclusion, packaging factors concern was averagely rated in the very high importance level, the average was equal to 4.34 with standard deviation of 0.237.

**Table 4.13: Mean, Standard Deviation (SD) and level of importance toward advertising factor**

<b>Advertising</b>	<b>Mean</b>	<b>S.D.</b>	<b>Level of importance</b>
15) When I see beauty advertising on TV or in magazines, I feel tempted to see the actual items.	4.26	.439	Very High
16) Attractive advertising encourages me to buy newly launched products.	4.24	.428	Very High
17) I usually buy makeup because of the advertisements with a celebrity and a famous actress.	4.22	.415	Very High
Total	4.24	.324	Very High

Descriptive statistics was used to calculate the means and standard deviation for three elements of advertising factors that influence purchasing decisions.

As shown in Table 4.13 above, (15) when respondents see beauty in advertising on TV or in magazines, they feel tempted to see the actual items with a

mean of 4.26 and standard deviation of 0.439. (16) Attractive advertising encourages the respondents to buy newly launched products, with a mean of 4.24 and standard deviation of 0.428. (17) The respondents usually buy makeup products because of the advertisements with a celebrity and a famous actress, with a mean of 4.22 and standard deviation of 0.415. In conclusion, the respondents had the positive perception of advertising when making purchasing decisions towards makeup. The average was equal to 4.24 with the standard deviation of 0.324 and all sections were rated in the very high importance level.

**Table 4.14: Mean Standard Deviation (SD) and level of importance towards attractiveness of a celebrity endorser factor.**

Attractiveness of celebrity endorser	Mean	S.D.	Level of importance
18) I feel that I may have the same character as K-Pop after using makeup that is endorsed by K-Pop.	4.49	.501	Very High
19) I feel that using Mistine makeup may make me as stunning as Aum (Pacharapa)	4.42	.494	Very High
20) I saw Gwen Stefani in L'Oreal advert for lip colour, so I bought their lipstick because I would like to emulate her style.	4.53	.550	Very High
Total	4.48	.329	Very High

Descriptive statistics was used to calculate the means and standard deviation for three elements of attractiveness of a celebrity endorser factors that influence purchasing decisions.

As shown in Table 4.14, (18) the respondents felt that they may have the same character as K-Pop after using makeup that is endorsed by K-Pop, with a mean of 4.49 and standard deviation of 0.501. (19) The respondents felt that using Mistine makeup may make them as stunning as Aum Patcharapa who is Mistine's brand ambassador, with mean of 4.42 and standard deviation of 0.494. (20) When the respondents see Gwen Stefani in the adverts of lip colour, they decide to buy lipstick because they would like to emulate her style, with a mean of 4.53 and stand deviation of 0.550. In conclusion, the respondents had the perception that the attractiveness of a celebrity endorser was of very high importance on purchasing decisions made towards makeup, with a mean of 4.48 and standard deviation of 0.329.

**Table 4.15: Mean Standard Deviation and (SD) level of importance towards Trustworthiness of a celebrity endorser factor.**

<b>Trustworthiness of a celebrity endorser</b>	<b>Mean</b>	<b>S.D.</b>	<b>Level of importance</b>
21) I would like to buy hot cosmetic items that a reliable makeup artist (Momay Pa Plearn) recommends.	4.20	.401	Very High
22) I think wearing makeup that is a celebrity–endorsed makeup would give me social approval and make a good impression on others.	4.42	.494	Very High
23) I sought the advice of a reliable makeup artist regarding to which brand of makeup to buy	4.53	.500	Very High
Total	4.38	.371	Very High

Descriptive statistics was used to calculate the means and standard deviation for three elements of trustworthiness of a celebrity endorser factors that influence purchasing decisions.

