THE EFFECTING OF DECISION MAKING ON PURCHASING COSMETICS OF FEMALE UNIVERSITY STUDENTS IN SIAM SQUARE BANGKOK THAILAND

EMMIKA PRAKONGPHAN

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE GRADUATE SCHOOL
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Title: The Effecting of Decision Making on Purchasing Cosmetics of Female
University Students in Siam Square Bangkok Thailand

Researcher: EmmikaPrakongphan

The Thesis Committee:
Chairman

_____
(Assoc.Prof.Dr.PanaratPanmanee)

Advisor

_____
(Dr.DonnPjongluck)

Committee Member

_____
(AssocProf.Dr.ChowRojanasang)

Committee Member

_____
(Assist. Prof. Dr.TitapornSincharoonsak)

_____
(Dr.ApitepSaekow)
Dean of Graduate School
July 2015

Title:	The Effecting of Decision Making on Purchasing Cosmetics of
	Female University Students in Siam Square Bangkok Thailand
Researcher:	EmmikaPrakongphan **Student ID**:013230010
Degree:	Master of Business Administration
Advisors:	Dr. DonnPjongluck
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Abstract

The objectives of the study were:(1) To investigate the significant effects of prices, brand name, quality and packaging on the decision in purchasing cosmetics by female university students in Siam Square; (2) To determine which factors that influence female university students in Siam Square to buy makeup cosmetics the most, which price and product factors effects on the purchasing decision of cosmetics by female university students in Siam Square.
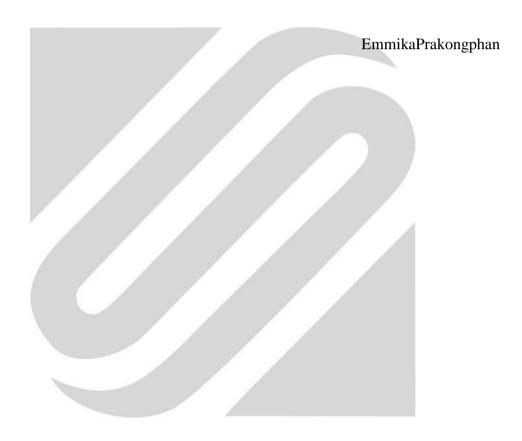
The sample consisted of 400 respondents of female university students who were shopping at Siam Square, Bangkok, Thailand. The sample was obtained by using the non-probability sampling design by using convenience sampling. The employed research instrument was Multiple Regression which is a technique used to study the relationship between price factors and product factors including brand, quality, and packaging (independent variable) and purchasing decision towards cosmetics of female university students in Siam Square (dependent variable) to test the hypotheses.

The research findings were as follows: (1) The demographic aspect found that the majority of respondents were all female university students,withinthe age range between 20–21 years old, and had a monthly income in the range between10,001 THB–15,000 THB; (2) The findings expressed a relationship between the independent variable of price and product factors that had a direct effect on the purchasing decision of female university students in Siam Square. The most significant effects were brand (0.548), packaging (0.387), quality (0.240), and price (0.202) respectively which affected the dependent variable on the purchasing decision towards cosmetics of female university students in a Siam Square, Bangkok.

Keywords: Female university student, Siam Square, Cosmetics, purchasing decision,

ACKNOWLEDGMENTS

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CHAPTER 1
INTRODUCTION

To study the price and product factors which effect the decision in purchasing cosmetics by female university students in Siam Square, the researcher has provided the background of the problems, the main problems, sub-problems, and the objectives of this study with the significance of the study. Also, provided are the scope and limitations of the study, and the conceptual framework. The research hypothesis, basic assumption and definition of terms has also provided in this chapter.

1.1   Statement of the Problems

Thai people value beauty from the concept of good looking facial skin, gestures, manners and cleanliness. A woman is consider as an exceptional woman when looking good, has beautiful skin, and good manners. Due to the nature of women that keep seeking of ways to become beautiful, women need to seek a way to take care of the delicate skin and improve their beauty. The ingredient or product that women need for improving self-beauty and personality in beautifying steps is called cosmetics. Beauty is now a goal for almost every woman to seek. Beauty is now the first thing that appeals towards the opposite gender which is why women are seeking to become more beautiful. It is clear that women have to put a lot of effort and money on aiming tolook beautiful, no matter how hard the steps can take. In every era, women will try their very best to become beautiful, even if becoming beautiful is not part of life. Not every woman is lucky enough to be born with a good looking face. A good looking face is considered as women's pride. Beauty is also what make women confident in their appearance. To consider a woman, no woman can resist all the shiny and bright cosmetics to decorate the face. Every women will seek to look good by any means necessary as a personal attribute. As the world grows and evolves in technology, more and more women are becoming dependent on plastic surgery to beautify the appearance. All of the cosmetics have been improved and research has been undertaken upon how to beautify facial looksfor all women. Although

