# A STUDY ON MARKETING AND DEMOGRAPHIC FACTORS INFLUENCING THE PURCHASE BEHAVIOR OF WORKING WOMEN IN CENTRAL BUSINESS DISTRICT OF BANGKOK FOR IMPORTED ORGANIC SKIN CARE PRODUCTS FROM THE USA



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# The Research has been approved by Stamford International University The Graduate School

**Title:** A Study on Marketing and Demographic Factors Influencing the

Purchase Behavior of working women in Central Business district of

Bangkok for Imported Organic skin Care Products From the USA

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#### **Abstract**

The objective of this study are 1)To understand the marketing factors influencing the purchase behavior 2)To understand how the demography 3) To identify which marketing factor has the highest significant influence on the purchase behavior of working women in Central Business district of Bangkok for imported organic skin care products from the USA.

Questionnaire was used for data collection. Statistical analysis is involved frequency, percentage, mean, standard deviation, independent t-test, ANOVA, and multiple regressions. A sample of 400 respondents that specific only woman in Central business district area

The result shown that majority of the respondents' age between 31 – 40 years old, income are between 20,001-30,000 baht per month, the status of respondents are single, the respondents education were Bachelor's degree, and the working area of respondents are working in Pathumwan area. The marketing mix influencing the purchasing the organic skin care products from the USA found that promotion is the highest average level followed by price, product, and place respectively. The factors that influencing the purchase behavior of working women, most of respondent ever use organic skin care before and they always use the same brand that they ever used. They use organic skin care product brand of Origins, the factors to buy organic skin care product was believe in brand, the person who is the most influence to buy product are family, the skin care product that they always use is organic shampoo.

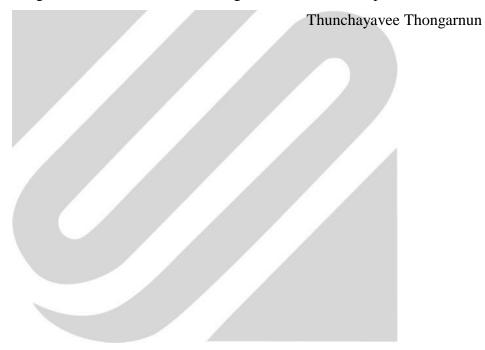
**Keyword:** Organic Skin Care, USA Product, Purchase Behavior, Central Business District.

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# CONTENTS

	Page
ABSTRACT	i
ACKNOWLEDGEMENT	ii
CONTENTS	iii
LIST OF TABLES	v
LIST OF FIGURES	viii
CHAPTER 1 INTRODUCTION	
1.1 Introduction of the Study	1
1.2 Objective of the Study	3
1.3 Scope of the Study	4
1.4 Research Question	4
1.5 Statement of the Problem	5
1.6 Organization of the Report	5
1.7 Conceptual Framework	5
1.8 Hypotheses	6
1.9 Significant of Study	7
1.10 Definition of Term	8
CHAPTER 2 LITERATURE REVIEWS	
2.1 Organic Skincare	10
2.2 Marketing Mix	15
2.3 Purchase Behavior Theory	21
2.4 Theory of Variables	27
2.5 Previous Research	28
CHAPTER 3 RESEARCH METHODOLOGY	
3.1 Sample and population	31
3.2 Research Methodology	32
3.3 Data Collection	35

# **CONTENTS** (Cont.)

	Page
3.4 Data Analysis	36
3.5 Reliability	37
3.6 Validity	37
CHAPTER 4 RESEARCH FINDING	
4.1 Demographic of the respondents	40
4.2 The factors toward the marketing mix of purchasing organic skin care	
products	
4.3 The factors that influence the purchase behavior	
4.4 Hypothesis result	51
CHAPTER 5 SUMMARY, CONCLUSION & RECOMMENDATION	
5.1 Conclusion	63
5.2 Discussion	66
5.3 Recommendation	
5.4 Further Study	68
REFERENCE	70
APPENDICES	
Appendix A Survey Questionnaire (English)	75
Appendix B Survey Questionnaire (Thai)	
Appendix C Reliability Test Result	
Appendix D Item – Objective Congruence	
Appendix E List of Experts	
RIRIOGRAPHV	98

# LIST OF TABLES

Page
Table 2.1 Global Beauty Retail Sales by Product Category (1998 and 2010)
Table 4.1 Demographic factors of correspondent following by Gender40
Table 4.2 Demographic factors of correspondent following by Age         41
Table 4.3 Demographic factors of correspondent following by Income per month41
Table 4.4 Demographic factors of correspondent following by Marital status
Table 4.5 Demographic factors of correspondent following by Education
Table 4.6 Demographic factors of correspondent following by Working area
Table 4.7 Mean and standard Deviation of marketing mix influencing the purchasing
the organic skin care products from the USA43
Table 4.8 Mean and standard Deviation of marketing mix influencing the purchasing
the organic skin care products from the USA by product43
Table 4.9 Mean and standard Deviation of marketing mix influencing the purchasing
the organic skin care products from the USA by price45
Table 4.10 Mean and standard Deviation of marketing mix influencing the purchasing
the organic skin care products from the USA by place45
Table 4.11 Mean and standard Deviation of marketing mix influencing the purchasing
the organic skin care products from the USA by promotion47
Table 4.12 The analysis of factors that influencing the purchase behavior of working
women in Central Business district of Bangkok by using organic skin care
Table 4.13 The analysis of factors that influencing the purchase behavior of working
women in Central Business district of Bangkok by using same brand 48
<b>Table 4.14</b> The analysis of factors that influencing the purchase behavior of working
women in Central Business district of Bangkok by brand loyalty48
<b>Table 4.15</b> The analysis of factors that influencing the purchase behavior of working
women in Central Business district of Bangkok by reason to buy organic
skin care49
Table 4.16 The analysis of factors that influencing the purchase behavior of working
women in Central Business district of Bangkok by influencing person to
buy product50

# **LIST OF TABLES (Cont.)**

P	age
<b>Table 4.17</b> The analysis of factors that influencing the purchase behavior of working	ng
women in Central Business district of Bangkok by type of product	50
Table 4.18 Independent t-Test for Hypothesis 1a	51
Table 4.19 One-way ANOVA for Hypothesis 1b	52
Table 4.20 One-way ANOVA for Hypothesis 1c	52
Table 4.21 One-way ANOVA for Hypothesis 1d	53
Table 4.22 One-way ANOVA for Hypothesis 1e	54
Table 4.23 One-way ANOVA for Hypothesis 1f	54
Table 4.24 Analysis of marketing factor for hypothesis 2a	55
Table 4.25 Coefficient of Regression and Beta Coefficient of product	55
Table 4.26 Multiple coefficient of determination of product	56
Table 4.27 Analysis of marketing factor for hypothesis 2b	56
Table 4.28 Coefficient of Regression and Beta Coefficient of price	57
Table 4.29 Multiple coefficient of determination of price	
Table 4.30 Analysis of marketing factor for hypothesis 2c	57
Table 4.31 Coefficient of Regression and Beta Coefficient of place	58
Table 4.32 Multiple coefficient of determination of place	
Table 4.33 Analysis of marketing factor for hypothesis 2d	
Table 4.34 Coefficient of Regression and Beta Coefficient of promotion	
Table 4.35 Multiple coefficient of determination of promotion	59
Table 4.36 Summarize all hypothesizes testing	60

# LIST OF FIGURES

	Page
Figure 1.1 Conceptual Framework	6
Figure 2.1 Show the Cosmetics market size in world regions	13
Figure 2.2 Show the top 5 producer of cosmetics	14
Figure 2.3 Show the marketing mix concept	16
Figure 2.4 A model of consumer behavior	23





#### **CHAPTER 1**

#### INTRODUCTION

#### 1.1 Introduction of the Study

Due to the technology has been developed in every type of industry especially manufacture of health and beautyproducts. Skin care products are the most popular for person who wants to look after themselves with useful ingredients from naturalto their skin. These skin care products can find easily in many department stores, online shop, and even road side shop. Brand name skin care products are getting more trusting about quality and provide good ingredients. Nowadays, many people care their health and want to eat or to use everything that made from natural such as eating clean, using herbal shampoo, herbal cosmetics, and herbal skin care products.

The Thai skincare market group has been forecast the growth of skincare market that from compound annual growth rate (CAGR) of 3% from 2012to 2017, there are increasing from THB 17.5 billion at the end of 2012, that over THB 20 billion by 2017. Thai people have more attention to their health and beauty. Due to thebad environmental in Thailand. These can damage the skin and health. The skin care products are not specific use only women but there are spread to men, according to everybody attention to their beauty and want to look good. Looking good are the important factor in personal life. From this beauty demand that effect many aesthetic services open to services for person who want to change themselves or looking for their beauty such as surgery clinic, skincare clinic, and aesthetic clinic. There are two definitions that previous research gives the meaning about the useful of skincare products as follow:

Bale, S. (2004) identified that dry skin lotion should prevent harm from the elements, rejuvenate dry skin, and promote the skin's resilience. Finding good dry skin lotion should be a simple task. Find something that nourishes your skin with a healthy dose of hydration. There are many useful of all natural body lotion products that can give you the best to recover dry skin cream in a natural way. Offering ingredients that boost cell renewal, a dry skin lotion can be of great help with the skin's appearance. Skin care product can help to recovery cell skin to be delighted. The skin care treatment is booming in both the cosmetic and relaxation environments.

The customer can find these skin care treatments product that distributed and sold by dermatologists, estheticians, and beauty supply stores.

Bush (2005) stated that skin care lotion is using for skin problems such as dry skin, oily skin, and other. Skin care products are adding moisture or any good chemical care that effect to your skin and protective processes. Using a skin care lotion helps to fill out the protective layer of skin cells, which then makes your own natural oils protect your skin.

In the past, The primary sources of medical for human were plants. These medicine plants were called herb, discovered by European and the Mediterranean cultures. The word "herb", being a derivation of "herbe" and the Latin word, "herba". Herb refers to any part of any plant used for eating or being medicine with nutritional and or medicinal value (Mohamed, 2004).

Organic skincare, referred as products that are using various ingredients to the product in which one or more natural ingredients shall be called as "Organic Cosmetics". The reason of using organic those come from natural in cosmetics because less of side effects to human skin through the body with nutrients and other useful minerals. The best thing of the organic cosmetics is that it is purely made from the herbs or any ingredients that come from natural.

Many countries try to produce their organic cosmetics by their own brand with high production process. Due to the demand of organic medicines is increasing rapidly. This is the reason that the researcher attention on organic skincare especially imported from United State of America. The skincare product from USA such as L'Occitane, Origins, herbaorganics, Mercola Healthy skin USDA organic, and Miessence USDA. These brands had accepted from USDA (United State Department of Agriculture). The USDA organic certification is a food grade standard to certify that product was pure organic ingredient safety enough to use for human. This certification checked in every process that grow, handle, and process organic products. If everything pass from their standard, they will allow seller to call their products "organic" and to use the USDA seal.

In Thailand, The Food and Drug Administration has a mission to preserve and protect the public health from the consumer healthcare product that have quality and safety. The promotions of healthcare products have the correct information that is

reliable and appropriate evidence for consumer. This Administration is not specially focus on the organic product or organic ingredient but USDA focus on the organic product.

Organic skin care products are the need of beauty cosmetic that many people preferred to use. The customer are thinking of a natural skin care product, because they want to be use the product that getuseful as well as what kinds of products that theyeat. The ingredient from natural that put into skin care product, the consumers no need to have worry about the effects from chemicals. The new research from Europe and the United States found that the chemical ingredients have longeffect to human health because the rapid absorb the chemical to skin. Since the cosmetic producer know that the danger from chemical, they try to change to natural ingredients instead of chemical. Because the personal care products are need to use in daily life, such as lotions, soaps, and makeup.

Thailand can produce many organic skin care product such as herbal shampoo, herbal conditioner, herbal skin care, facial lotion, body lotion, and so on. But these product are not popular when compare with product from USA. Due to the products from USA get warrantee and get certificate that show of the high quality of ingredient. So the researcher wants to study about which factors can influence the working women to buy skin care products from USA.

# 1.2 Objective of the Study

This research wants to find the factors influencing the purchase behavior for consumer to purchase skin care products from USA. In order to have a lot of skin care products in the market, the researcher focus on the products from USA because many brands were imported from USA and these brand were famous in Thailand. So there is a need to review Thailand's customer especially working women at central businesses district in order to determine their key success factors. Therefore, the objectives of this research are:

1. To understand the marketing factors influencing the purchase behavior of working women in Central Business district of Bangkok for imported organic skin care products from the USA.

- 2. To understand how the demography of working women in Central Business district of Bangkok influences their purchase behavior of imported organic skin care products from the USA.
- 3. To identify which marketing factor has the highest significant influence on the purchase behavior of working women in Central Business district of Bangkok for imported organic skin care products from the USA.

#### 1.3 Scope of the Study

The main scope is to understand the purchase behavior and demography of working women in Central Business district of Bangkok and the marketing factors influencing their purchase decision of imported organic skin care products from the USA. From the marketing perspective this study attempt to describe the implication of marketing factors towards purchase behavior of working women.

The data collection method of this research was quantitative approach. This research was use questionnaires to answer the research questions. The study was conducted within Bangkok area as the major location of working women. Population for the study was the entire Bangkok population which will be more elaborated in the research methodology chapter of this study.

The researcher classified variables of study as follows:

- 1. Independent variables; it divides for 2 groups as demographic data, and marketing mix data.
- 2. Dependent variables; it is the various reason dimension of factors influencing the purchase behavior of working women in Central Business district of Bangkok for imported organic skin care products from the USA.

There are some limiting factors in this research project such as timing is so short. The research must be done within a semester of academic. If the time is longer, it can be surveyed in the larger group and qualitative can be done parallel.

#### **1.4 Research Questions**

The research questions regarding this topic are:

1. What is the main factor of decision making to purchase organic skin care products from the USA of working women in Central Business district of Bangkok

2. What is the purchase behavior of working women to purchase organic skin care products from the USA of working women in Central Business district of Bangkok

#### 1.5 Statement of the Problem

Consumer decision making is important and more complex. The decision making process has been more complicated if there are variety of goods, stores, shopping malls, etc, for consumer choice.

It is becoming important to study decision making together with consumer choice behavior, as the consumers were behaving so unpredictably. Thus, this study investigates factors that influence behavioral intention towards the purchase behavior of working women in Central Business district of Bangkok for imported organic skin care products from the USA. As such, this study particularly important for marketers who intend to identify segments of consumers based on their behavioral intention towards organic supplement.

#### 1.6 Organization of the Report

This research is including of five chapters. The first chapter is the introduction consisting of background of the study, statement of the problem, research Questions, scope of the study, objective of the study, significant of the study, organization of the report, conceptual framework, expected result and definition of term. The second chapter is a review of the related theories, concepts, and literature. The third chapter is the theoretical framework, definition of variable, research hypothesis, operation of independent and dependent variables, and research methodology. The fourth chapter presents the research finding and tables of the survey result and the last chapter will provide conclusion, discussion and recommendations for further research.

#### 1.7 Conceptual Framework

#### Independent Variable

#### Dependent Variable

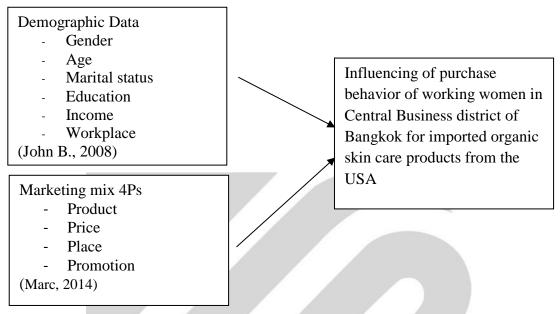


Figure 1.1 Conceptual framework

# 1.8 Hypotheses

This research used quantitative research approach to investigate the factors influencing the purchase behavior of working women in Central Business district of Bangkok for imported organic skin care products from the USA. There were two sets of factors: dependent variable and independent variable. The independent variable consists of demographic data and Marketing mix theory. The dependent variable consists of the factor influencing the purchase behavior. These variables were conducting the hypothesis as follows:

#### H1: Demographic

H1a: Demographic has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by gender.

H1b: Demographic has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by age.

H1c: Demographic has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by Income per month

H1d: Demographic has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by marital status.

H1e: Demographic has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by education.

H1f: Demographic has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by working area.

#### **H2:** Marketing Mix

H2a: The marketing mix factor has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by product.