As shown in Table 4.15, (21) the respondents would like to buy hot cosmetic items that a reliable makeup artist (Mah Onnapa & Momay Pa Plearn) recommends with a mean of 4.20 and standard deviation of 0.401. (22) The respondents think wearing makeup that is celebrity endorsed would give them social approval and make a good impression on others, with a mean of 4.42 and standard deviation of 0.494. (23) The respondents sought the advice of a reliable makeup artist regarding which brand of makeup to buy, with a mean of 4.53 and standard deviation of 0.500. In conclusion, the respondents had the perception that the trustworthiness of a celebrity endorser was of very high importance towards purchasing decisions of makeup. The average was equal to 4.38 and standard deviation was 0.371.

#### **Part IV: Decision Making**

**Table 4.16: Mean, Standard Deviation (SD) and level of importance towards purchasing decision**

<b>Decision making</b>	<b>Mean</b>	<b>S.D.</b>	<b>Level of importance</b>
1) I always explore myself when I should wear makeup and which makeup that I have to wear.	4.59	0.492	Very High
2) I realize and understand that not wearing any makeup can influence social approval.	4.31	0.463	Very High
3) I always search and gather product information that I am interested in before making a purchase. Such as information about the benefits of product, price range, attractiveness of advertising etc.	4.19	0.393	High

( Continued)

**Table 4.16: ( Continued) Mean, Standard Deviation (SD) and level of importance towards purchasing decision**

4) I always search information to be aware of new cosmetic and cosmetics trends and other information related to cosmetic products.	4.1	0.3	High
5) I always gather information regarding each brand to evaluate which one is the best before making a decision to buy.	4.16	0.367	High
6) I always compare the quality of each makeup product in order to get the best suitable product for myself.	4.57	0.496	Very High
7) I will choose to buy a makeup brand that was evaluated that it's the best one for me.	4.15	0.358	High
8) I will buy and use makeup immediately after the purchasing decision process is finished.	4.12	0.325	High
9) I will continue to buy the same brand if the results of using makeup meet my expectations.	4.2	0.401	High
10) If I feel satisfied with the quality of product that I buy, I will consider buying other items in this brand continuously.	4.56	0.497	Very High
Total	4.3	0.259	Very High

As shown in Table 4.16, it could be concluded that the decision making is in the very high importance level. The average is equal to 4.30.

The majority of the respondents always explore themselves when they should wear makeup and which makeup that they have to wear is in a very high importance level with a mean of 4.59 with a standard deviation of 0.492.

The second, the respondents always compare the quality of each makeup in order to get the best suitable product for themselves with a mean of 4.57 and standard deviation of 0.496. This was rated in the high importance level.

The third, if the respondents feel satisfied with the quality of the product, they will consider buying other items in this brand continuously. It was rated in the very high importance level with a mean of 4.56 and standard deviation of 0.497.

The fourth, the respondents realized and understood that not wearing any makeup can influence social approval. It was rated in a very high importance level with a mean of 4.31 and standard deviation of 0.463.

The fifth, the respondents will continue to buy the same brand if the results of using makeup meet their expectations. It was rated in the high importance level with a mean of 4.20 and standard deviation of 0.401.

The sixth, the respondents always search and gather product information that they are interested in before making a purchase, such as information about the benefit of product, price range, attractiveness of advertising etc. It was rated in the high importance level with a mean of 4.19 and standard deviation of 0.393.

The seventh, the respondents always gather information regarding each brand to evaluate which is the best one before making a decision to buy. It was rated in the high importance level with a mean of 4.16 and standard deviation of 0.367.

The eighth, the respondents will choose to buy a makeup brand that was evaluated that it's the best one for them. It was rated in the high importance level with a mean of 4.15 and standard deviation of 0.35.

The ninth, the respondents will buy and use makeup immediately after the purchasing decision process is finished. It was rated in the high importance level with a mean of 4.12 and standard deviation of 0.325.

The tenth, the respondents always search information to be aware of new cosmetic and cosmetics trends and other information related to cosmetic products. It was rated in the high importance level with a mean of 4.10 and standard deviation of 0.30.