cosmeticsisnot a main factor in human life, but everyone cannot reject that cosmetics are part of women. This also create happiness for every women from past to present. So, cosmetic can be considered as an external factor that is necessary factor towards beautifying one's appearance. Nowadays, cosmetics play a great role in the daily life of blue collar workers and teenagers to develop one's self esteem, personality, and reliability. For teenage girls, the point of cosmetic usage isnot just for beautifying their appearance, but rather to improve their self-esteem due to the need of acceptance from society, their peer group and to enhance their sex appeal. As the technology develops, the cosmetic production has become better and better to cope with a quicker response from the society for higher quality material and newer products. The constant product development is a response to the rapid change in society that changes almost every day. There is newer and newer development to suit every specific need, culture and popularity that changes with time influences the cosmetic selection. On the other hand, economics doesnot seem to have any slight effect on the change in cosmetic buying decisions. This may be due to the fact that cosmetics do serve the needs of a wide variety of customers, including teenagers and adults. Cosmeticsare considered as a widely versatile product. Cosmetics are an easy-to-buy product that has many different producers and importers because people have different needs and should make the decision upon what they like and donot like about the product. Cosmetics are used to safeguard the skin from excessive contamination.

Nowadays, cosmetics and skincare has more and more a role in the consumer's daily life,especially for woman at the university age. This indicates how effective and important cosmetics are to our daily life. The researcher in this specific project also found out that the market for cosmetics and skincare products has a very wide range of price, brand, and quality and differentiation of usage towards specific target groups. This was seen from the market that has a wide array of products to be distinct for the consumers'judgment which can include price, brand, quality and appearance that affect the buying intention of a consumer, all this lead to factors that effected the decision in purchasing cosmetics by the female university students in Siam Square.

Today, people are living in a globalization era, which has influenced rapid development and change in different areas within economical systems. This has been reflected directly on progression which is both correlated together. In the past, there have been many stages of crisis which have directly influenced the state of the economy and an effect on the GNP (Gross National Product) of the country. In return, there is alsoa huge amount of inflation of the currency value and debt in the government segment and private segment. The country that is affected by this crisis has forced many different industries to close for good. Businesses that are able to survive the crisis still have to compete against each other very strongly and in fierce competition. The market is getting more and more complicated due to the power of the buyer in choosing what product or service to use. There were many new products that entered the market due to advancement in production technology which suits with specific needs. This sort of customization seems to bend the customers' needs so greatly that customization created a new market segment within the old one or even grew a new one completely out of blue air. Although this atmosphere was mostly negative, there were some markets or businesses that still could hold the business together and expand in the path ahead of the future, which were the cosmetic industries. This was foreseen by the rapid growth in usage of the cosmetic products from both female and male towards their body and facial skin. This divided the very interesting cosmetic industries into many different segments. The cosmetic industry is divided into four main categories which compose of: 1)makeup; 2)fragrance; 3) bath and shower; and 4) skincare. The cosmetic industries priority list consists of fragrance which covers 240% of the overall value, followed by makeup at 36%, skincare by 13% and bath and shower by 11%.

Cosmetics are an art that has been passed on from ancient times since ancient Egyptian, Indian and Chinese times. The productionmethods from historical times are uncertain and some were made from a drugstore and some were made personally. Some of these production methods were passed on from generation to generation. Various recipes have been passed on from different trial and error until the ingredientswere completed. Then there comes the age of modern technology and

methodology which creates this same ingredient with much better efficiency. All the new productions have very high precision results which, in turn, increase the quality of the product and created high quality and well-known brand names today. Chemistry is one of the most significant subjects that has contributed towards the cosmetic industries. These high quality products require constant ingredients, stable composition of the mixture and well preserved material.