H2b: The marketing mix factor has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by price.

H2c: The marketing mix factor has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by place.

H2d: The marketing mix factor has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by promotion.

#### 1.9 Significance of Study

Today's global business has changed the role of marketing strategy of each organization. Marketing strategy has become one of the vital roles, which could assist a company to achieve its mission and objectives effectively. With the emergence of the need of marketing activities, the need for learning purchase behavior theory.

Most modern marketers agree that the knowledge of purchasing behavior is the fundamental requirement in achieving its primary goal to satisfy consumers' needs and wants at a profit. To meet this need, this study was conducted to on Marketing factors influencing the purchase behavior of working women in Central Business district of Bangkok for imported organic skin care products from the USA. To be successful, product developers need to have a clear understanding on the key factors influencing purchasing behavior of consumer

This study also attempts to provide a better understanding of market choice, giving directions for future research, offering recommendations to the core of how organic producer should define and view their business and at the same time assist marketing managers in making policy decisions as follows:

- 1. To understand the purchase behavior and demography of working women in Central Business district of Bangkok and the marketing factors influencing their purchase decision of imported organic skin care products from the USA
  - 2. Utilization of research information and application to business in the future

#### 1.10 Definition of Terms

**Organic** are define to the ingredients that put into the product such as food or cosmetics are come from natural without using the chemicals. (Organic Standard,2013: Online)

**Organic cosmetics** are the cosmetics that put ingredients from natural without chemicals and including of harvested without using synthetic chemical compounds too. The good organic cosmetics must get certifying from the institutions that operate worldwide.

**Marketing Mix** refer to a marketing technique way to prepare for launching the new products at the right. There are call P variables that if 4Ps is using for product and 7Ps is using for services business. This marketing mix was help an organization in making strategic decision for launching new product in the right place that can increase sales..(Hawkin, D.L. &Mothersbaugh. D.L.,2010)

**Product** refer to the product or service that business provides to customer. When the company want to increase sales, they need to develop a product by consider

quality, design, features, packaging, customer service and any subsequent after-sales service. (Hawkin, D.L. &Mothersbaugh. D.L.,2010)

**Price** refer to the amount of money that customers must pay to purchase the products or using services. The price can set up by consider the material of producing, the quality of product that the company provide and need to calculate for profit that the company expect to receive. (Hawkin, D.L. &Mothersbaugh. D.L.,2010)

**Place** refer tolocation for selling products or services and method to distribution to customer. Place includes the location of the business, shop, distributors, logistics and anyway to provide product to consumers. (Hawkin, D.L. &Mothersbaugh. D.L.,2010)

**Promotion** refers to the way of communication describe the benefit of product or service to customer. This promotion will persuade the customer to purchase product by using methods such as advertising, direct marketing, personal selling and sales promotion. (Hawkin, D.L. &Mothersbaugh. D.L.,2010)

USDA refers to United State Department of Agriculture also known as the Agriculture Department, This is the U.S. federal executive department responsible for developing and executing federal government policy on farming, agriculture, forestry, and food. It aims to meet the needs of farmers and ranchers, promote agricultural trade and production, work to assure food safety, protect natural resources, foster rural communities and end hunger in the United States and internationally.

#### **CHAPTER 2**

#### LITERATURE REVIEWS

This research is focused on marketing factors that influence the purchase behavior of working women in Central Business district of Bangkok for imported organic skin care products from the USA. This chapter reviews theories, concepts and previous literature in the comprising of five main parts as the following:

- 2.1 Organic skincare
- 2.2 Marketing mix
- 2.3 Purchase behavior theory
- 2.4 Theory of variables
- 2.5 Previous research

This chapter reviews the relevant literature regarding the research topic. The first four parts will describe the relevant variable and the factors that influenced each of these variables. These variables consist of marketing mix theory that this is the main factor of this research. Explain the history of organic skincare product that where are they come from, the decision making of customer that how are they using for their decision, and consumer behavior theory that can describe and support the marketing mix theory. These theories are important to study together for this research. The last part was previous research that can support the theory and thinking method of this study.

#### 2.1 Organic skincare

Organic skin care in North America

The North American market for natural and organic skincare care products is recovering from the financial crisis, with sales of US \$5 billion for the first time in year 2008. Market growth stable in 2009, however healthy product growth rates are resuming once again as consumer demand for organic cosmetics and aesthetic strengthens. The major factor of market growth are widening distribution and new product launches into the market. The hard marketing of natural and organic skincare products is increasing in supermarkets, mass merchandisers, drugstores, and department store. New product launches are increasing a positive impact by helping

natural products more popular and visible to consumers. The small retailers want to create their own private labels to show a large rise in market. Private label products are very popular as they offer organic personal care products with reasonable prices. The supplyside for natural skincare products is becoming increasingly in the market. Over 600 brands are present in the North American market, however very few brands have significant market share. A two level of market has developed, mean large business brands are occupying the first level and small or medium size firms are in the second level. The gap between the levels is widening as large brands such as Bare Escentuals, and Burt's Bees get profit to expand market share.

#### What is an organic skin care product

Natural skin care is the product for human skin use that product from naturally ingredients (such as herbs, roots, natural oils, honey and flowers) combined with naturally preservatives, emulsifiers, and humectants. (Wikipedia, 2015:Online)

# Natural cosmetic ingredients, where do they come from

Many manufacturers are fighting to put the ingredient to products with the most "natural cosmetic ingredients" to the market. There are not only ingredients cater to the consumer's needs, but set the reasonable price as well. Going back in the history and finding that natural also acted as medical, but the components in cosmetics add greater value to cosmetics on the market today. Ancient Egyptians used every parts of tree such as roots, flowers, leaves, the bark of trees, fruits, and vegetables, as well as seeds, clay, oils and other part from natural resources to create their cosmetics. These cosmetics were mainly useful, used for religious ceremonies. But realizing the cosmetic from these products, which were used by the womenas beauty cosmetics. These products also be as a medical or cosmetic, as well. The popular ingredient from natural was dead Sea minerals and shea butter from the shea tree of the West African Savannah are two of the most common after components in makeup today. Aloe Vera is known for its healing from burns from chemical or fire and helps reducing the appearance of scars. Coffee, tea, and even cocoa were used to give color from natural to makeup. Now their healing and make the color from "natural" factor is very useful to put in cosmetics. Hazelnut, almonds and other pulses are used for body scrubs,

including shampoos and conditioners. The rich value is come from in various forms such as oil, milk, and gel to add value to the cosmetic. The natural ingredient in our kitchen shelves provide homemade cosmetic for quick and easy use at home such asoatmeal and bran can be used as a body scrub. Using egg whites are a great conditioner. A facemask from seaweed is a great facial cleanser. Coconut oil is the best of moisturizers, especially from sun burnt.

Demand has created of growing and harvesting natural ingredients to become natural products. Some plants require control climates for their grow in greenhouses in temperate countries to supply the increasing demand of natural products. (Bizy moms Sircuit skin, 2009: Online)

#### Organic & Natural Skin Care

Organic and natural refers to the ingredients that come from natural. These organic ingredients can find on everything from moisturizers to mascaras also. Although the product that produce from natural ingredient are not safe at all but many consumers are still boughtthese products to follow marketing trend. (Bizy moms Sircuit skin, 2009: Online)

#### What Organic Really Means

In cosmetic industry, especially for skin care products. As of mid-2012, there are still no FDA-approved (Food and Drug Administration) for labeling cosmetic products. While the U.S. Food and Drug Administration (FDA), and many countries don't believein organic skincare products, the United States Department of Agriculture (USDA) and ECOCERT (an international organic certification organization) have establish the department to have their own organic standard approval. Many companies set the standard guideline for skincare product and if it passed, they will get the passed labeling. These companies charge a fee to check the ingredient and give the approval seal. So, if a cosmetics company is willing to pay for the certification, brand should label their products organic ingredient clearly. (Bizy moms Sircuit skin, 2009: Online)

#### Skin care Market in Thailand

The skin care products in Thailand are available at all levels of product from high-end to locally producedbrands. Thailand is a main producer of skin careproducts, local production concentrates on low to medium quality skin care productsuch as make up products(lipsticks balm), skin care products such as body lotion and soap, and hair care products. The large companies in Thailand such as Uniliver, Procter & Gamble, Colgate-Palmolive, and Johnson & Johnson have production facilities. Over 60 percent of the imported cosmetic products are high-end facial and skin care cream especially anti eye wrinkle, anti-skinaging, and body and skin care products. The skincare products from the U.S. dominate this subsector with approximately 32 percent share. (Pongpraphan, 2010)

Many companies use selling point by adding of herbal into ingredient especially the local cosmetic products. The most herbal supplements that they always add into the ingredients were green tea. Thai buyers always select the products that add whitening ingredient in the facial and body care products. Because most Thai have light brown skin so any cosmetic products with awhitening ingredient are very popular in the market and making promotion is easier for marketers.

The figure below show the cosmetics market size in the world region that increasing from year 2003 to year 2013.

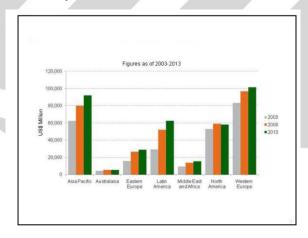
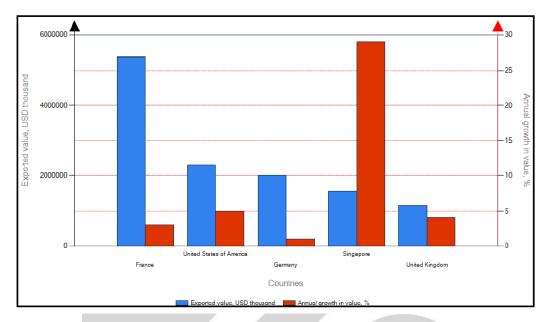


Figure 2.1 Cosmetics market size in world regions

**Source:** Center of ASEAN studied, 2013

From this figure, the most market size of cosmetics is from Western Europe since year 2003 and still increase until year 2013. The second market share is in Asia Pacific that still increasing from year 2003 to 2013 also. The North America can show that their market shares are not different anymore.



**Figure 2.2** Show the top 5 producer of cosmetics **Source:** Center of ASEAN studied, 2013

From figure 2.2 the top cosmetics producer is from France follow by United State of America, Germany, Singapore and United Kingdom respectively.

#### Why Thailand need to imported organic skin care product

According to the Food & Drug Administration (FDA) establishes the strict rules and regulations and standards in the United States for manufacture who produced of drugs & food. Because of these manufacturer do not pay as much attention to skin care and make-up product as they should, and add some chemicals in every product that sell in mass marketed. Most of the chemicals are absorbed easily by the skin. The toxins that they put were danger to human skin because it easier spread through the body and can damage organs throughout body. Under the USDA (United State Department of Agriculture), if any cosmetic product is made with natural ingredients they were certified to be organic product. So, the USDA, if any cosmetic products do not meet strict certification guidelines, these manufacturers will not get the certification of organic product. The USDA has no authority to give that production were safe from chemical and do not label of cosmetics, the FDA (Food and Drug Administration) does. (Obare organics, 2013: Online)

#### The example of Origins Brand organic skin care from USA in Thailand

Origins products are developed under the guidance of Dr. Lieve De Clercq. Dr. De Clercq heads the Origins global plant science team and has a PhD in Plant Physiology. The active plants, 100% natural essential oils and certified organic ingredients used in Origins formulas are extensively researched and clinically proven for efficacy and safety by an international team of over 100 scientists. Origins also collaborate with major universities around the world, including the University of Strasbourg in France, to find plants with a history of use. Origins brings these ingredients into its labs and studies how those constituents impact skin physiology. Once the most effective ingredients have been pinpointed, Origins isolates the active components for use in its high-performance natural skincare. (Origins, 2014: Online)

The Origins provide a lot of skincare products such as cleanser, eye care, lip care, serum, Toners & Treatment Lotions, etc. These products were use natural ingredient that no danger with human skin. The Origins store was located worldwide including Thailand.

#### 2.2 Marketing mix

Marketing is referring as bring product to the right target, right customer. This seems like an easy ways to do but in fact the company needs to do hard work forresearch to know how to set the simple technique to gain high profit. The marketing mix is a technique to launch new product to market by putting the right product to the right place. Themarketing mixisan important strategythat the companies need to use to help to promote their products and services and planning for a successful of launching new product.

The marketing mix include of 4Ps for product and using 7Ps for service business. The 4Ps is easiest technique to start planning for the product and to evaluate an existing product that offering to the market. They can explain in figure below about marketing mix factors as follow:



**Figure 2.3** Show the marketing mix concept **Source:** Entrepreneurial insight, 2014

The 4Ps in marketing mix include as follow:

#### Product

The product in marketing mix is referring to tangible goods or an intangible service that meet a specific customer need or customer demand. All products have a product life cycle and it is need for marketing manager to plan the strategy to put the new product into the market. The benefits of productintroduce by itself and its characteristic need to be understood and need to study the unique selling point. In addition, the potential buyers need to be identified and understood about product deeply what they are. (Marc, 2014)

#### Price

Price is actual amount of the product that the customer expected to pay. The price will directly affect to product that can show value of those product. The price can create value to product. If the customer think that product has little value, Sothe product need to sell underprice to gain sale. Price may also affect by value of logistics costs, distribution plans and markups and competitors pricing. (Marc, 2014:Online) There are many pricing strategies that business can use were:

• Cost based pricing, this costincluding of profit. This type of pricing is focuses on the product in production process but does not take effect to consumers

- Penetration price is preferring the lower price when the customer purchase in high volume and increase market share quickly. This strategy motivatescustomers to purchase more.
- Price skimming for a unique product, this strategy wasmotivated the customer who want to be first person to buy, first person to have it and can pay in a premium price. This strategy can help a business to gain high revenue before a competitor.

#### Place

Place refer to where the product will be sell to the customer. Distribution and logistics is a key element of product launching. The placement strategy will help to understand what channel is the best way to send the product to customers. So, if the product can send into a lot of places that can help the customer know the product. (Marc, 2014)

#### Place refers to

- How the product send to the point of sale. The company must interested how to use distribution strategies to arrange the product selling point.
- Where a product is sold. This need to consider type of product where to sell of those different type of product. The company should set the value of product and plan where the product should sell to reach their target market.

#### Promotion

The marketing promotion strategies are including communication strategy. These may include ofsales promotions, advertising, and public relations. The marketing and promotion are different meaning. Promotion is the communication to communicate to customers within the entire marketing function. The promotion can help to promote the product to customer to make the product well known. (Marc, 2014:Online)

The promotional activities are including:

- Events that can help to launch a new product to an audience. Events may be many types as business to consumer (B2C) and business to business (B2B).
- Direct mail, this technique can reach to large number of customer but it cannot focus on target customers.
- Public relations (PR) this is the ways to communicate totarget customer in wording, for example, press letter, and newspaper press releases. The PR activities include being sponsorship of popular events such as World Cup, as well as donations to charity events.
- Branding is the technique to build a strong and consistent brand and helps consumers to understand clearly and believe in the product. This cancreate consumers loyalty and repurchase the product.
- Sales promotions, for example by giving free sampling product to customer, discount price, and buy one get one free.

The marketing mix concepts were popularity from an article titled "The Concept of the Marketing Mix" by Neil Borden that published in 1964. Borden explained how to use marketing concept. Borden's article detailed these factors as product, planning, price, branding, distribution, display, packaging, advertising, promotions, personal selling among many others. Then E. Jerome McCarthy combined these variables into four level categories (product, price, place, and promotion) that we now know as the 4 P's.

#### Purpose of marketing mix

The 4P's were developed to use for marketing strategy to get most benefits from launching new products to the right place and right target. Another benefit of using this tool were satisfy both seller and the customer. When the company understood how to use these factors with effective ways, this will be made the higher revenue as expectation.

Key features of marketing mix

Interdependent variables

The 4Ps marketing mix is combining of four variables (product, price, place, promotion). These four variables are irrelevant and need to be planned before toconnected withother to get the most effective plans within all four factors.

#### Help achieve marketing targets

Refer to this four variables; the company can reach their goal of their targets such as sales, customer retention, and customer satisfaction by planning strategy to support their activities for customer.

#### Flexible Concept

The marketing mix is a flexible concept and they focus on every variable that may be decreased or increased by preferspecific marketing conditions and meet customer requirements that can get the most effective marketing.