## Part V: Hypotheses testing

The regression was applied to examine the predictive relationship between independent variables consisting of price, brand, quality, packaging, and advertising, attractiveness of a celebrity endorser and trustworthiness of a celebrity endorser influencing consumers purchasing decision. The results of a multiple regression analysis were used to evaluate the strength of the proposed relationship.

**Table 4.17:** Multiple regression result

Dependent variables: purchasing decision toward makeup product of female mathayom teenagers.	B	Standard Error	$\beta$	t	p-value
( Constant )	1.285	0.345		3.721	0
$R^2 = .545$ , Adjusted $R^2 = .537$ , $F = 67.063$ , p-value = .000, Durbin-Watson = 1.655					

Statistical significance  $\alpha = 0.05$

As table 4.17, Based on statistically significant with 95% confidence, the regression was statistically significant ( $F = 67.063$ , p-value = .000). The independent variables (of price, brand, quality, packaging, and advertising, attractiveness of a celebrity endorser and trustworthiness of a celebrity endorser) impacted on dependent variables. In other words, these independent variables can predict the value of dependent variables on consumer's purchase decision towards makeup products of female mathayom teenagers.

**Table 4.18:** Multiple regression result of Price factor

H1o: There is no relationship between price and purchase makeup products.

Dependent variables: purchasing decision toward makeup product of female mathayom teenagers.	B	Standard Error	$\beta$	t	p-value
( Constant )	1.285	0.345		3.72	0
Price	-0.149	0.04	-0.182	-3.67	.000*

Statistical significance  $\alpha = 0.05$

As the table 4.18 which were calculated to 53.7 % (Adjusted R<sup>2</sup> = .537).

The result showed that price (p-value = .000), means that price factor has some significance on the purchasing decisions made towards makeup.

**Table 4.19 :** Multiple regression result of Brand factor

H2o: there is no relationship between brand and purchase makeup.

Dependent variables: purchasing decision toward makeup product of female mathayom teenagers.	B	Standard Error	$\beta$	t	p-value
( Constant )	1.285	0.345		3.72	0
Brand	0.089	0.044	0.084	2.03	.043*

Statistical significance  $\alpha = 0.05$



As the table 4.19 which were calculated to 53.7 % (Adjusted R2 = .537).

The result showed that brand (p-value = .043\*), means that this factor has some significance on the purchasing decisions made towards makeup.

**Table 4.20 :** Multiple regression result of Quality factor

H3o: there is no relationship between quality and purchase makeup products.

Dependent variables: purchasing decision toward makeup product of female mathayom teenagers.	B	Standard Error	$\beta$	t	p-value
( Constant )	1.285	0.345		3.72	0
Quality	0.088	0.051	0.108	1.73	0.084

Statistical significance  $\alpha = 0.05$

As the table 4.20 which were calculated to 53.7 % (Adjusted R2 = .537).

The result showed that quality (p-value = 0.084), means that this factor has no significance on the purchasing decisions made towards makeup.

**Table 4.21 :** Multiple regression result of Packaging factor

H4o: There is no relationship between packaging and purchase makeup products of female teenagers.

Dependent variables: purchasing decision toward makeup product of female mathayom teenagers.	B	Standard Error	$\beta$	t	p-value
( Constant )	1.285	0.345		3.72	0
Packaging	-0.004	0.057	0.004	0.07	0.942

Statistical significance  $\alpha = 0.05$

As the table 4.21 which were calculated to 53.7 % (Adjusted R2 = .537).

The result showed that packaging (p-value = 0.942), means that this factor has no significance on the purchasing decisions made towards makeup.

**Table 4.22:** Multiple regression result of Advertising factor

H5o: There is no relationship between advertising and purchase makeup products of female teenagers.