#### **Constant Monitoring**

this is need to update on moving trends all the time, both within the company's product as well as in trend the market to make sure that the 4Psstill relevant and always up to date.

#### **Role of Marketing Manager**

Refer to the responsibility of marketing manager should creativity, and innovative to be the leader in marketing field. This role and responsibility means that the marketingmanager needs to achievemarketing results from these variables.

#### Customer as a target point

The mostimportant factor of the marketing field is that the right target point of the activity to customer. The value of the product is considered by customer perceptions and the achievement is getting satisfied andloyalty from customer that they came back for repurchased.

#### **Developing a marketing mix**

The jobrequirement for a marketing manager is so important to make the marketing with good result. But fromthese requirements can lead to successful and achievement. To make sure a marketing mix that is important based in research and combines facts with innovation, a marketing manager should following the systematic process as:

#### Step 1

The first step for the marketing manager should understanddeeply about product, which the company offersof unique selling proposition (USP) to customer by using surveys or focus groups methods. There needs to knowthat this USP are

important for the consumer. It needs to be clearly what the benefits of the product or service are.

#### Step 2

The second step is to understand the behavior of consumer. The product can be specific by identifying the user. Who is the target customer and what do they need. This understanding will make sure that the product offering is relevant and offer to right targeted.

#### Step 3

The third step is to understand the marketing situation. The prices need to relate benefits with their competitive advantage such as product discounts, productwarranties and special offers to customer. An understanding of the product value and a comparison with the market will help to set a reasonable price.

## Step 4

The fourth step, the marketing manager should analyze to understand where the customer likes to go and make a purchase and how much of cost if the company would like to distribute to this channel. Multiple channels can help to get customerand they have many choices to access the product. The company can find a chance to gain more sale and profit.

#### Step 5

The fifth step is based on the customer behavior and the price settings, the good strategy that can use with these customer are marketing communication strategy. Hence, promotional strategy is needed to motivate to the customers. The buying channel is so important because these can gain more customers.

#### Step 6

Last step, this step needs to evaluate the effect and relate to each other. The marketing plan can help all four elements are work and there is no conflicting.

Conclusion, the most effective marketing should combine together with good strategies and good planning from marketing manager. The company should know our products or services to motivate the customer need. The 4 variables must go on in the same direction to get most effective.

# The marketing mix of organic skin care products.

The researcher can explain the marketing mix in term of organic skincare product type. There are more details as follow:

Product: The first step in creating an effective marketing is to understand deeply the product. The companyuse marketing research to target the market segmentationthat canidentifytarget groupwho match with our product or service such as demographic data. The organic skincare product target market was mostly women who love to take care themselves. But it doesn't mean only women but it including men too. The marketing manager should know the product well that how many type of organic skincare product we prefer to customer.

Price: price is the important factor earn revenue. The price of a product is the important result of the company that can show the effect of marketing of product that work or not. (David Jobber, 2007: Online).

Organic skincare product is targeting of the middle-age women. The company uses the pricing strategy to supportinternational brands to avoid competing from competitors. Its price is generally reasonable with the quality of the product. This can be shown as the price of the product are different in the internet if compare to department store and usually the consumers can get the product with a lower price in the internet.

Place: Distribution channels, refer to use as many ways to ensure that the customer can reach of the products to its target market. The main important channels for the product are retail stores where consumers expect to find skin care ranges.

Promotion: They use the strategy of consumer behavior. Using various promotion that offer to customer such as price discount if the customer buy in limited time or buy one get one free.

- A key strategy is giving free product samples to allow customers to use, touch, feel, smell and try the products before they use.
- The other ways that easy and very powerful of social network sites can promote to variety of audience by Facebook and instragram. The company can use these technique via social media that get most effective to our target market.

#### 2.3 The consumer's purchasing process

John Burnett (2008) identified the stages of the Consumer's Purchasing Process outlines of the buying product stages of the customer. First, the customer are thinking about the different types of goodsthat they want to buy with strong decision. Meanwhile, there are products that they have already purchased but they are comparing with the new one. Some might be better or lower than others. There are 5 stage as follow:

## Stage 1. Need Recognition

Marketing manager should motivate the customer that they need to buy the product. They try to stimulate that their product is useful to them and need to use to consumer.

#### Stage 2. Search for Information

The customer behavior, before they want to buy something they always find more information from many sources to make sure that product is good and useful to them. If the customer wants more information they will search from various sources such as asking from friend, family or neighbors about their experiences with products.

# Stage 3. Product Evaluation

The customer will evaluate the product information that they find from many sourced, and then they cut out some choices to make decision easier. Marketing professionals want to attract the customer toknow the reflection of their products.

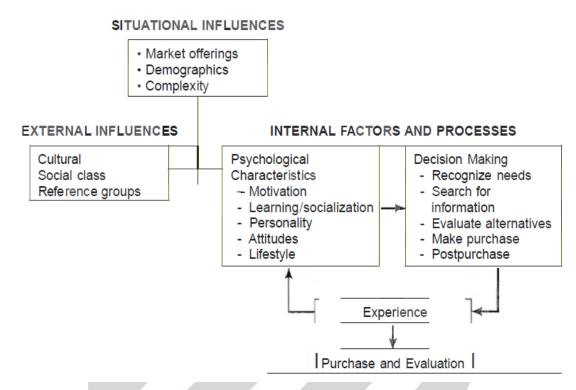
## Stage 4. Product Choice and Purchase

This step is the main point of the product that they want to purchase, and where to purchase the products. There are many reasons that help to decide to purchase the product such as the price cheaper than other store.

#### Stage 5. Postpurchase Use and Evaluation

The laststage in the process the customers making decision to purchase the product. The customer called postpurchase dissonance. After purchasing, If the customers don't feel good with product that they purchased from seller, the customer might return and never want to repurchase from them again and they might tell otherthey know about the bad experience of the product they met.

These steps can help the company know how to do the right marketing and can influence the customer to buy our products by adapt these strategies with the theory.



**Figure 2.4** A model of consumer behavior **Source:** John Burnett, 2008

#### Situational Influences

Buying way has most impact on a customer's decision to solving a problem. For example, low-cost item that is frequently purchased, such as drinking water, the thinking of buying process is quick. A decision to buy a new car is quite different. This decision way need to take consideration before decide to buy. High-involvement decisions are more important to the buyer because these expensive goods can reflect ofself-image. So, these decisions need to use a complex process to decide for high-involvement purchases. (John Burnett, 2008)

**Market Offerings** refer to customer behavior influences on consumer problemsolving is the available market offerings. The product in the market have many brands and choices, the consumer feel more difficult to decision. (John Burnett, 2008)

**Demographic Influences** refer to important factors of personal details as demographic data. Such a sage, gender, income, education, and marital status can have significant influenceon consumer behavior. One research study showed that age and

education have strong relationships to selection by female shoppers. (John Burnett, 2008)

**External factors** are so important factor of influences on consumer behavior. Thesesocial elements that can affect consumer problem solving are culture, social class, reference groups, and family. The external influence details as follows: (John Burnett, 2008)

**Culture** refer to large group of people with a similar believes. Marketing targeted to those with such a cultural should show the product or service as reinforcing these traditional values. A beliefisa proposition that reflects a person's particular knowledge and assessment of something. (John Burnett, 2008)

**Social Class** refer to factors that show the class of social that they stand by consider fromoccupation, wealth, education, power, and prestige, is another societal factor that can affect consumerbehavior. The best-known classification system includes upper-upper, lower-upper, upper-middle, lower-middle, upper-lower, and lower-lower class. Lower-middle and upper-lowerclasses. (John Burnett, 2008)

**Family** refer to the most important groups ofpeople is the family. A consumer's family has a major impact on attitude and behavior. (John Burnett, 2008)

#### **Internal Influences**

This is the factor that directly impact to consumer. They are learning socialization, motivation and personality, and lifestyle. (John Burnett, 2008)

**Learning and Socialization** Refer to the behavior resulting from past experiences. Hence, learning does not include behavior changes. However, the experience does not haveto be an actual, physical one. It could be a conceptualization of a potential experience. (John Burnett, 2008)

This is the reason that marketers try to identify opinions to person who can tell the experience from using product.

**Motivation** is the fact that difficulty of defining motives and dealing with motivation in consumer research accounts for its limited application. For the most part, the research in motivation involves benefit segmentation and patronage motives. (John Burnett, 2008)

The characteristic of factors that influence the customer to buy organic skin care products.

Due to developed technology and developed in everything has effect people with a better living. From these many factors make the people have more purchasing power and made people more attention to beauty, hygiene and better life style (Souiden & Diagne, 2009).

Today women are looking morebeauty, because they give important to their appearance. (Kumar, 2005). From this attitude make the effect of the growth of beauty and skin care business. Cosmetic not only increase the physical appearance but also increase the self-confidence and chanceto meet with great society. This society change have effect in growing of cosmetics, not only small companies but many large international companies enter to the market to meet the growing of beauty care products (Moungkhem, et. al. 2010). There are many factors that effect the purchase decision of cosmetics products. Some women buy cosmetics because of brand, some buy cosmetics because of price, some buy cosmetics because of and others buy cosmetics because of packaging design. So, the marketing managershould consider deeply in many factors concerning women decision to buy cosmetics (Hawkin & Mothersbaugh, 2010).

Cosmetic products can change the human appearance to look better or look as they want. The purpose of cosmetics is to improve the appearance and makes human more beautiful. (Yan, et. al. 2012). The main objectives of cosmetics product is helping the human body have good looking and more beautiful and also include of aging process.

Cosmetics business expected to grow faster in recent future because the demand of these cosmetics products from young, middle aged and aged women (Kumar, et. al. 2006). Cosmetic product is mainly targeted to female consumer (Vang, 2010). There are varieties of cosmetic product are available in the market such as lotion, tonners, cleansers and anti-aging creams. Anti-aging products that they have specially targeted at middle aged and aged women with a promise to remove wrinkle and make them younger look (Hussey, 2007). Anti-aging creams and other anti-aging products specially targeted at women aged 30 and above (Feinmann, 2007).

## **Changing scenario of cosmetics**

Consumer needs of cosmetic are always increasing. Then, the companies are trying to produce the products to meet the market demand. Cosmetic business has

grown rapidly in recent years in Asian, Eastern European, and South American markets. The long life cycles of cosmetics were such as soaps, facial cleansing and deodorant because these product need to use in everyday life while makeup products such as lipstick and nail polish have short life cycles (Kumar, 2005). Although the cosmetic product have many competition but the most important determinant is the customer (Kumar, Massie, &Dumonceaux, 2006). Cosmetic product becomes a daily product for both men and woman. They are also attend to their appearance. So many companies havecreated specialproducts for men such as face creams, anti-wrinkle creams.

Product Categories Trends During the first of the 21st century that the product structure of sales as presented in the following table.

**Table 2.1** Global Beauty Retail Sales by Product Category (1998 and 2010)

Product Category	1998	2010
Skin care	16.4%	23.0%
Hair care	20.8%	17.3%
Color	13.5%	12.3%
Fragrances	12.9%	10.4%
Toiletries	31.2%	30.6%
Others	5.2%	6.4%
Total sales value (Billion USD)	166.1	382.3

Source: Dutton 1999, Barbalova 2011

Factor affecting consumer behavior in cosmetics term

According to Kotler and Keller (2009), The mainly effect of consumer's behavior by three different factors were cultural, social and personal factors.

#### **Socio-cultural factors**

Culture is the most important factors that influence the consumer behavior. Due to many woman their care about their appearance because of their lifestyles. They used cosmetics and beauty treatments to improve their looks (kerin, 2006). Additionally, the person who live in metropolitan areas and big cities are likely to use more cosmetics than those living in smaller cities that no need to have good appearance as in the city (Liu, 2006). Promotion and advertising from social media have a lot of effect of beliefs, attitudes, and values toward female beauty and

perceptions of ideal beauty and attractiveness (e.g. Botta, 1999; Heinberg and Thompson, 1995; Myers and Biocca, 1992; Thompson and Heinberg, 1999).

#### **Personal factors:**

Personal factors are including age, occupation, income, lifestyle, personality and vales (Kotler& Keller, 2009). To use cosmetics might be the rapid and proper solution to manage the self-image (Pruzinsky, 2002). Cosmetic not only increases the appearance of person to help to increase confidence and meet the society. Cosmetics are often used to cover up the indicative health conditions, such as those of the hair and skin. Hence, a general feeling of ill health stimulates men to purchase cosmetic products that may help them counteract and prevent certain types of health problems (Sturrock&Pioch, 1998).

The usage pattern of facial skin care products among women.

Vandana (2014) had research in topic of Women Buying behavior and Consumption Pattern of Facial Skin Care Products found that the usage pattern of cosmetics. The result found that mostly women buying cosmetics once a month, followed by every three months. This shows that now the women are more interest to their appearance and starts caring about their looking and want to look as attractive and beautiful than ever before.

### 2.4 Theory of variables

Variables can be referred as any choice of a theory that can vary or change as part of the interaction within the theory. In other words, variables are anything can effect or change the results of a study. Every study has variables as these are needed in order to understand differences. The variables that are directly related to the theory.

There is no limit to the number of variables that can be measured, although the more variables, the more complex the study and the more complex the statistical analysis.

The most powerful benefit of increasing the variables. If we suspect something might impact to outcome, we need to either include it as a variable or hold

it constant between all groups. If we find a variable that we did not include or hold constant to have an impact on our outcome, the study is said to be confounded. Variables that can confound the results, called confounding variables, are categorized into two groups: extraneous and intervening. (Christopher, 2015:Online)

#### **Extraneous Variables**

Extraneous variables can be defined as any variable other than the independent variable that could cause a change in the dependent variable. In the study we might realize that age could play a role in our outcome, as could family history, education of parents or partner, interest in the class topic, or even time of day, preference for the instructor's teaching style or personality. The list, unfortunately, could be quite long and must be dealt with in order to increase the probability of reaching valid and reliable results. (Christopher, 2015: Online)

#### **Intervening Variables**

Intervening variables, like extraneous variables, can alter the results of our research. These variables, however, are much more difficult to control for. Intervening variables include motivation, tiredness, boredom, and any other factor that arises during the course of research. (Christopher, 2015: Online)

This research study aims to explain the marketing factors influence the purchase behavior. The variables of the study include the independent variables that include demographic data such as gender, age, marital status, education, and income. Marketing mix variable include product, price, place, and promotion. The dependent variable includes factors influencing the purchase behavior of working women in Central Business district of in Bangkok for imported organic skin care products from the USA.

#### 2.5 Previous research

Kesinee Kangfong (2007) had studied a study of women's decision making on their purchase of skin care products. Purpose was to explore influential factors on consumers' decision making in purchasing skin care products and discover the most influential factor that influences consumers' decision making in purchasing skin care products. The results of this study revealed that the most influential factor that

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

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

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

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

women were more aware of beauty and appearance than men. Word of mouth was the factor that affected women's purchasing decision in purchasing products or services.

Kanokporn Laovanich (2010) was study "The factors influencing to buy Korean cosmetic of women bachelor's degree student in case of Chiang Mai University" revealed that place is the most important for cosmetic seller to focus on the customer, followed by product, price, and promotion respectively. The entrepreneur needs to know the place to sell product, they need to have parking lot, and everybody can reach into the product. Price need to set in reasonable price. This is very important to affect customers.

Junaid A. (2013) was study "A study on the purchase behavior and cosmetic consumption pattern among young females in Delhi and NCR". The results provide us an insight of the cosmetic market and help us in finding out how female consume the cosmetic products. We found that as the income level of female consumers is increasing their expenditure for cosmetic product is also increasing. We also found that there is an increase in the awareness as well related to cosmetic products. One major finding in our study tells us that these days female consumers prefer more of cosmetic products which are made from the natural ingredients in other words we can say that they prefer herbal cosmetic products. This will provide the herbal cosmetic industry a great opportunity to grab the cosmetic market by providing more and more new herbal cosmetic brands.

#### CHAPTER 3

### RESEARCH METHODOLOGY

The research was focused on marketing factors influencing the purchase behavior of working women in Central Business district of Bangkok for imported organic skin care products from the USA. In this chapter, the methodology of the study consisted of 6 sections which were as follows:

- 3.1 Sample and population
- 3.2 Research Methodology
- 3.3 Data Collection
- 3.4 Data Analysis
- 3.5 Reliability
- 3.6 Validity

## 3.1 Sample and population

The researchers specified the target population for this research with the working women in Central Business district of Bangkok especially at central business district (Silom area, Bangna area, Pathumwan area, Bangkapi area, Ratchada area, and Phrompong area) by randomly select from the person who select or buy USA skin care products at skin care counter in the department store. In this case, the researcher specific at Origins brand product due to this brand is selling organic skin care product that imported from USA. The counters they sell are located such as Emporium, Siam Paragon, Zen, Central Chidlom, Central Rama 9, Central Silom complex, Central Bangna, and The mall Bangkapi. The researcher use survey technique to find the target population, if the customer came to Origins counter and considered the products. After that the researcher will going to ask them for fill the questionnaire that prepared for them and collect the questionnaire back by myself.

According to the statistic formula (Vanichbuncha, 2002), where n is the sample size, z is the z value for the level of confidence chosen, and e is the allowable error. The researchers got all the values. The researchers use 1.96 as Z value and 95% as confidence level. The sampling error is equal to 0.05. That's mean from our

research, every 95 of 100 samples that are the real population. The Z-Value and Degree of Confidence (Haizer and Ramder, 2004) is as follow:

$$n = (Z)^{2} / 4*(e)^{2}$$

$$n = (1.96)^{2} / 4*(0.05)^{2}$$

$$= 384.16$$

n = The size of sample selection

z = The z value for the level of confidence chosen z at the 0.10 significance level of 1.65 (Confidence 90%), z = 1.65

z at the 0.05 significance level of 1.96 (Confidence 95%), z = 1.96

z at the 0.01 significance level of 2.58 (Confidence 99%), z = 2.58

e = The allowable error

Accordingly, the number of sample size from the calculation was not less than 385 units. So, the researcher was selected 400 people who answer in questionnaire that they ever use organic skin care by collect for 50 persons in each area of the Origins organic counter stores (Emporium, Siam Paragon, Zen, Central Chidlom, Central Rama 9, Central Silom complex, Central Bangna, and The mall Bangkapi) were located andthe researcher randomly selected the working women at those areas mentioned in March 2015. It is necessary to add extra of 100 amounts of questionnaires in case of some respondents answer that they never used an organic skin care.

### 3.2 Research Methodology

In this study data will be gathered, interpreted and analyzed using a quantitative method in order to obtain a highly accurate data.

The quantitative method is used to create results that are based from the hypotheses. Theories were deducted from the original ideas that are set before the implementation of data collection. (Johnson et al., 2007)

According to Creswell (1994), quantitative research aims to explain phenomena by gathering numerical data and analyzing them by using mathematical methods specifically statistical techniques. According to Denscombe (1998), numerical data is objective and free of any bias which can result from contact with the researcher. He further stated that numerical data is gathered through observation,

reports and recording which are translated into quantifiable numbers. Quantitative research is ideal in a large-scale research which deals with a substantial amount of quantities and a great deal number of respondents. Moreover, this type of research illustrates, examines and checks cause and effect relationships (Burns & Grove, 1987)

Qualitative research, to understand social or human problems from multiple perspectives, a qualitative process of inquiry should be conducted. According to Shank (2002), a qualitative research is a "form of systematic empirical inquiry into meaning". In addition, stated that a qualitative approach to research is used as a medium for studying a phenomenon from the perspective of the subject rather than the researcher. Unlike quantitative studies where data is translates into numbers, qualitative studies use words as the main mode of analysis (Denscombe, 1998). Furthermore, qualitative research is commonly used for smaller and in dept studies, and is often related to case study analysis (Yin, 2003)

This research studies the marketing mix (4Ps) and it influence on purchase behavior for working women in Central Business district of Bangkok to purchase organic skin care product from USA by using questionnaire to collect data. The questionnaire divided into 3 parts as demographic data of respondent such as gender, age, marital status, education, and income. The second part was marketing mix factors (4Ps) used likert scale to find the customer satisfaction with each part of marketing mix. Last part was asked about the factor that influence for buying the organic cosmetics such as which brand that respondent used. The last 2 parts used 5 point Liker scale to separate the level of the respondents satisfaction, which range from strongly agree (5) to Strongly disagree (1).

The researchers used survey as a method of collecting primary data from population being studied and researched problem in details (Fowler, Jr., F.J.,1988). Survey is a detailed study of a market or geographical area to gather data.

In this research, the quantitative approachis better than qualitative approach when the researcher want to compare data in a systematic way, make generalizations to the whole population or test theories with hypothesis. Second, to find quantitative differences in behavior, beliefs, attitudes, will employ quantitative methods, but to find and illuminate meanings related to these differences, will employ qualitative methods. (Quantitative or Qualitative research, 2010) Due to this research using

questionnaire to collect data, quantitative research is the better approach to use for calculating the result of this questionnaire.

### Research instrument and Questionnaire

This study uses the close-ended questionnaire as a tool to collect the data of working women who worked in Central Business district of Bangkok and using organic skin care products from USA. Furthermore, the questionnaire complies with the data of personal demographic which complies with marketing mix factors that influence the Decision of using organic skin care product from USA. This research has 3 parts of the questionnaire as details:

Part I: The questionnaire contains the demographic data of respondent such as gender, age, marital status, education, and income. This part use nominal scale to answer the question.

Part II: The questionnaire asks about the marketing mix factors such as product, price, place, and promotion. This part use interval scale (Liker scale) in 5 levels.

Part III: The questionnaire asks about the factors influencing the purchase behavior of working women inCentral Business district of Bangkok for imported organic skin care products from the USA. This part use nominal scale to answer the question.

The 5 levels of liker scale can be measured in terms of level of opinion as following.

- 1 = Strongly disagree can be scored
- 2 = Disagree can be scored
- 3 =Neutral can be scored
- 4 =Agree can be scored
- 5 =Strongly agree can be scored

The translations of level ranking are analyzed as following:

The interval score of each level = Maximum score – Minimum score

The amount of level

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

= 0.8

Score level 1.00 – 1.79 mean Strongly disagree

Score level 1.80 – 2.59 mean Disagree

Score level 2.60 – 3.39 mean Neutral

Score level 3.40 – 4.19 mean Agree

Score level 4.20 – 5.00 mean Strongly agree

#### 3.3 Data Collection

The researcher use both primary and secondary data to collect as follows:

Primary data which were collected by distributing 400 questionnaires for working women who worked in Central Business district of Bangkok and using organic skin care products from USA. The survey questionnaires were distributed from April 2015. The researchers give the questionnaires to the woman in department store at central business district such as The Emporium, Siam Paragon, Zen, Central Chidlom, Central Rama 9, Central Silom complex, Central Bangna, and The mall Bangkapi. Due to these location is the central of business area that have many office building around these department stores and the organic skin care counter were opened in this area. So the researcher would focus on these places that were the correct sampling target. Then give them a questionnaire, if the respondent answer is never use organic skin care, the researcher will do the mark sign that questionnaire cannot use in our calculation. But if the respondent answer isthey ever use organic skin care, the researcher will collect that questionnaire to calculation by collect for 50 persons who ever used organic skin care in each area. The collected data was interpreted and analyzed by the statistical package for the social sciences and provided the result for this research

Secondary data was collected from previous studies and were collected from academic articles. There are 4 articles for previous studies in order to gain information to support the factors to influence the purchasing of organic skin care product of working women in Central Business district of Bangkok.

The article that researcher used were a study of women's decision making on their purchase of skin care products. (Kesinee Kangfong, 2007).

A study entitled Information Exposure and its Influenceupon Purchasing Decision of Direct Selling Cosmetics (Kanoknard Senganate, 1998).

A Study of the Influence of Visual LanguageUsed in Telecom Advertising on Late Adolescents in Bangkok: A Case Study of OrangeTelecommunication Network(Ratchanee Lertdechdecha, 2004).

The Influence of Word-of-mouth Communication on Consumers' Purchasing Decision on Beauty Treatment: A Case Study of Nitipon Clinic (Rujinun Kachenchart, 2006).

### 3.4 Data Analysis

The researcher checks and collects the data from survey questionnaire and input data coding and analyzing by using the Data Analysis Program program to analyze the data collected from the 400 questionnaires which gives the respondents some related questions about this article to identify the hypothesis and showed the objective analysis about the result.

The researchers applied Frequency, Percentage to analyze the demographic factors, Average mean, Standard deviation and Variance to analyze the general information or questions as follows:

### **Descriptive Statistics**

The descriptive statistic is described about the percentage, mean, and standard deviation for analyze general information of demographic data such as gender, age, marital status, education, and income. The researcher will consider the highest percentage to answer.

### Inferential Statistics for Hypotheses

The researcher use method of hypothesis testing in order to determine whether the data is strong enough to reject the hypothesis. There are three main categories of inferential procedures that will be used in this research are independent t-test,One way ANOVA, and Multiple regression.

Independent t-test using to compare the actual difference between two means for independent samples. One way ANOVA is one way analysis of variance. ANOVA is a statistical test which analyzes variance. It is helpful in making comparison of two

or more means which enables the researcher to draw various results and predictions about two or more sets of data. ANOVA test includes one-way ANOVA, two-way ANOVA or multiple ANOVA depending upon the type and arrangement of the data. One-way ANOVA has the following test statistics:

F = MST/MSE

Where: F = ANOVA coefficient

MST = Mean sum of square due to treatment

MSE = Mean sum of square due to error

Multiple regression analysis is another type of simple linear regression. This regression used when wants to predict the value of two or more other variables. The predicted variable is called the dependent variable and the variables that using to predict the value is called the independent variables. The formula for multiple regression was

$$Y = a + b_1 X_1 + b_2 X_2$$

Y = A predicted value of Y

a = The Y intercept

 $b_1$  = The change in Y for each 1 increment change in  $X_1$ 

 $b_2$  = The change in Y for each 1 increment change in  $X_2$ 

X = an X scope (Independent variable) for which variable to predict value of Y

#### 3.5 Reliability

a

The Beauty Advisors were the sales person of Origin brand of organic skin care products that worked with Origin for many years to help to conduct the test. The experts of consumer behavior lecturer was the lecturer who worked at Assumption University and teaching the consumer behavior subject.

#### 3.6 Validity

Item-objective congruence (IOC) was conducted to test questionnaires Validity. Two Beauty Advisors,One of the experts of consumer behavior lecturer were chosen as experts to conduct the test.

An evaluation using the index of item-objective congruence (Rovinelli & Hambleton, 1977) is a process where content experts rate individual items on the

degree to which they do or do not measure specific objectives listed by the test developer. More specifically, a content expert will evaluate each item by giving the item a rating of 1 (for clearly measuring), -1 (clearly not measuring), or 0 (degree to which it measures the content area is unclear) for each objectives. The experts are not told which constructs the individual items are intended to measure, thus they remain independent and unbiased evaluators.

After the experts complete an evaluation of the items, the ratings are combined to provide indices of item-objective congruence measures for each item on each objective. The range of the index score for an item is -1 to 1 where a value of 1 indicates that all experts agree that the item is clearly measuring only the objective that it is hypothesized to measure and is clearly not measuring any other objective. A value of -1 would indicate that the experts believe the item is measuring all objectives that it was not defined to measure and is not measuring the hypothesized objective. The formula developed by Rovinelli and Hambleton is used under the assumption that there is only one valid objective being measured by each item. If an item is measuring multiple objectives, then the index value would be less than one. The premise of the index is to have high positive values on the objective an item is intended to measure and values close to -1 on all of the remaining objectives

The researcher used Alpha Coefficient of Cronbach (Cronbach, 1970) to test the reliability of questionnaire as the following formula

$$\alpha = \{n/(n-1)\}\{1-(\sum s_i^2/s_t^2)\}$$
 Where: 
$$\alpha = Coefficient$$
 
$$n = Number of question$$
 
$$S_i^2 = The variance of component$$
 
$$S_t^2 = The variance of the observed total test score$$

The good and accepted reliability should have the value 0.70 up. Therefore, the questionnaires of this research had alpha coefficient was 0.868 which more than 0.7. It means that the content validity was acceptable.

From this IOC result, the researcher selects two Beauty Advisors and one of the experts of consumer behavior lecturer was chosen as experts to conduct the test.

The Origins beauty Advisors who done this test were

Sasiporn Butkul Beauty Advisor
 Wilawan Nimnorm Beauty Advisor

3. Anon Intarapintuwat Product Manager of Cosmetic product



#### **CHAPTER 4**

### RESEARCH FINDING

This research is study on marketing factors influencing the purchase behavior of working women in Central Business District of Bangkok for imported organic skin care products from the USA. The objectives as following 1) To understand the marketing factors influencing the purchase behavior of working women in Central Business district of Bangkok for imported organic skin care products from the USA.

2) To understand how the demography of working women in Central Business district of Bangkok influences their purchase behavior of imported organic skin care products from the USA.

3) To identify which marketing factor has the highest significant influence on the purchase behavior of working women in Central Business district of Bangkok for imported organic skin care products from the USA.

The questionnaires were disseminated to a total 400 potential working women who work in Central Business district of Bangkok. The demographics of respondents were illustrated using tables. The other parts will use the inferential procedures that will be used in this research are independent t-test, One way ANOVA, and Multiple regression in response to the objectives of the study. The result of the research is divided into 4 parts as following:

- 4.1 Demographic of the respondents
- 4.2 The factors toward the marketing mix of purchasing organic skin care products.
  - 4.3 The factors that influence the purchase behavior
  - 4.4 Hypothesis result

#### 4.1 Demographic of the respondents

**Table 4.1** Demographic factors of correspondent following by Gender

Gender	Frequency	Percentage
Female	400	100
Male	-	-
Total	400	100

From table 4.1 shows the number of the gender of respondents which 400 are women (100%) and no male who answer the questionnaire.

**Table 4.2** Demographic factors of correspondent following by Age

Age	Frequency	Percentage
Younger than 20 years old	4	1
21 - 30 years old	127	31.8
31-40 years old	198	49.5
41 – 50 years old	69	17.3
Older than 50 years old	2	0.5
Total	400	100

From table 4.2 indicated that the highest percentage of respondents age was 198 of between 31-40 years old (49.5%), follow by 127 of age between 21-30 years old (31.8%), 69 of 41-50 years old (17.3%), 4 of younger than 20 years old, and 2 of age older than 50 years old (0.5%).

**Table 4.3** Demographic factors of correspondent following by Income per month.

Income per month	Frequency	Percentage
less than 15,000 baht	50	12.5
15,001-20,000 baht	56	14.0
20,001-30,000 baht	202	50.5
30,001-40,000 baht	38	9.5
40,001-50,000 baht	22	5.5
More than 50,001 baht	32	8.0
Total	400	100

From table 4.3 indicated that the highest percentage of respondents income was 202 of 20,001-30,000 baht per month (50.5%), follow by 56 of income 15,001-20,000 baht (14.0%), 50 of less than 15,000 baht (12.5%), 38 of 30,001-40,000 baht (9.5%), 32 of more than 50,001 baht (8.0%), and 22 of 40,001-50,000 baht (5.5%)

**Table 4.4** Demographic factors of correspondent following by Marital status.

Marital status	Frequency	Percentage
single	250	62.5
Married	138	34.5
Divorce	12	3.0
Total	400	100

From table 4.4 indicated that the highest percentage of respondents marital status was 250 single (62.5%), follow by 138 married (34.5%), and 12 divorce (3.0%)

Table 4.5 Demographic factors of correspondent following by Education

Education	Frequency	Percentage
- Primary school		-
- Secondary School	12	3.0
- Bachelor's Degree	326	81.5
- Master's degree	55	13.8
- Other	7	1.8
Total	400	100

From table 4.5 indicated that the highest percentage of respondents education was 326 bachelor's degree (81.5%), follow by 55 Master's degree (13.8%), 12 secondary school (3.0%), and 7 other (1.8%).

Table 4.6 Demographic factors of correspondent following by Working area

Working area	Frequency	Percentage
- Silom area	93	23.3
- Pathumwan area	189	47.3
- Ratchada	54	13.5
- Bangkapi	44	11.0
- Phromphong	20	5.0
- Bangna	-	-
Total	400	100

From table 4.6 indicated that the highest percentage of respondents working area was 189 working at Pathumwan area (47.3%), follow by 93 working at Silom

area (23.3%), 54 working at Ratchada area (13.5%), 44 working at Bangkapi area (11.0%), and 20 working at Phromphong area (5.0%)

### 4.2 Marketing mix data analysis

The data analysis about marketing mix that influence the purchasing the organic skin care products from the USA by using descriptive statistic to analyze statistics is mean and standard deviation. The overview results of the analysis as show in the table as follow.