Dependent variables: purchasing decision toward makeup product of female mathayom teenagers.	B	Standard Error	$\beta$	t	p-value
( Constant )	1.285	0.345		3.72	0
Advertising	0.296	0.032	0.37	9.19	.000*

Statistical significance  $\alpha = 0.05$

As the table 4.22 which were calculated to 53.7 % (Adjusted R<sup>2</sup> = .537).

The result showed that advertising (p-value = 0.000\*), means that this factor has no significance on the purchasing decisions made towards makeup.

**Table 4.23:** Multiple regression result of Attractiveness of a celebrity endorser

H6o: There is no relationship between attractiveness of a celebrity endorser and purchase makeup products of females teenagers.

Dependent variables: purchasing decision toward makeup product of	B	Standard Error	$\beta$	t	p-value
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female mathayom teenagers.					
( Constant )	1.285	0.345		3.72	0
Attractiveness of a celebrity endorser	0.38	0.038	0.483	9.89	<b>.000*</b>

Statistical significance  $\alpha = 0.05$

As the table 4.23 which were calculated to 53.7 % (Adjusted R<sup>2</sup> = .537).

The result showed that attractive of celebrity endorser (p-value = 0.000\*), means that this factor have some significance on the purchasing decisions made towards makeup.

**Table 4.24** : Multiple regression result of Trustworthiness of a celebrity endorser

H7o: There is no relationship between Trustworthiness of a celebrity endorser and purchase makeup products of female teenagers.

Dependent variables: purchasing decision toward makeup product of female mathayom teenagers.	B	Standard Error	$\beta$	t	p-value
( Constant )	1.285	0.345		3.72	0
Trustworthiness of a celebrity endorser	-0.011	0.037	-0.016	-0.3	0.762

Statistical significance  $\alpha = 0.05$

As the table 4.24 which were calculated to 53.7 % (Adjusted R<sup>2</sup> = .537).

The result showed that trustworthiness of celebrity endorser (p-value = 0.762),

means that this factor has no significance on the purchasing decisions made towards makeup.

In conclusion, the price factor had a significant negative value on the purchasing decisions that are made towards makeup by female mathayom teenagers ( $\beta = -.182$ ), while the brand factor had a significant positive value on the purchasing decisions made towards makeup by female mathayom teenagers ( $\beta = .084$ ). Advertising had a significant positive impact on the purchasing decisions made towards makeup products by female mathayom teenagers ( $\beta = .370$ ) and the attractiveness of a celebrity endorser also had a significant positive value on the purchasing decisions that are made towards makeup by female mathayom teenagers ( $\beta = .483$ )

## **CHAPTER 5**

### **CONCLUSIONS AND RECOMMENDATIONS**

As the results of factors that influence the purchasing decision towards makeup products by female mathayom students in Bangkok, this chapter includes four sections.

#### **5.1 Conclusions**

#### **5.2 Limitations**

#### **5.3 Recommendations**

#### **5.4 Suggestions for Further Study**

## 5.1 Conclusions

The purpose of this study was to study the factors that influence the purchasing decisions made towards makeup products by female mathayom students in Bangkok, in order to find determined factors that impact on the consumer's purchasing decisions. The conceptual framework of the study included the factors that relate product attributes and two types of celebrity endorsers.

The study was undertaken using a questionnaire as a tool. Four hundred and three respondents were female mathayom students in Bangkok, who were aged between 12–17 years old. The study used a simple random sampling group data which was statistically delineated through frequency and percentage. The mean and multiple regressions were used to test various hypotheses.

According to the result, in the first part, the sampling group was mathayom female students in Bangkok. The respondents were all 12–17 years old. Most of the respondents had an average income between 3001–5000 Baht per month. Poll (2012) stated that purchasing power of teenagers today is stronger than in the past. It can be shown that teenagers have greater influence over purchases than in the past whether they pay for the item or not. The first popular makeup for the respondents was powder, followed by lipstick/lip gloss and the third was BB cream. The most preferred brand of makeup was Mistine, followed by Maybelline and Oriental Princess respectively. The respondents usually buy makeup every 3 months and the television was the major influential source of information because the TV can be easily accessed. In addition, the TV can display both images and sound which creates the consumer's perception and motivation. This was followed by the internet, social media such as Facebook, Instagram and even Twitter.

In the third part, the study result of the important level on all factors (price, brand, quality, packaging, advertising, attractiveness of a celebrity endorser and trustworthiness of a celebrity endorser ) toward purchasing decision of makeup cosmetic products are discussed. The result showed all factors are on very high importance level.

Similar research of Euro RSCG Worldwide PR (2012) stated that teenagers feel more important and substantial when wearing a brand that is popular. This study showed that when the respondents make a cosmetic purchase they prefer brands that are qualified as good quality and if there are two brands with the same value under the same price. Almost all consumers tend to choose well-known brands and more recognized brands because they trust in high-end brands. They also feel that using well-known brands conveys onto others a sense of their own taste, coolness or affluence. Price is one of most important factors for female teenagers on their buying decisions because they think that makeup of high prices will always be of better value. According Euro RSCG Worldwide PR (2012) showed that teenagers will not compromise on brand rather than money; however, they will wait until they find their brand at their acceptable price limit within their own budget.

According to the hypothesis testing, the regression was applied to examine the predictive relationship between independent variables consisting of price, brand, quality, packaging, and advertising, attractiveness of a celebrity endorser and trustworthiness of a celebrity endorser influencing consumers purchasing decision. The result showed that the factors of price, brand, advertising and attractiveness of a celebrity endorser have some significance on purchase decision toward make up at 95% confidence level.

## **5.2 Limitation**

In this study, the data was collected in Bangkok and the respondents were mathayom teenagers aged between 12–17 years. The questionnaires were collected only during the weekend between 10.00am–5.00pm from 5 January 2013 to 28 February 2013 at two shopping centers. Data was collected at Siam Center and Siam Square simply because these places are very popular for teenagers. The purchasing decisions made by teenagers in other provinces may or may not be able to be explained by this specific research, as it was based entirely in Bangkok.

### **5.3 Recommendations**

The researcher has recommendations as detailed here:

1. From the results of this research, it became apparent that price and brand are important factors that influence purchasing decisions made towards make up products. Therefore, cosmetic companies should focus on these two aspects and have to set the proper pricing and branding strategies to attract female teenagers and enhance them to focus on the products.

2. The cosmetic companies should conduct interviews with a female teenagers group who currently use the makeup, in order to determine what they need or require. After understanding this, the company can use the information they gather to develop the right products for customers and develop marketing strategies to be more efficient and effective.

3. According to this research, since the findings indicated that attractiveness of a celebrity endorser has a strong significance towards purchasing decisions of makeup products; hence, the cosmetic company should promote their makeup by using a well-known presenter and need to be cautious about whom to choose to endorse their products.

4. Since the finding indicates that advertising has a significant influence on purchasing decisions, then the marketing teams should get close to them by taking advantage from technology so the marketer should find the channel to attract female teenagers' attention, such as using social network, the internet , Facebook as well as IG.

5. According to this research, the survey showed that the respondents rated packaging at a very high importance level. It can be summarized that the packaging design can lead teenagers to buy makeup because teenage girls have a positive feeling towards their beauty. To reach a female teenager group, the marketer should make product packaging attractive and appealing to attract the female teenagers group. For instance: colourful packaging with beautiful floral and vintage or retro background patterns. The cosmetic companies should conduct the surveys of the consumer's



attitudes towards the pattern of packing to be used as guidelines to design the suitable package to meet the customer's demand.

#### **5.4 Suggestions for Further Study**

The researcher has suggestions for further study as follows:

1. For future study, the research should use interviews to study the important factors that impact on the improvement and the development of cosmetic products. In this study, the cosmetic company can use the information to create characteristics of the brand and make it distinctive and unique.