**Table 4.7** Mean and standard Deviation of marketing mix influencing the purchasing the organic skin care products from the USA.

Ma	nrketing Mix	$\overline{X}$	S.D.	Result
Product		4.37	0.916	Strongly agree
Price		4.44	0.843	Strongly agree
Place		4.36	0.911	Strongly agree
Promotion		4.46	0.767	Strongly agree
	Total	4.40	0.859	Strongly agree

From table 4.7 it found that overview of marketing mix influencing the purchasing the organic skin care products from the USA which was level of strongly agree ( $\overline{X} = 4.40$ ) when consider in each aspect found that promotion aspect was at level of agree which is the highest average level ( $\overline{X} = 4.46$ ), followed by price aspect was at level of agree ( $\overline{X} = 4.44$ ), product aspect was at level of agree ( $\overline{X} = 4.37$ ), and place aspect was at level of agree ( $\overline{X} = 4.36$ ) respectively.

**Table 4.8** Mean and standard Deviation of marketing mix influencing the purchasing the organic skin care products from the USA by product

Product	$\overline{\mathbf{X}}$	S.D.	Result
- The organic skin care product that	4.35	0.915	Strongly agree
imported from USA is well known brands			

**Table 4.8** Mean and standard Deviation of marketing mix influencing the purchasing the organic skin care products from the USA by product (Cont.)

Product	$\overline{\overline{X}}$	S.D.	Result
- The organic skin care product that	4.38	0.909	Strongly agree
imported from USA has high quality			
The organic skin care product that	4.33	0.977	Strongly agree
imported from USA has good ingredients			
for human skin			
The organic skin care product that	4.35	0.956	Strongly agree
imported from USA has good packaging			
The organic skin care product that	4.40	0.887	Strongly agree
imported from USA has all type of skin			
care			
The organic skin care product that	4.45	0.854	Strongly agree
imported from USA has guarantee from			
medical institution			4
Total	4.37	0.916	Strongly agree

From table 4.8 it found that overview of marketing mix influencing the purchasing the organic skin care products from the USA by product which was level of strongly agree ( $\overline{X} = 4.37$ ) when consider in each aspect found that the organic skin care product that imported from USA has guarantee from medical institution aspect was at level of agree which is the highest average level ( $\overline{X} = 4.45$ ), followed by the organic skin care product that imported from USA has all type of skin care was at level of agree ( $\overline{X} = 4.40$ ), The organic skin care product that imported from USA has high quality was at level of agree ( $\overline{X} = 4.38$ ), The organic skin care product that imported from USA is well known brands and The organic skin care product that imported from USA has good packaging was at level of agree ( $\overline{X} = 4.35$ ), and the organic skin care product that imported from USA has good ingredients for human skin was at level of agree ( $\overline{X} = 4.33$ ) respectively.

**Table 4.9** Mean and standard Deviation of marketing mix influencing the purchasing the organic skin care products from the USA by price

Price	$\overline{\overline{X}}$	S.D.	Result
The organic skin care have	4.40	0.832	Strongly agree
reasonable price			
The organic skin care is cheap with	4.46	0.837	Strongly agree
good quality			
The organic skin care is affordable	4.46	0.852	Strongly agree
price with high quality			
The organic skin care is expensive	4.43	0.887	Strongly agree
price with better brand image			
The organic skin care has price tag	4.50	0.804	Strongly agree
clearly			
The organic skin care has several	4.43	0.849	Strongly agree
price level			
Total	4.44	0.843	Strongly agree

From table 4.9 it found that overview of marketing mix influencing the purchasing the organic skin care products from the USA by price which was level of strongly agree ( $\overline{X} = 4.44$ ) when consider in each aspect found that the organic skin care has price tag clearly was at level of agree which is the highest average level ( $\overline{X} = 4.50$ ), followed by the organic skin care is cheap with good quality and the organic skin care is affordable price with high quality was at level of agree ( $\overline{X} = 4.46$ ), The organic skin care is expensive price with better brand image and The organic skin care have reasonable price was at level of agree ( $\overline{X} = 4.43$ ), and the organic skin care have

**Table 4.10** Mean and standard Deviation of marketing mix influencing the purchasing the organic skin care products from the USA by place

Place	$\overline{X}$	S.D.	Result
The USA organic skin care	4.48	0.822	Strongly agree
available in any department store			

**Table 4.10** Mean and standard Deviation of marketing mix influencing the purchasing the organic skin care products from the USA by place (Cont.)

Place	$\overline{\overline{X}}$	S.D.	Result
The USA organic skin care can	4.43	0.858	Strongly agree
find easily to buy by an agent			
The USA organic skin care can	4.37	0.892	Strongly agree
find easily to buy by Internet			
The USA organic skin care can	4.36	0.921	Strongly agree
find easily to buy in convenience store			
The USA organic skin care has	4.24	1.007	Strongly agree
product placement that easy to buy			
The USA organic skin care counter	4.32	0.969	Strongly agree
has clearly signed to see that they located			
Total	4.36	0.911	Strongly agree

From table 4.10 it found that overview of marketing mix influencing the purchasing the organic skin care products from the USA by place which was level of strongly agree ( $\overline{X}$  = 4.36) when consider in each aspect found that the USA organic skin care available in any department store was at level of agree which is the highest average level ( $\overline{X}$  = 4.48), followed by the USA organic skin care can find easily to buy by an agent was at level of agree ( $\overline{X}$  = 4.43), The USA organic skin care can find easily to buy by Internet was at level of agree ( $\overline{X}$  = 4.37), The USA organic skin care can find easily to buy in convenience store was at level of agree ( $\overline{X}$  = 4.36),The USA organic skin care counter has clearly signed to see that they located was at level of agree ( $\overline{X}$  = 4.32), and the USA organic skin care has product placement that easy to buy was at level of agree ( $\overline{X}$  = 4.24) respectively.

**Table 4.11** Mean and standard Deviation of marketing mix influencing the purchasing the organic skin care products from the USA by promotion

Place	$\overline{\overline{X}}$	S.D.	Result
They promote the organic product	4.41	0.793	Strongly agree
on Television advertising			
They promote the organic product	4.39	0.851	Strongly agree
by using well known presenters			
They promote the organic product	4.41	0.850	Strongly agree
on magazine			
You know the product by your	4.46	0.775	Strongly agree
friend (Word of mouth)			
They promote the organic product	4.49	0.753	Strongly agree
on Social media (Facebook, instragram)			
They promote the organic product	4.57	0.621	Strongly agree
by giving tester size			
They promote the organic product	4.51	0.729	Strongly agree
by price discount in a period of time			4
Total	4.46	0.767	Strongly agree

From table 4.11 it found that overview of marketing mix influencing the purchasing the organic skin care products from the USA by promotion which was level of strongly agree ( $\overline{X} = 4.46$ ) when consider in each aspect found that they promote the organic product by giving tester size was at level of agree which is the highest average level ( $\overline{X} = 4.57$ ), followed by They promote the organic product by price discount in a period of time was at level of agree ( $\overline{X} = 4.51$ ), They promote the organic product on Social media (Facebook, instragram) was at level of agree ( $\overline{X} = 4.49$ ), You know the product by your friend (Word of mouth) was at level of agree ( $\overline{X} = 4.46$ ), They promote the organic product on Television advertising and they promote the organic product on magazine was at level of agree ( $\overline{X} = 4.41$ ), and they promote the organic product by using well known presenters was at level of agree ( $\overline{X} = 4.39$ ) respectively.

## 4.3 The factors that influence the purchase behavior

The data analysis about the factors that influence the purchasing the organic skin care products from the USA by using frequency and percentage. The overview results of the analysis as show in the table as follow.

**Table 4.12** The analysis of factors that influencing the purchase behavior of working women in Central Business district of Bangkok by using organic skin care

Have you	ever use organic skin care	Frequency	Percentage
Yes		309	77.3
No		91	22.8
	Total	400	100

From table 4.12 indicated that the highest percentage of respondents who ever use organic skin care products was 309 were ever used (77.3%), follow by 91 who never used skin care products (22.8%).

**Table 4.13** The analysis of factors that influencing the purchase behavior of working women in Central Business district of Bangkok by using same brand

Do you alw	ays use the same brand	Frequency	Percentage
Yes		318	79.5
No		82	20.5
	Total	400	100

From table 4.13 indicated that the highest percentage of respondents who always use the same brand of skin care products was 318 were ever used (79.5%), follow by 82 who never used same brand of skin care products (20.5%).

**Table 4.14** The analysis of factors that influencing the purchase behavior of working women in Central Business district of Bangkok by brand.

Which brand do you always use	Frequency	Percentage
Nurture Nature	10	2.5
Origins	198	49.5
Juice Beauty's	122	30.5

**Table 4.14** The analysis of factors that influencing the purchase behavior of working women in Central Business district of Bangkok by brand (Cont.)

Which brand do you always use	Frequency	Percentage
Burt's Bees	37	9.3
Tata Harper	15	3.8
Badger Balm	11	2.8
Other	7	1.8
Total	400	100

From table 4.14 indicated that the highest percentage of respondents which brand of organic skin care products that they used was 198 used origins (49.5%), follow by 122 used Juice Beauty's (30.5%), 37 used Burt's Bees (9.3%), 15 used Tata Harper (3.8%), 11 used Badger Balm (2.8%), and 10 used Nurture Nature (2.5%) respectively.

**Table 4.15** The analysis of factors that influencing the purchase behavior of working women in Central Business district of Bangkok by reason to buy organic skin care

Factor to buy organic skin care product	Frequency	Percentage
Good for human skin	23	5.8
Not allergy	99	24.8
Believe in brand	155	38.8
Price is cheaper than chemical skin	63	15.8
care product		
Suggestion from other person	47	11.8
Other	13	3.3
Total	400	100

From table 4.15 indicated that the highest percentage of respondents factor to buy organic skin care because believe in brand was 155 (38.8%), follow by 99 was not allergy (24.8%), 63 Price is cheaper than chemical skin care product (15.8%), 47 Suggestion from other person (11.8%), 23 good for human skin (5.8%), and 13 other (3.3%).

**Table 4.16** The analysis of factors that influencing the purchase behavior of working women in Central Business district of Bangkok by influencing person to buy product

Who is the most influencing person to buy	Frequency	Percentage
product		
Yourself	8	2.0
Friend	64	16.0
Family	256	64.0
Product presenters	55	13.8
Mass media	17	4.3
Total	400	100

From table 4.16 indicated that the highest percentage of respondents the most influencing person to buy product was family 256 (64.0%), follow by 64 friend (16.0%), 55 product presenters (13.8%), 17 mass media (4.3%), and 8 for yourself (2.0%).

**Table 4.17** The analysis of factors that influencing the purchase behavior of working women in Central Business district of Bangkok by type of product.

What kind of organic skin care product you	Frequency	Percentage
always use		
Skin care lotion	85	21.3
Shampoo	124	31.0
Soap	123	30.8
Facial cream	48	12.0
Cosmetics	18	4.5
Other	2	0.5
Total	400	100

From table 4.17 indicated that the highest percentage of respondents of kind of organic skin care product you always use was 124 shampoo (31.0%), follow by 123 soap (30.8%), 85 skin care lotion (21.3%), 48 facial cream (12.0%), 18 cosmetic (4.5%), and 2 for other (0.5%).

### **4.4** Hypothesis result

The ten hypotheses to be investigated in this research study are to be tested to determine if significant relationships exist between the factors of the dependent and independent variables as follows,

## H1: Demography of working woman

H1a<sub>o</sub>: Demography has no an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by gender.

H1a<sub>a</sub>: Demography has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by gender.

Table 4.18 Independent t-Test for Hypothesis 1a

Variable	Gender	n	$\overline{X}$	SD	F	Sig.
	Male	-/	7	/-	0.00	0.000
	Female	400	2.47	0.368		

<sup>\*</sup>Significant at or below 0.05 level

Result from hypothesis testing using regression statistics were significant at 0.000, which is significantly less than  $0.05(\infty = 0.05, p < 0.05)$ . Thus, it shows that reject Ho. Demography has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by gender.

H1b<sub>o</sub>: Demography has no an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by age.

H1b<sub>a</sub>: Demography has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by age.

<b>Table 4.19</b> One-way	ANOVA for	Hypothesis	1b
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Variable	Age	N	$\overline{X}$	SD	F	Sig.
	Younger than 20 years	4	2.79	0.083	2.660	0.032
	old	127	2.51	0.373		
	21 - 30 years old	198	2.43	0.343		
	31 - 40 years old	69	2.48	0.416		
	41 - 50 years old	2	3.0	0.235		
	Older than 50 years old					

<sup>\*</sup>Significant at or below 0.05 level

Result from hypothesis testing using regression statistics were significant at 0.032, which is significantly less than  $0.05(\infty = 0.05, p < 0.05)$ . Thus, it shows that reject Ho. Demography has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by age.

H1c<sub>0</sub>: Demography has no an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by Income per month.

H1c<sub>a</sub>: Demography has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by Income per month.

**Table 4.20** One-way ANOVA for Hypothesis 1c

Variable	Income	N	$\overline{X}$	SD	F	Sig.
	less than 15,000 bath	50	2.52	0.354	0.738	0.595
	15,001-20,000 bath	56	2.51	0.347		
	20,001-30,000 bath	202	2.44	0.382		
	30,001-40,000 bath	38	2.51	0.326		
	40,001-50,000 bath	22	2.41	0.355		
	More than 50,001 bath	32	2.49	0.398		

<sup>\*</sup>Significant at or below 0.05 level

Result from hypothesis testing using regression statistics were significant at 0.595, which is significantly more than 0.05 ( $\propto =0.05$ , p >0.05). Thus, it shows that

accept Ho. Demography has no an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by Income per month.

H1d<sub>o</sub>: Demography has no an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by marital status.

H1d<sub>a</sub>: Demography has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by marital status.

**Table 4.21** One-way ANOVA for Hypothesis 1d

Variable	Marital status	N	$\overline{X}$	SD	F	Sig.
	Single	250	2.47	0.366	0.688	0.503
	Married	138	2.46	0.375		
	Divorce	12	2.59	0.329		

<sup>\*</sup>Significant at or below 0.05 level

Result from hypothesis testing using regression statistics were significant at 0.503, which is significantly more than 0.05 ( $\infty$  =0.05, p >0.05). Thus, it shows that accept Ho. Demography has no an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by marital status.

H1e<sub>o</sub>: Demography has no an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by education.

H1e<sub>a</sub>: Demography has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by education.

<b>Table 4.22</b> C	one-way ANO	A for Hypo	thesis le

Variable	education	N	$\overline{X}$	SD	F	Sig.
	Primary school	-	-	-	1.018	0.384
	Secondary School	12	2.30	0.291		
	Bachelor's Degree	326	2.48	0.362		
	Master's degree	55	2.45	0.416		
	Other	7	2.54	0.329		

<sup>\*</sup>Significant at or below 0.05 level

Result from hypothesis testing using regression statistics were significant at 0.384, which is significantly more than 0.05 ( $\infty$  =0.05, p >0.05). Thus, it shows that accept Ho. Demography has no an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by education.

H1f<sub>o</sub>: Demography has noan influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by working area.

H1f<sub>a</sub>: Demography has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by working area.

Table 4.23 One-way ANOVA for Hypothesis 1f

Variable	Working area	N	$\overline{X}$	SD	F	Sig.
	Silom area	93	2.46	0.355	0.145	0.965
	Pathumwan area	189	2.48	0.386		
	Ratchada	54	2.48	0.352		
	Bangkapi	44	2.44	0.338		
	Phromphong	20	2.45	0.386		
	Bangna	-	-	-		
	Other	-	-	-		

<sup>\*</sup>Significant at or below 0.05 level

Result from hypothesis testing using regression statistics were significant at 0.965, which is significantly more than 0.05 ( $\propto =0.05$ , p >0.05). Thus, it shows that

accept Ho. Demography has no an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by working area.

Multiple regressions consists of more than one independent and one variable after that the research will be interpreted and written in order to create an equation (Douglas 2006)

This research consists of four independent variables (product, price, place, promotion) and one dependent variable (purchase decision). So the researcher will use multiple regression models to input the data and test all hypotheses.

## **H2: Marketing mix**

H2a: The marketing factor has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by product.