2. In this study, the researcher focused in the Bangkok city area. Therefore, other areas such as the more rural upcountry provinces should also be studied because the level of important factors may be different on purchasing decisions made towards makeup in other locations, outside of the capital city.

3. For future study, the research should be conducted in another segment of the cosmetic market in order for the researcher to be able to compare the results and bring knowledge for further development.

4. In this study, because of certain limitations of the study it meant that some factors, such as friends, parents and family relatives, were not considered in this research. Perhaps, for future study, researchers could test if these factors have any significance on female mathayom teenagers' decision on purchasing cosmetic products.

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## APPENDIX A: QUESTIONNAIRE

**Thesis Title:** Factors Influencing Purchasing Decision Towards Makeup Cosmetic Products of Female Mathayom Teenagers in Bangkok.

**Objective:** I am a graduate student in the Master of Business Administration (MBA) program at Stamford International University, Bangkok campus. I am conducting research on factors affecting purchasing decisions towards makeup products by female mathayom students. I would like to ask for your cooperation in answering the questionnaire that would take no more than 30 minutes. All data gathered during this study will remain confidential, so your name will not be made public under any circumstances. The Research Committee of the Graduate School has approved this project. If you wish, you may request a copy of the summary of the research findings from this study from the researcher.

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**Part 1** Please mark a tick ✓ into ( ) which is right for your answers.

1. Are you a mathayom student?

( ) Yes ( ) No

2. Are you between 12–17 year old?

( ) Yes ( ) No

3. Average Monthly Income

( ) Lower than 3000 Baht / Month ( ) 3001–5,000 Baht/Month

( ) 5,001–8,000 Baht / Month ( ) 8,001–10,000 Baht/Month

( ) Over 10,000 Baht / Month



**Part 2: Consumer behaviour of buying makeup cosmetic products.**

1. What makeup products do you “really” need and have to buy?

- |  |  |
|--|--|
| <input type="checkbox"/> Powder                      | <input type="checkbox"/> BB Cream (Blemish Balm Cream) |
| <input type="checkbox"/> Lipstick / Lip gloss        | <input type="checkbox"/> Eye shadow                    |
| <input type="checkbox"/> Mascara                     | <input type="checkbox"/> Eye liner                     |
| <input type="checkbox"/> Makeup Brushes              |  |
| <input type="checkbox"/> Other, please specify ..... |  |

2. What brands of MAKE UP cosmetic do you buy at the present?

(You can select more than one answer)

- |  |   |
|--|---|
| <input type="checkbox"/> Mac               | <input type="checkbox"/> the Body Shop              |
| <input type="checkbox"/> Dior              | <input type="checkbox"/> Lancôme                    |
| <input type="checkbox"/> Estée Lauder      | <input type="checkbox"/> Shiseido                   |
| <input type="checkbox"/> Bobbi Brown       | <input type="checkbox"/> Skin food                  |
| <input type="checkbox"/> Etude             | <input type="checkbox"/> Mistine                    |
| <input type="checkbox"/> Cute press        | <input type="checkbox"/> Avon                       |
| <input type="checkbox"/> Oriental princess | <input type="checkbox"/> Maybelline                 |
| <input type="checkbox"/> L’Oreal           | <input type="checkbox"/> Other, please specify..... |

3. How often do you buy makeup products?

- |   |   |
|---|---|
| <input type="checkbox"/> More than once a month | <input type="checkbox"/> Every month                  |
| <input type="checkbox"/> Every 2 months         | <input type="checkbox"/> Every 3 months               |
| <input type="checkbox"/> Every 4 months         | <input type="checkbox"/> Every 5 months               |
| <input type="checkbox"/> Every 6 months         | <input type="checkbox"/> Less than once over 6 months |

4. Which source of information has most influence on your buying decision towards makeup products?

( ) TV

( ) Radio

( ) Newspaper

( ) Internet

( ) Direct mail

( ) Magazine

( ) Other (please specify) .....