Table 4.24 Analysis of marketing factor for hypothesis 2a

	Sum of Squares	df	Mean Square	F	Sig.
Regression	3.259	4	0.815	6.323	0.000
Residual	50.899	395	0.129		
Total	54.158	399			

<sup>\*</sup>Significant at or below 0.05 level

From table 4.24 Result of hypothesis using multiple regression statistics were significant at 0.000, which is significantly lower than 0.05. Thus, it shows that product affect to working women in Central Business district are influencing on the purchase decision.

 Table 4.25 Coefficient of Regression and Beta Coefficient of product

	В	Std.Error	Beta	t	Sig.
(Constant)	1.877	0.163		11.483	0.000
Well know	0.046	0.021	0.114	2.188	0.000
High quality	0.038	0.022	0.093	1.703	0.001
Ingredient	0.025	0.021	0.067	1.223	0.000

 Table 4.25 Coefficient of Regression and Beta Coefficient of product(Cont.)

	В	Std.Error	Beta	t	Sig.
Good packaging	0.019	0.021	0.049	0.913	0.000
All type product	0.023	0.022	0.056	1.091	0.000
Medical	0.023	0.022	0.054	1.031	0.010

<sup>\*</sup>Significant at or below 0.05 level

The analysis result from the stepwise method reveals that there are 6 independent variables which significantly correlate with purchase decision, regarding product aspect of influencing purchasing decision. These variables are well know (Beta =0.046), High quality (Beta =0.038), Ingredient (Beta =0.025), Good packaging (Beta =0.019), All type product (Beta =0.023), and medical (Beta =0.023)

Table 4.26 Multiple coefficient of determination of product

Model	R	R square	Adjust R Square	
	0.322	0.177	0.101	

<sup>\*</sup>Significant at or below 0.05 level

The adjust R square value in table 4.26 conveys that the variable can explain 10.10% of the variation in the dependent variable which is purchasing decision.

H2b: The marketing factor has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by price.

Table 4.27 Analysis of marketing factor for hypothesis 2b

	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.347	6	0.058	0.422	0.000
Residual	53.811	393	0.137		
Total	54.158	399			

<sup>\*</sup>Significant at or below 0.05 level

From table 4.27 Result of hypothesis using multiple regression statistics were significant at 0.000, which is significantly lower than 0.05. Thus, it shows that price affect to working women in Central Business district are influencing on the purchase decision.

Table 4.28 Coefficient of Regression and Beta Coefficient of price

	В	Std.Error	Beta	t	Sig.
(Constant)	2.604	0.216		12.048	0.000
Reasonable	0.006	0.023	0.014	0.280	0.007
Cheap	0.006	0.023	0.013	0.251	0.000
Affordable	0.015	0.022	0.036	0.695	0.000
Expensive	0.012	0.021	0.029	0.574	0.000
Price tag	0.018	0.023	0.039	0.778	0.000
Several price	0.021	0.022	0.047	0.914	0.000

<sup>\*</sup>Significant at or below 0.05 level

The analysis result from the stepwise method reveals that there are 6 independent variables which significantly correlate with purchase decision, regarding price aspect of influencing purchasing decision. These variables are reasonable (Beta =0.006), Cheap (Beta =0.006), Affordable (Beta =0.015), Expensive (Beta =0.012), Price tag (Beta =0.018), and several price (Beta =0.021)

Table 4.29 Multiple coefficient of determination of price

Model	R	R square	Adjust R Square	
	0.495	0.245	0.230	

<sup>\*</sup>Significant at or below 0.05 level

The adjust R square value in table 4.29 conveys that the variable can explain 23% of the variation in the dependent variable which is purchasing decision.

H2c: The marketing factor has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by place.

**Table 4.30** Analysis of marketing factor for hypothesis 2c

	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.829	6	0.138	1.018	0.000
Residual	53.330	393	0.136		
Total	54.158	399			

### \*Significant at or below 0.05 level

From table 4.30 Result of hypothesis using multiple regression statistics were significant at 0.000, which is significantly lower than 0.05. Thus, it shows that place affect to working women in Central Business district are influencing on the purchase decision.

Table 4.31 Coefficient of Regression and Beta Coefficient of place

	В	Std.Error	Beta	t	Sig.
(Constant)	2.265	0.178		12.747	0.000
Department store	0.009	0.023	0.019	0.372	0.003
Agent	0.015	0.022	0.036	0.700	0.000
Internet	0.009	0.022	0.022	0.396	0.001
Convenience store	0.019	0.022	0.047	0.843	0.000
Easy to buy	0.011	0.020	0.031	0.562	0.000
Clearly sign	0.035	0.020	0.091	1.749	0.000

<sup>\*</sup>Significant at or below 0.05 level

The analysis result from the stepwise method reveals that there are 6 independent variables which significantly correlate with purchase decision, regarding place aspect of influencing purchasing decision. These variables are department store (Beta =0.009), agent (Beta =0.015), Internet (Beta =0.009), convenience store (Beta =0.019), Easy to buy (Beta =0.011), and clearly sign (Beta =0.035)

Table 4.32 Multiple coefficient of determination of place

Model	R	R square	Adjust R Square	
	0.470	0.221	0.209	

<sup>\*</sup>Significant at or below 0.05 level

The adjust R square value in table 4.32 conveys that the variable can explain 20.9% of the variation in the dependent variable which is purchasing decision.

H2d: The marketing factor has an influence on the purchase decision of working women in Central Business district of Bangkok for imported organic skin care products from the USA when classified by promotion.

**Table 4.33** Analysis of marketing factor for hypothesis 2d

	Sum of Squares	df	Mean Square	F	Sig.
Regression	3.288	7	0.470	3.619	0.001
Residual	50.871	392	0.130		
Total	54.158	399			

<sup>\*</sup>Significant at or below 0.05 level

From table 4.33 Result of hypothesis using multiple regression statistics were significant at 0.001, which is significantly lower than 0.05. Thus, it shows that promotion affect to working women in Central Business district are influencing on the purchase decision.

Table 4.34 Coefficient of Regression and Beta Coefficient of promotion

	В	Std.Error	Beta	t	Sig.
(Constant)	1.694	0.252		6.721	0.000
Advertising	0.020	0.023	0.043	0.856	0.000
Presenter	0.018	0.022	0.041	0.819	0.000
Magazine	0.032	0.022	0.073	1.445	0.001
Word of mouth	0.052	0.023	0.109	2.212	0.000
Social media	0.083	0.024	0.170	3.429	0.007
Tester	0.009	0.030	0.015	0.303	0.000
Discount	0.038	0.025	0.075	1.486	0.024

<sup>\*</sup>Significant at or below 0.05 level

The analysis result from the stepwise method reveals that there are 7 independent variables which significantly correlate with purchase decision, regarding promotion aspect of influencing purchasing decision. These variables are advertising (Beta =0.020), presenter (Beta =0.018), Magazine (Beta =0.032), word of mouth (Beta =0.052), Social media (Beta =0.083), Tester (Beta = 0.009), and discount (Beta =0.038)

Table 4.35 Multiple coefficient of determination of promotion

Model	R	R square	Adjust R Square	
	0.443	0.199	0.187	

# \*Significant at or below 0.05 level

The adjust R square value in table 4.35 conveys that the variable can explain 18.7% of the variation in the dependent variable which is purchasing decision.

Table 4.36 Summarize all hypothesizes testing

Hypothesis	Significant	Result
H1a <sub>a</sub> : Demography has an influence on the purchase	Significant 0.000	
decision of working women in Central Business	less than 0.05	Reject H <sub>o</sub>
district of Bangkok for imported organic skin care	$(\infty = 0.05, p < 0.05)$	
products from the USA when classified by gender.		
H1ba: Demography has an influence on the purchase	Significant 0.032	
decision of working women in Central Business	less than 0.05	Reject H <sub>o</sub>
district of Bangkok for imported organic skin care	$(\infty = 0.05, p < 0.05)$	
products from the USA when classified by age.		
H1c <sub>o</sub> : Demography has no an influence on the	Significant 0.595	
purchase decision of working women in Central	more than 0.05	Accept H <sub>o</sub>
Business district of Bangkok for imported organic	$(\infty = 0.05, p > 0.05)$	
skin care products from the USA when classified by		
Income per month.		
H1do: Demography has no an influence on the	Significant 0.503	
purchase decision of working women in Central	more than 0.05	Accept
Business district of Bangkok for imported organic	$(\infty = 0.05, p > 0.05)$	$H_{\rm o}$
skin care products from the USA when classified by		
marital status.		
H1eo: Demography has no an influence on the	Significant 0.384	Accept
purchase decision of working women in Central	more than 0.05	$H_{\rm o}$
Business district of Bangkok for imported organic	$(\infty = 0.05, p > 0.05)$	
skin care products from the USA when classified by		
education.		

 Table 4.36 Summarize all hypothesizes testing (Cont.)

Hypothesis	Significant	Result
H1f <sub>o</sub> : Demography has no an influence on the	Significant 0.965	
purchase decision of working women in Central	more than 0.05	Accept
Business district of Bangkok for imported organic	$(\infty = 0.05, p > 0.05)$	$H_{\rm o}$
skin care products from the USA when classified by		
working area.		
H2a: The marketing factor has an influence on the	Significant 0.000	
purchase decision of working women in Central	less than 0.05	Influence
Business district of Bangkok for imported organic	$(\infty = 0.05, p < 0.05)$	
skin care products from the USA when classified by		
product.		
H2b: The marketing factor has an influence on the	Significant 0.000	
purchase decision of working women in Central	less than 0.05	influence
Business district of Bangkok for imported organic	$(\infty = 0.05, p < 0.05)$	
skin care products from the USA when classified by		
price.		
H1ba: Demography has an influence on the purchase	Significant 0.032	
decision of working women in Central Business	less than 0.05	Reject H <sub>o</sub>
district of Bangkok for imported organic skin care	$(\infty = 0.05, p < 0.05)$	
products from the USA when classified by age.		
H1co: Demography has no an influence on the	Significant 0.595	
purchase decision of working women in Central	more than 0.05	Accept H <sub>o</sub>
Business district of Bangkok for imported organic	$(\infty = 0.05, p > 0.05)$	
skin care products from the USA when classified by		
Income per month.		
H1do: Demography has no an influence on the	Significant 0.503	
purchase decision of working women in Central	more than 0.05	Accept
Business district of Bangkok for imported organic	$(\infty = 0.05, p > 0.05)$	$H_{\rm o}$
skin care products from the USA when classified by		
marital status.		

 Table 4.36 Summarize all hypothesizes testing (Cont.)

Hypothesis	Significant	Result
H1eo: Demography has no an influence on the	Significant 0.384	Accept
purchase decision of working women in Central	more than 0.05	$H_{o}$
Business district of Bangkok for imported organic skin	$(\infty = 0.05, p$	
care products from the USA when classified by	>0.05)	
education.		
H1f <sub>o</sub> : Demography has no an influence on the	Significant 0.965	
purchase decision of working women in Central	more than 0.05	Accept
Business district of Bangkok for imported organic skin	$(\infty = 0.05, p$	$H_{o}$
care products from the USA when classified by	>0.05)	
working area.		
H2a: The marketing factor has an influence on the	Significant 0.000	
purchase decision of working women in Central	less than 0.05	Influence
Business district of Bangkok for imported organic skin	$(\infty = 0.05, p$	
care products from the USA when classified by	<0.05)	
product.		
H2b: The marketing factor has an influence on the	Significant 0.000	
purchase decision of working women in Central	less than 0.05	influence
Business district of Bangkok for imported organic skin	$(\infty = 0.05, p$	
care products from the USA when classified by price.	< 0.05)	
H2c: The marketing factor has an influence on the	Significant 0.000	
purchase decision of working women in Central	less than 0.05	influence
Business district of Bangkok for imported organic skin	$(\infty = 0.05, p$	
care products from the USA when classified by place.	< 0.05)	
H2d: The marketing factor has an influence on the	Significant 0.001	
purchase decision of working women in Central	less than 0.05	Influence
Business district of Bangkok for imported organic skin	$(\infty = 0.05, p$	
care products from the USA when classified by	< 0.05)	
promotion.		

### CHAPTER 5

### SUMMARY DISCUSSION AND RECOMMENDATIONS

This chapter provides conclusion from the research finding, by reviewing the objectives, analysis from finding result and review literature review. Furthermore, this chapter will discuss and recommendation to the future research.

- 5.1 Conclusion
- 5.2 Discussion
- 5.3 Recommendation
- 5.4 Further study

### **5.1 Conclusion**

Demographic Information of respondent

The survey from 400 respondents, all of respondents were female due to the researcher focus on purchase behavior on working women in Bangkok. Refer to the ages of respondents, majority of the respondents' age between 31 – 40 years old. Followed by 21 – 30 years old, the least ages is older than 50 years old. Refer to the income per month of respondent, majority of the respondents are between 20,001-30,000 baht per month followed by 15,001-20,000 baht per month, the minority are those who earns between 40,001-50,000 baht per month. Refer to the status of respondents, majority of respondents are single followed by married and divorce respectively. Refer to the respondents education, majority of respondents were Bachelor's degree, followed by Master's degree. Refer to the working area of respondents, majority of respondents are working in Pathumwan area followed by Silom area.

The marketing mix that influence the purchasing organic products

Product: Regarding to the result of the product, when consider in each aspect found that the organic skin care product that imported from USA has guarantee from medical institution aspect was at level of agree which is the highest average level, followed by the organic skin care product that imported from USA has all type of skin care, The organic skin care product that imported from USA has high quality, The

organic skin care product that imported from USA is well known brands and The organic skin care product that imported from USA has good packaging, and the organic skin care product that imported from USA has good ingredients for human skin.

Price: Regarding to the result of the price, when consider in each aspect found that the organic skin care has price tag clearly was at level of agree which is the highest average level, followed by the organic skin care is cheap with good quality and the organic skin care is affordable price with high quality, The organic skin care is expensive price with better brand image and The organic skin care has several price level, and the organic skin care have reasonable price.

Place: Regarding to the result of the place, when consider in each aspect found that the USA organic skin care available in any department store was at level of agree which is the highest average level, followed by the USA organic skin care can find easily to buy by an agent, The USA organic skin care can find easily to buy by Internet, The USA organic skin care can find easily to buy in convenience store, The USA organic skin care counter has clearly signed to see that they located, and the USA organic skin care has product placement that easy to buy.

Promotion: Regarding to the result of the promotion, when consider in each aspect found that they promote the organic product by giving tester size was at level of agree which is the highest average level, followed by They promote the organic product by price discount in a period of time, They promote the organic product on Social media (Facebook, instragram), You know the product by your friend (Word of mouth), They promote the organic product on Television advertising and they promote the organic product on magazine, and they promote the organic product by using well known presenters.

### The factors that influence the purchase behavior

This research shows the factors that influencing the purchase behavior of working women in Central business district of Bangkok for imported organic skin care products from the USA. The result found that most of respondent ever use organic skin care before and they always use the same brand that they ever used. The majority of respondent use organic skin care product brand of Origins, followed by

brand Juice Beauty's, the minority are other brands. Refer to the factors to buy organic skin care product, the majority of respondent was believe in brand, followed by not allergy. Refer to the person who is the most influence to buy product. The majority of respondents are family, followed by friend and product presenters. Refer to the skin care product that respondent always use is organic shampoo, followed by soap and skin care lotion.

From the objective of this research, the researcher can answer the objective as below.

Question 1.To understand the marketing factors influencing the purchase behavior of working women in Central Business district of Bangkok for imported organic skin care products from the USA.

From the result analysis, The researcher has more understand the most important of marketing factors that affect the purchase behavior. Which factors need to give important such as the promotion factor was the most effective to purchase behavior of customer by giving the customer of tester product and offer them discount. Followed by price, price tag clearly is the most important factor followed by price is cheap with good quality product. Product, get guarantee from medical institution is the most important followed by provided many type of skin care to choose. Place, the most aspect was product available in any department store, followed by can find easily to buy via agent.

Question 2. To understand how the demography of working women in Central Business district of Bangkok influences their purchase behavior of imported organic skin care products from the USA.

For the result analysis, the researcher found that the characteristic of respondent has effect to buy the product. This demography theory can explain and guide to focus the right customer. This can help to increase sales and make the product more popular. From this research majority of the respondents' age between 31-40 years old. Refer to the income per month of respondent, majority of the respondents are between 20,001-30,000 baht per month. Refer to the status of respondents, majority of respondents are single. Refer to the respondents education, majority of respondents were Bachelor's degree and they working area was in Pathumwan.

Question 3. To identify which marketing factor has the highest significant influence on the purchase behavior of working women in Central Business district of Bangkok for imported organic skin care products from the USA.

From the overview of marketing mix influencing the purchasing the organic skin care products from the USA, when consider in each aspect found that promotion aspect was at level of agree which is the highest average level, followed by price, product, and place respectively.

### 5.2 Discussion

The result of the marketing factors influence the purchase behavior of working women in central business district by using the related concept of marketing mix (Product, Price, Place, Promotion) and the factors that influence to purchase behavior. It can be explaining the finding as follows:

Product: when consider in each aspect found that the organic skin care product that imported from USA has guarantee from medical institution because many people believe in the association or organization in the USA due to this country quite strict with the rule, law, and ethic. So if the organic product has guarantee from USDA (United State Department of Agriculture) that mean these products are believable. The organic skin care are provide for all type of skin type that is advantage for customer to select the product that appropriate with their type of skin.

The product factor was related with previous research of Junaid A. (2013) was study "A study on the purchase behavior and cosmetic consumption pattern among young females in Delhi and NCR". The result showed that people increasing awareness as well related to cosmetic products that made from the natural ingredients or herbal cosmetic products

Price: when consider in each aspect found that the organic skin care price has price tag clearly, this is help the customer to consider the product and pricing that can help them make decision before buying. The organic skin care is cheap with good quality and the organic skin care is affordable price with high quality when compare with chemical skin care product because they believe in brand name higher than the ingredient.

This factor was related with previous research from Kanoknard Senganate (1998) undertook a study entitled "Information Exposure and its Influence upon Purchasing Decision of Direct Selling Cosmetics". This research result shows that price and promotion significantly correlated with the decision of purchasing direct selling cosmetics.

Place: when consider in each aspect found that the organic skin care are available in any department store was at level of agree which is the highest average level because ease to find for purchasing. Due to in the present, many department store, convenience store, community mall easy to find. So if the organic product can provide many place, it will be easy to buy.

This factor was related with previous research from Kanokporn Laovanich (2010) was study "The factors influencing to buy Korean cosmetic of women bachelor's degree student in case of Chiang Mai University". The result shows that place is the most important for cosmetic seller to focus on the customer.

Promotion: when consider in each aspect found that the organic skin care promotion found that they promote the organic product by giving tester size was at level of agree which is the highest average level because if the producer give the tester to customer to try before decision to buy that will be advantage to customer. If they feel like our product, they will come back and buy to use. Followed by They promote the organic product by price discount in a period of time, this will increase sale and customer to purchase organic product.

This factor was related with previous research from Kanoknard Senganate (1998) undertook a study entitled "Information Exposure and its Influence upon Purchasing Decision of Direct Selling Cosmetics". This research result shows that price and promotion, mass media and any media were significantly correlated with the decision of purchasing direct selling cosmetics and research study from Ratchanee Lertdechdecha (2004)'s study entitled, "A Study of the Influence of Visual Language Used in Telecom Advertising on Late Adolescents in Bangkok: A Case Study of Orange Telecommunication Network", show that visual advertising successfully attracted consumers' attention in this study.

### **5.3 Recommendation**

This research, the researchers have suggestion to be the guideline for organic skin care product producer that would like to apply marketing factors to influence the purchase behavior as following:

### Marketing mix (4Ps) strategy

Product: The organic skin care product producer should put the ingredients clearly that explain to user about organic ingredients can affect the human skin in useful result after use it and try to keep the quality of product although that product was guarantee from USDA already.

Price: The organic product should show price tag clearly to help the customer make decision easily. Some of them want to make decision by themselves. The producer should set the price with reasonable price because nowadays many organic products launch in the market, the customer has many choice to use.

Place: The distribution channel should provide selling place via social media and provide delivery to customer. This can influence the purchase behavior to customer and increase sale to the company.

Promotion: Many customers like the good promotion such as get special discount, buy one get one free, giving any premium gift, giving tester product or any discount coupon. This promotion can influence the purchase behavior to be brand loyalty of our organic skin care products.

### **5.4 Further Study**

From researching this study, the researcher has some recommendation to improve and develop factors to influence purchase behavior. This will be beneficial to other related study and organization that would like to research and apply the marketing mix to influence to purchase behavior. The researcher suggests that this research could lead to further research in the future as follows:

1. This research is only study the marketing mix to influence purchase behavior of working women in central business district only. So the next research should focus on both men and women in another area too.

- 2. The next research should also survey in the other area both central business district and another province to know the different purchase behavior.
- 3. The research should study other factor which about decision making, satisfaction of product to understand more factors.



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# APPENDIX A SURVEY QUESTIONNAIRE (ENGLISH)

### **Questionnaire**

"A Study on Marketing and demographic factors influencing the purchase behavior of working women in Central Business district of Bangkok for imported organic skin care products from the USA"

### **Notification**

This questionnaire is a part of a thesis conducted for the requirement of a Master's Degree in Business Administration of the Stamford International University. The information acquired from this questionnaire will be confidentially kept and used for academic purpose only.

### Part I The respondent's personal Information

Please check ( / ) to the extent that you agree with the following items 1. Gender ( ) Male ( ) Female 2. Age ( )Younger than 20 years old ( ) 21-30 years old ( ) 31-40 years old ( ) 41-50 years old ( ) older than 50 years old 3. Income per month ( ) less than 15,000Baht ( ) 15,001-20,000 Baht ( ) 20,001-30,000 Baht ( ) 30,001-40,000 Baht ( ) 40,001-50,000 Baht ( ) More than 50,001 4. Marital Status ( ) Single ( ) Married ( ) Divorce 5. Education ( ) Primary School ( ) Secondary School ( ) Master's Degree ( ) Bachelor's Degree ( ) Other 6. Which area do you work ( ) Silom area ( ) Pathumwan area

( ) Ratchada	( ) Bangkapi
( ) Phromphong	( ) Bangna
( ) Other	

# $\frac{Part\ II\ The\ marketing\ mix\ that\ influence\ your\ purchasing\ the\ product\ of\ organic}{skin\ care\ products\ from\ the\ USA}$

Please check ( / ) to the extent that you agree with the following items

			Satis	sfaction	level	
No.	The marketing mix that influence your purchasing the product of organic skin care	igly e (5)	(4)	al (3)	ee(2)	igly ee (1)
	products from the USA	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree(2)	Strongly Disagree (1
1.	Product					
1	The organic skin care product that imported					
	from USA is well known brands		1			
2	The organic skin care product that imported			39		
	from USA has high quality					
3	The organic skin care product that imported		f.			
	from USA has good ingredients for human					
	skin					
4	The organic skin care product that imported					
	from USA has good packaging					
5	The organic skin care product that imported					
	from USA has all type of skin care					
6	The organic skin care product that imported					
	from USA has guarantee from medical					
	institution					

No.	The marketing mix that influence your					
	purchasing the product of organic skin care products from the USA	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree(2)	Strongly Disagree (1)
2.	Price					
7	The organic skin care have reasonable price					
8 7	The organic skin care is cheap with good					
	quality					
9 7	The organic skin care is affordable price with					
ŀ	high quality	Salar Salar				
10	The organic skin care is expensive price with					
1	better brand image					
11 7	The organic skin care has price tag clearly	9				
12	The organic skin care has several price level	1				
2.	Place			34		
13	The USA organic skin care available in any		/			
	department store					
14	The USA organic skin care can find easily to	4				
1	buy by an agent					
15	The USA organic skin care can find easily to					
l l	buy by Internet					
16	The USA organic skin care can find easily to					
1	buy in convenience store					
17	The USA organic skin care has product					
I	placement that easy to buy					
18	The USA organic skin care counter has					
	clearly signed to see that they located					

				Sati	sfaction	level	
No.	The marketing mix that influence your purchasing the product of organic skin care products from the USA	Strongly	Agree (5)	Agree (4)	Neutral (3)	Disagree(2)	Strongly Disagree (1)
3.	Promotion						
19	They promote the organic product on						
	Television advertising						
20	They promote the organic product by using						
	well known presenters						
21	They promote the organic product on	المستغلل الم					
	magazine						
22	You know the product by your friend (Word						
	of mouth)						
23	They promote the organic product on Social			7			
	media (Facebook, instragram)						
24	They promote the organic product by giving						
	tester size						
25	They promote the organic product by price		4				
	discount in a period of time		4				

# Part III The factors that influencing the purchase behavior of working women in Central Business district of Bangkok for imported organic skin care products from the USA

<u></u> `	7111 1111 0 0111		
Ple	ease check (/) to the exte	ent t	hat you agree with the following items
1.	Have you ever used org	anic	skin care
	( ) Yes	(	) No
2.	Do you always use the s	same	e brand
	( ) Yes	(	) No
3.	Which brand do you alv	vays	use
	( ) Nurture Nature	(	) Origins
	( ) juice Beauty's	(	) Burt's Bees

	( ) Tata Harper ( ) Ba	dger Balm
	( ) Other	
4.	4. What is the most important factor	for you when buying organic skin care product
	( ) Good for human skin	( ) Not allergy
	( ) Believe in brand	( ) Price is cheaper than chemical skin care
	product	
	( ) Suggestion from other person	l.
	( ) Other	
5.	5. Who has the most influence on p	urchase decision of organic skin care product
	( ) Yourself ( ) Fri	end
	( ) Family ( ) Pro	oduct presenters
	( ) Mass media	
6.	6. What kind of organic skin care pr	oduct you always use
	( ) Skin care Lotion ( ) sha	mpoo
	( ) Soap ( ) Fac	cial cream
	( ) Cosmetics ( ) Oth	ner

# APPENDIX B SURVEY QUESTIONNAIRE (THAI)

### แบบสอบถาม

"ปัจจัยค้านการตลาดและปัจจัยค้านลักษณะประชากรศาสตร์ที่มีอิทธิพลต่อพฤติกรรมการซื้อของ ผู้หญิงวัยทำงานในศูนย์กลางย่านธุรกิจในการซื้อผลิตภัณฑ์บำรุงผิวออแกนิคนำเข้าจากประเทศ สหรัฐอเมริกา"

คำชี้แจง แบบสอบถามชุดนี้จัดทำขึ้น เพื่อประกอบการในการทำวิทยานิพนธ์ของนักศึกษาปริญญา โทหลักสูตรบริหารธุรกิจมหาบัณฑิต หลักสูตรนานาชาติ มหาวิทยาลัยนานาชาติแสตมฟอร์ด โดย ข้อมูลมาประกอบทางการศึกษาดังนั้นผู้วิจัยจึงใคร่ขอความร่วมมือจากท่านในการตอบ แบบสอบถามโดยจะไม่มีผลกระทบต่อการตอบแบบสอบถามแต่ประการใดซึ่งแบบสอบถาม ทั้งหมดมี 3 ส่วนดังต่อไปนี้

# ตอนที่ 1 ข้อมูลทั่วไปเกี่ยวกับผู้ตอบแบบสอบถาม

<u>คำชี้แจง</u> โปรดให้รายละเอียดเกี่ยวกับตัวท่าน โดยทำเครื่องหมาย ถูก ลงใน () หน้าข้อความให้ตรง กับความเป็นจริง

1.	เพศ		
	( ) หญิง	( ) ชาย	
2.	อายุ		
	( ) ต่ำกว่า 20 ปี	( ) 21-30	( ) 31-40 ปี
	( ) 41-50 ปี	( ) มากกว่า <b>5</b> 0	ว ปีขึ้นไป
3.	รายใค้		
	( ) น้อยกว่า 15,000บา	ท/เคือน	( ) 15,001-20,000 บาท/เคือน
	( ) 20,001-30,000 บา	ท/เคือน	( ) 30,001-40,000 /เคือน
	( ) 40,001-50,000 บา	ท/เคือน	( ) มากกว่า 50,001 บาทขึ้นไป
4.	สถานภาพ		
	( ) โสค		( ) สมรส/อยู่คั่วยกัน
	( ) หย่า/คู่สมรสเสียชีวิต	ก	

5.	ระดับการศึกษา	
	( ) มัธยมศึกษาตอนต้น หรือต่ำกว่า	( ) มัธยมศึกษาตอนปลาย
	( ) ปริญญาตรี	( )ปริญญาโท
	( ) สูงกว่าปริญญาโท	
6.	สถานที่ทำงานของท่านอยู่ย่านใด	
	( ) สิลม	( ) ปทุมวัน
	( ) รัชดา	( ) บางกะปี
	( ) พร้อมพงศ์	( ) บางนา
	( ) อื่นๆ	

# ตอนที่ 2 ปัจจัยด้านการตลาดที่มีอิทธิพลในการซื้อผลิตภัณฑ์บำรุงผิวออแกนิคนำเข้าจากประเทศ สหรัฐอเมริกา

<u>คำชี้แจง</u> กรุณาแสดงความคิดเห็น โดยทำเครื่องหมาย √ในช่องที่สอดคล้องกับความคิดเห็นของ ท่านมากที่สุด

		-	ระคับข	องความ	พึงพอใ	า
ข้อที่	ปัจจัยด้านการตลาดที่มีอิทธิพลในการซื้อผลิตภัณฑ์ บำรุงผิวออแกนิคนำเข้าจากประเทศสหรัฐอเมริกา	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
3.	ด้านผลิตภัณฑ์หรือการให้บริการ	$\mathcal{A}$				
1	ผลิตภัณฑ์บำรุงผิวออแกนิคนำเข้าจากประเทศ					
	สหรัฐอเมริกามียี่ห้อเป็นที่รู้จัก					
2	ผลิตภัณฑ์บำรุงผิวออแกนิคนำเข้าจากประเทศ					
	สหรัฐอเมริกามีคุณภาพดี					
3	ผลิตภัณฑ์บำรุงผิวออแกนิคนำเข้าจากประเทศ					
	สหรัฐอเมริกามีส่วนผสมที่ดีต่อผิวหนัง					
4	ผลิตภัณฑ์บำรุงผิวออแกนิคนำเข้าจากประเทศ					
	สหรัฐอเมริกามีรูปแบบบรรจุที่สวยงาม					