### **Part 3**

What are your opinions towards product attributes (price, brand, quality, and packaging), advertising, attractiveness of a celebrity endorser, trustworthiness of a celebrity in making decisions to buy a makeup product?

Please mark ✓ your answer in brackets.

<b>Price</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
	-1	-2	-3	-4	-5
1. I will buy a makeup product if I think the product has a reasonable price when compared to quality.					
2. I will buy a makeup product if I think the product has a reasonable price when compared to quantity.					
3. Lower price than other brands influence my purchasing decision.					
4. I will continue to buy my favorite brands even if there is an increase in					

the price by about 5-10 %.					
<b>Brand</b>	Strongly Disagree  -1	Disagree  -2	Neutral  -3	Agree  -4	Strongly Agree  -5
5. Using well-known makeup products makes me feel rewarding.					
6. I will buy the branded makeup product and will not buy unbranded makeup.					
7. When I think about purchasing makeup product " I will choose the brand that I have already heard of or only the brand I know "					
<b>Quality</b>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	-1	-2	-3	-4	-5
8. I am happy to buy a more expensive product if it is better quality and lasts longer than a cheaper one.					
9. I am willing to pay for the					

expensive makeup if it is superior.					
10. I try on a sample before buying any makeup.					
11. When choosing a face powder, I always think about my skin type as well as skin tone.					
<b>Packaging</b>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	-1	-2	-3	-4	-5
12. The nicely designed packaging can influence me to buy the makeup product.					
13. I am willing to a pay high price to get a cosmetic product with impressive packaging.					
14. I would consider switching the brand based on packaging alone.					
<b>Advertising</b>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	-1	-2	-3	-4	-5
15. When I see beauty advertising on TV or in magazines, I feel					

tempted to see the actual items.					
16. Attractive advertising encourages me to buy newly launched products.					
17. I usually buy makeup because of the advertisement with a celebrity and famous actress.					
<b>Attractive of celebrity endorser</b>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	-1	-2	-3	-4	-5
18. I feel that I may have the same character as K-Pop after using makeup that is endorsed by K-Pop.					
19. I feel that using Mistine makeup may make me as stunning as Aum (Pacharapa) (Mistine's Brand ambassador)					
20. I saw Gwen Stefani in L'Oreal advert for lip colour, so I bought their lipstick because I would like to emulate her style.					
<b>Trustworthiness of celebrity endorser</b>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

	-1	-2	-3	-4	-5
21.I think wearing makeup that is celebrity–endorsed makeup would give me social approval and make a good impression on others.					
22.I would like to buy hot cosmetic items that a reliable makeup artist (Mah Onnapa & Momay Pa Plearn) recommends.					
23. I sought the advice of a reliable makeup artist regarding which brand of makeup to buy.					

#### Part 4: Decision Making

Please mark ✓ your answer in the brackets.

<b>Desition making</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
	-1	-2	-3	-4	-5
1. I always explore myself when I should wear makeup and which make up that I have to wear.					
2. I realize and understand that not wearing any makeup can influence social approval.					
3. I always search and gather product information that I am interested in before making a purchase.					
4.I always search information to be aware of new cosmetic and cosmetic trends and other information related to cosmetic products					
5. I always gather information regarding each brand to evaluate which one is the best before making a decision to buy.					

6. I always compare the quality of each makeup product in order to get the best suitable product for myself.					
7. I will choose to buy a makeup brand that was evaluated that it's the best one for me.					
8. I will buy and use makeup immediately after the purchasing decision process is finished.					
9. I will continue to buy the same brand if the results of using makeup meet my expectations.					
10. If I feel satisfied with the quality of the product that I buy, I will consider buying other items in this brand continuously.					

Part 5: Additional comment

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Thank you for your participation



## **AUTOBIOGRAPHICAL**

**NAME** : Ms. Niputta Youngwipuk

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**EDUCATION** :

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2005	Kasetsart University	Faculty of Agriculture B.S. (Home Economics)
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