		ระคับขอ	งความบ	ไรับตัว	
ปัจจัยทางการตลาดที่มีผลต่อการตัดสินใจซื้อผ้า ย้อมสี(คราม)	มากที่สุด	มาก	ปานกลาง	l de	น้อยที่สุด
ผลิตภัณฑ์บำรุงผิวออแกนิคนำเข้าจากประเทศ					
-					
·					
สหรัฐอเมริกาใค้รับการรับรองจากอง๕การ					
อาหารและยา					
ด้านราคา					
ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาที่สมเหตุสมผล					
ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาถูกเมื่อเทียบกับ					
คุณภาพ	4				
ผลิตภัณฑ์บำรุงผิวออแกนิกมีราคาที่เหมาะสมกับ		4 7			
คุณภาพ			1		
ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาแพงเมื่อเทียบกับ					
ยี่ห้อของผลิตภัณฑ์	4				
ผลิตภัณฑ์บำรุงผิวออแกนิคมีป้ายราคาบอกที่ชัดเจน	1				
ผลิตภัณฑ์บำรุงผิวออแกนิคมีหลายราคา	7				
ด้านสถานที่จัดจำหน่าย					
ผลิตภัณฑ์บำรุงผิวออแกนิคมีขายตามห้างทั่วไป	4				
al al	ก				
ตัวแทนขายทั่วไป					
ผลิตภัณฑ์บำรุงผิวออแกนิคสามารถหาซื้อได้ง่ายจา	ก				
อินเตอร์เนต					
ผลิตภัณฑ์บำรุงผิวออแกนิคสามารถหาซื้อได้ง่ายจา	ก				
ร้านสะควกซื้อ					
	ย้อมสี(คราม)  ผลิตภัณฑ์บำรุงผิวออแกนิคนำเข้าจากประเทศ สหรัฐอเมริกามีผลิตภัณฑ์ที่หลากหลาย  ผลิตภัณฑ์บำรุงผิวออแกนิคนำเข้าจากประเทศ สหรัฐอเมริกาได้รับการรับรองจากอง๕การ อาหารและยา  ด้านราคา  ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาที่สมเหตุสมผล ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาที่เหมาะสมกับ กุณภาพ  ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาเพ่งเมื่อเทียบกับ กุณภาพ  ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาแพงเมื่อเทียบกับ ชี่ห้อของผลิตภัณฑ์  ผลิตภัณฑ์บำรุงผิวออแกนิคมีหลายราคา  ด้านสถานที่จัดจำหน่าย  ผลิตภัณฑ์บำรุงผิวออแกนิคมีขายตามห้างทั่วไป ผลิตภัณฑ์บำรุงผิวออแกนิคสามารถหาซื้อได้ง่ายจา ตัวแทนขายทั่วไป ผลิตภัณฑ์บำรุงผิวออแกนิคสามารถหาซื้อได้ง่ายจา อินเตอร์เนต  ผลิตภัณฑ์บำรุงผิวออแกนิคสามารถหาซื้อได้ง่ายจา	ย้อมสี(คราม)  ผลิตภัณฑ์บำรุงผิวออแกนิคนำเข้าจากประเทศ สหรัฐอเมริกามีผลิตภัณฑ์ที่หลากหลาย  ผลิตภัณฑ์บำรุงผิวออแกนิคนำเข้าจากประเทศ สหรัฐอเมริกาได้รับการรับรองจากองสการ อาหารและยา  ด้านราคา ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาที่สมเหตุสมผล ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาที่เหมาะสมกับ กุณภาพ  ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาเพงเมื่อเทียบกับ ขี่ห้อของผลิตภัณฑ์ ผลิตภัณฑ์บำรุงผิวออแกนิคมีป่ายราคาบอกที่ชัดเจน ผลิตภัณฑ์บำรุงผิวออแกนิคมีหลายราคา  ด้านสถานที่จัดจำหน่าย ผลิตภัณฑ์บำรุงผิวออแกนิคมีขายตามห้างทั่วไป ผลิตภัณฑ์บำรุงผิวออแกนิคสามารถหาซื้อได้ง่ายจาก ตัวแทนขายทั่วไป ผลิตภัณฑ์บำรุงผิวออแกนิคสามารถหาซื้อได้ง่ายจาก อินเตอร์เนต ผลิตภัณฑ์บำรุงผิวออแกนิคสามารถหาซื้อได้ง่ายจาก	ปัจจัยทางการตลาดที่มีผลต่อการตัดสินใจซื้อผ้า ช้อมสี(คราม)  ผลิตภัณฑ์บำรุงผิวออแกนิคนำเข้าจากประเทศ สหรัฐอเมริกามีผลิตภัณฑ์ที่หลากหลาย ผลิตภัณฑ์บำรุงผิวออแกนิคนำเข้าจากประเทศ สหรัฐอเมริกาได้รับการรับรองจากองสการ อาหารและยา  ด้านราคา ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาที่สมเหตุสมผล ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาที่เหมาะสมกับ คุณภาพ ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาแพงเมื่อเทียบกับ ยี่ห้อของผลิตภัณฑ์ ผลิตภัณฑ์บำรุงผิวออแกนิคมีป้ายราคาบอกที่ชัดเจน ผลิตภัณฑ์บำรุงผิวออแกนิคมีป้ายราคาบอกที่ชัดเจน ผลิตภัณฑ์บำรุงผิวออแกนิคมีบายตามห้างทั่วไป ผลิตภัณฑ์บำรุงผิวออแกนิคมีขายตามห้างทั่วไป ผลิตภัณฑ์บำรุงผิวออแกนิคมีบายตามห้างทั่วไป ผลิตภัณฑ์บำรุงผิวออแกนิคสามารถหาซื้อได้ง่ายจาก ด้วแทนขายทั่วไป ผลิตภัณฑ์บำรุงผิวออแกนิคสามารถหาซื้อได้ง่ายจาก อินเตอร์เนต ผลิตภัณฑ์บำรุงผิวออแกนิคสามารถหาซื้อได้ง่ายจาก	ปัจจัยทางการตลาดที่มีผลต่อการตัดสินใจชื้อผ้า ช้อมสี(คราม)  ผลิตภัณฑ์บำรุงผิวออแกนิคนำเข้าจากประเทศ สหรัฐอเมริกามีผลิตภัณฑ์ที่หลากหลาย  ผลิตภัณฑ์บำรุงผิวออแกนิคนำเข้าจากประเทศ สหรัฐอเมริกามีผลิตภัณฑ์ที่หลากหลาย  ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาที่สมเหตุสมผล ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาที่สมเหตุสมผล ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาที่เหมาะสมกับ คุณภาพ ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาเแพงเมื่อเทียบกับ ชี่ห้อของผลิตภัณฑ์ ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาแพงเมื่อเทียบกับ ชี่ห้อของผลิตภัณฑ์ ผลิตภัณฑ์บำรุงผิวออแกนิคมีหลายราคา ด้านสถานที่จัดจำหน่าย ผลิตภัณฑ์บำรุงผิวออแกนิคมีขายตามห้างทั่วไป ผลิตภัณฑ์บำรุงผิวออแกนิคสามารถหาซื้อได้ง่ายจาก อันเตอร์เนต ผลิตภัณฑ์บำรุงผิวออแกนิคสามารถหาซื้อได้ง่ายจาก อินเตอร์เนต	ช้อมสี(คราม)  เรื้อนี้  ผลิตภัณฑ์บำรุงผิวออแกนิคนำเข้าจากประเทศ สหรัฐอเมริกามีผลิตภัณฑ์ที่หลากหลาย  ผลิตภัณฑ์บำรุงผิวออแกนิคนำเข้าจากประเทศ สหรัฐอเมริกาได้รับการรับรองจากอง๕การ อาหารและยา  ด้านราคา  ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาที่สมเหตุสมผล  ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาที่สมเหตุสมผล  ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาที่เหมาะสมกับ คุณภาพ  ผลิตภัณฑ์บำรุงผิวออแกนิคมีราคาแพงเมื่อเทียบกับ  ยี่ห้อของผลิตภัณฑ์  ผลิตภัณฑ์บำรุงผิวออแกนิคมีป้ายราคาบอกที่ชัดเจน  ผลิตภัณฑ์บำรุงผิวออแกนิคมีป้ายราคาบอกที่ชัดเจน  ผลิตภัณฑ์บำรุงผิวออแกนิคมีบายตามห้างทั่วไป  ผลิตภัณฑ์บำรุงผิวออแกนิคมีบายตามห้างทั่วไป  ผลิตภัณฑ์บำรุงผิวออแกนิคสามารถหาซื้อได้ง่ายจาก  ด้วแทนขายทั่วไป  ผลิตภัณฑ์บำรุงผิวออแกนิคสามารถหาซื้อได้ง่ายจาก อินเตอร์เนต  ผลิตภัณฑ์บำรุงผิวออแกนิคสามารถหาซื้อได้ง่ายจาก

			ระดับขอ	งความบ	ไรับตัว	
ข้อที่	ปัจจัยทางการตลาดที่มีผลต่อการตัดสินใจซื้อผ้า ย้อมสี(คราม)	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
17	ผลิตภัณฑ์บำรุงผิวออแกนิคสามารถหาซื้อได้ง่าย					
	จากสถานที่จัดจำหน่ายโดยเฉพาะ					
18	ผลิตภัณฑ์บำรุงผิวออแกนิคสามารถหาซื้อได้ง่าย					
	จากเคาร์เตอร์ขายที่มีป้ายบอกชัดเจน					
6.	ด้านการส่งเสริมการตลาด					
19	ผลิตภัณฑ์บำรุงผิวออแกนิคมีการ โฆษณาในทีวี					
20	ผลิตภัณฑ์บำรุงผิวออแกนิคมีการ โฆษณา โดย					
	ตัวแทนสินค้ำ		4			
21	ผลิตภัณฑ์บำรุงผิวออแกนิคมีการ โฆษณาผ่านทาง	4				
	นิตยสาร					
22	รู้จักผลิตภัณฑ์บำรุงผิวออแกนิคจากเพื่อน			39		
23	ผลิตภัณฑ์บำรุงผิวออแกนิคมีการ โฆษณาผ่านทางโ	ar .	4			
	เชียล มีเคีย (เฟสบุ๊ก อินสตาร์แกรม)	4				
24	ผลิตภัณฑ์บำรุงผิวออแกนิคมีการให้ผลิตภัณฑ์ขนา	ค				
	ทคลองใช้					
25	ผลิตภัณฑ์บำรุงผิวออแกนิคมีการลคราคาใน					
	ช่วงเวลาที่กำหนด	4				

ตอนที่ 3 ปัจจัยที่มีอิทธิพลในการซื้อผลิตภัณฑ์บำรุงผิวออแกนิคนำเข้าจากประเทศสหรัฐอเมริกา คำชี้แจง โปรดให้รายละเอียดเกี่ยวกับตัวท่าน โดยทำเครื่องหมาย ถูก ลงใน () หน้าข้อความให้ตรง กับความเป็นจริง

1.	กุณเคย	ใช้ผลิตภัณฑ์บำรุงผิวออแ	กนิคมาก่	อนหรือไม่
	( )	เคย	( )	ไม่เคย
2.	โดยปก	เติคุณใช้ผลิตภัณฑ์บำรุงผิ	วออแกนิเ	คยี่ห้อเดิมๆที่เคยใช้หรือไม่
	( )	ใช่	( )	ไม่ใช่

3.	ยี่ห้อผลิตภัณฑ์บำรุงผิวออแกเ	ูโค ยี่ห้อใคที่คุณเคยใช้
	( ) Nurture Nature	( ) Origins
	( ) juice Beauty's	( ) Burt's Bees
	( ) Tata Harper	( ) Badger Balm
	( ) อื่นๆ	
4.	<b>ปัจจัยใดที่เป็นปัจจัยหลักในก</b> า	ารเลือกใช้ผลิตภัณฑ์บำรุงผิวออแกนิคของท่าน
	( ) ดีต่อสุขภาพผิว	
	( ) ไม่มีอาการแพ้	
	( ) เชื่อถือในยี่ห้อผลิตภัณฑ์ป	วารุงผิวออแกนิค
	( ) ราคาถูกกว่าผลิตภัณฑ์ที่ไม	ม่ใช่ผลิตภัณฑ์บำรุงผิวออแกนิค
	( ) มีคนรู้จักแนะนำมา	
	( ) อื่นๆ	
5.	ใครที่มีอิทธิพลต่อท่านในการ	เลือกซื้อผลิตภัณฑ์บำรุงผิวออแกนิคมากที่สุด
	( ) ตัวท่านเอง	( ) เพื่อน
	( ) ครอบครัว	( ) ตัวแทนผลิตภัณฑ์
	( ) การโฆษณา	
6.	ท่านใช้ผลิตภัณฑ์บำรุงผิวออแ	เกนิคประเภทใด
	( ) โลชั่นบำรุงผิว	( ) แสมฟ์
	( ) สบู่	( ) ครีมบำรุงผิว
	( ) เครื่องสำอาง	( ) อื่นๆ

# APPENDIX C RELIABILITY TEST RESULT

# Reliability test result

	Question Number	Cronbach's Alpha
		if item deleted
1.	The organic skin care product that imported from USA are	0.881
	well known brands.	
2.	The organic skin care product that imported from USA has	0.887
	high quality.	
3.	The organic skin care product that imported from USA	0.804
	have good ingredients for human skin.	
4.	The organic skin care product that imported from USA has	0.895
	good packaging	
5.	The organic skin care product that imported from USA has	0.894
	all type of skin care	
6.	The organic skin care product that imported from USA has	0.888
	guarantee from medical institution	
7.	The organic skin care have reasonable price	0.890
8.	The organic skin care is cheap with good quality	
9.	The organic skin care is affordable price with high quality	0.886
10.	The organic skin care is expensive price with better brand	0.896
	image	
11.	The organic skin care has price tag clearly	0.805
12.	The organic skin care has several price level	0.895
13.	The USA organic skin care available in any department	0.879
	store	
14.	The USA organic skin care available in any department	0.879
	store	
15.	The USA organic skin care can find easily to buy by an	0.890
	agent	

# Show the reliability test by each variable (Cont.)

Question Number	Cronbach's Alpha
	if item deleted
16. The USA organic skin care can find easily to buy by	0.884
Internet	
17. The USA organic skin care can find easily to buy in	0.802
convenience store	
18. The USA organic skin care has product placement that	0.890
easy to buy	
19. The USA organic skin care counter has clearly signed	0.896
to see that they located	
20. They promote the organic product on Television	0.880
advertising	
21. They promote the organic product by using well	0.879
known presenters	
22. They promote the organic product on magazine	0.898
23. You know the product by your friend (Word of mouth)	0.805
24. They promote the organic product on Social media	0.883
(Facebook, instragram)	
25. They promote the organic product by giving tester size	0.834
26. They promote the organic product by price discount in	0.812
a period of time	
Total 25 items	0.868

# APPENDIX D ITEM – OBJECTIVE CONGRUENCE

**Show the result of IOC test** 

Question Number	IOC Result
1	1
2	1
3	1
4	0.67
5	0.67
6	1
7	1
8	1
9	1
10	I
11	1
12	1
13	1
14	1
15	1
16	1
17	0.67
18	1
19	1
20	1
21	0.67
22	1
23	1
24	1

# **Show the result of IOC test (Cont.)**

<b>Question Number</b>	IOC Result
25	1
26	1
27	1
28	1
29	1
30	1
31	1
32	1
33	1
34	I
35	1
36	1
37	1



## **Item-Object Congruence (IOC)**

## Questionnaire

"A Study on Marketing and demographic factors influencing the purchase behavior of working women in Central Business district of Bangkok for imported organic skin care products from the USA"

Number	Details	Details Expert Person		Result	
		1	2	3	
Demograp	phic Data		I	1	
1	Gender	1	1	1	1
2	Age	1	1	1	1
3	Income per month	1	1	1	1
4	Marital status	1	0	1	0.67
5	Education	1	1	0	0.67
6	Workplace area	1	1	1	1
Marketing	g Mix (4Ps)			7	
7	The organic skin care product that imported	1	1	1	1
	from USA is well known brands.			4	
8	The organic skin care product that imported	1	1	1	1
	from USA has high quality.				
9	The organic skin care product that imported	1	1	1	1
	from USA has good ingredients for human				
	skin				
10	The organic skin care product that imported	1	1	1	1
	from USA has good packaging.				
11	The organic skin care product that imported	1	1	1	1
	from USA has all type of skin care				
12	The organic skin care product that imported	1	1	1	1
	from USA has guarantee from medical				
	institution				

Number	Details		pert P	Result	
		1	2	3	
13	The organic skin care have reasonable price.	1	1	1	1
14	The organic skin care is cheap with good	1	1	1	1
	quality.				
15	The organic skin care is affordable price	1	1	1	1
	with high quality.				
16	The organic skin care is expensive price	1	1	1	1
	with better brand image.				
17	The organic skin care has price tag clearly	1	1	1	1
18	The organic skin care has several price level	1	1	0	0.67
19	The USA organic skin care available in any	1	1	1	1
	department store.				
20	The USA organic skin care can find easily	1	1	1	1
	to buy by an agent.				
21	The USA organic skin care can find easily	1	1	1	1
	to buy by Internet.				
22	The USA organic skin care can find easily	1	0	1	0.67
	to buy in convenience store.	1			
23	The USA organic skin care has product	1	1	1	1
	placement that easy to buy				
24	The USA organic skin care counter has	1	1	1	1
	clearly signed to see that they located				
25	They promote the organic product on	1	1	1	1
	Television advertising				
26	They promote the organic product by using	1	1	1	1
	well known presenters				
27	They promote the organic product on	1	1	1	1
	magazine.				
28	You know the product by your friend (Word	1	1	1	1
	of mouth)				

Number	Number Details		Expert Person			
		1	2	3		
29	They promote the organic product on Social	1	1	1	1	
	media (Facebook, instragram)					
30	They promote the organic product by giving	1	1	1	1	
	tester size					
31	They promote the organic product by price	1	1	1	1	
	discount in a period of time					
Factors in	nfluencing the purchase behavior			I	L	
32	Have you ever used organic skin care	1	1	1	1	
33	Do you always use the same brand	1	1	1	1	
34	Which brand do you always use	1	1	1	1	
35	What is the most important factor for you	1	1	1	1	
	when buying organic skin care product			7		
36	Who has the most influence on purchase	1	1	1	1	
	decision of organic skin care product					
37	What kind of organic skin care product you	1	1	1	1	
İ	always use		4			



## LIST OF EXPERT

NAME POSITION

Sasiporn Butkul Beauty Advisor

(Origin Thailand)

Wilawan Nimnorm Beauty Advisor

(Origin Thailand)

Anon Intarapintuwat Product Manager of Cosmetic

product (Origin Thailand)

## **BIOGRAPHY**

**NAME** Thunchayavee Thongarnun

**DATE OF BIRTH** 07 September 1983

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(Bangkok, Thailand)

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