As consumers can see in their daily life, cosmetics has become one of the very important 'needs'in life, similar to water and food. The majority of people wake up every morning and use one or two cosmetics such as shampoo, facial cleanser, deodorants and toothpaste. All cosmetics are beneficial for hygiene of the body. Some makeup also covers certain imperfection which women donot like or it is used to satisfy and beautify the personal appearance. This also improves self-esteem, just like the quote: "A girl should be two things: classy and fabulous" from Coco Chanel, the founder of the famous cosmetic brand. This leap of technology has provided people with a different lifestyle of convenience and quickness in contacting and socializing with others where people always need to look good and beautiful in front of everyone. That makes cosmetics a priority-one item for the good looking skin. Marketers need to decide the direction of each product to meet with the demand from the society. After the demand has been met, the sale is able to grow. The biggest and most powerful group of buyers whoare the target of many different marketsare university students. This is due to the fact that students generally need to socialize with a lot of people in the same age range, which drives the market of need even further. University students need to take care of their body and skin in order to keep up with the trend of society. Only demand that can drive the sales through the roof is the demand to look good with social friends. Parents or guardians play some part of the influence in buying too. However, to be precise, this research project focused on the factors in buying of each individual within the university level which is the first phase towards becoming adult. The research results will be useful to further help and improve the market estimation data for the producers and so on.

1.2 Objectives

The purpose of the study was to test the hypotheses which, according to hypothesis testing, usually explain the effects of price and product factors on the decision in purchasing cosmetics. The sample group was female university students in Siam Square, Bangkok, to see the differences among the independent or dependent of the female university students in Siam Square customers who made a decision to buying the cosmetics or skincare products. The objective of the research was to understand how female university students in Siam Squarecustomers made a decision in purchasing cosmetics towards the price and product factors in order to develop, plan and implement useful ideas to the business owners or anyone who has an interest in joining or establishing the business on cosmetics. This study aimed to achieve the following objectives:

1. To investigate the significant effects of price on the decision in purchasing cosmetics by female university students in Siam Square.

2. To investigate the significant effects of brand on the decision in purchasing cosmetics by female university students in Siam Square.

3. To investigate the significant effects of quality on the decision in purchasing cosmetics by female university students in Siam Square.

4. To investigate the significant effects of packaging on the decision in purchasing cosmetics by female university students in Siam Square.

5. To determine which factors that influenced female university student in Siam Square to buy makeup cosmetics the most.

1.3 Significance of the Study

1. The importance of this research project was to know the factors that affectthe purchasing decision for cosmetics products, which will help observers to understand the price factor and product factors, including brand, quality, and packaging that influence the buying decision on makeup, cosmetics or skincare products by female university students within Siam Square. The results were then used to indicate what the high priority factors are that will influence the buyer the most.

2. In addition, the factors will be very beneficial to businesses within cosmetic

industries in the near future. This is because the price and product factors are the most common factors that affect the consumer to make a decision in purchasing the cosmetic type. Also, by using the results of this research study, the industry can benefit in making sales or business purposes due to the fact that cosmetics can be sold all year round and has a very wide audience or target group. From the list of significant factors that play a role within the business, the researcher decided to pick the price factor and product factors, including brand, quality and packaging to decide which of these primary factors had the most significant effect towards decision making of female university students in Siam Square, with a focus group of female youngsters. Importantly, the research aimed to answer the question of this thesis. Moreover, the factors that were used to do the research of the hypothesis focused on the most effective issue for making consumers to decide. These factors were the reason that consumers are concerned with and make a decision on buying and will be useful for the industry and people who want to open a new business to use the research results to help develop and apply the factors into the business.

3. The secondary benefit that the researcher would receive from this thesis would be to expand the purchasing decisions of customers, which means to read consumers' judgement on purchasing product, such as makeup and skincare to indicate which product attracts more customers, based on what factor. The factor is used to apply with product modification to better serve the target group and differentiate with different brands. In addition, to make a product different from other brands by using strong points for the company is the strength to compete. Differentiation of products will attract more consumers to try out and buy the product more than other brands. Consumers will not have much choice to compare the product with when only a few brands have a differentiated product and an outstanding product. By a differentiated product, the company can reach number one in the market and become successful.In addition, if one owns a different brand image or product, one could differentiate the product to acquire sales and target customers. This is necessary to prioritize which factor plays the most effective role in creating agap between one product and competitor's product and to apply this towardsone brand image or product to compete effectively.

3. Another benefit upon completion of this research project would be to meet customers'expectations on their buying decision, which means to acknowledge both needs and expectations of the consumer when they first venture in to the shopping complex for cosmetic products such as makeup, skincare, and cleansers. This is for business development to strengthen the business and benefit the producer within cosmetic industries. When the product producers know the consumers' need, it can become effective immediately on the sell volume of specific products and enable businesses to estimate the number or type of consumers' certain product as a target they are aiming to sell to. A company can estimate the product flaw and develop certain properties or features to solve the problem and continue the selling volume with an increase. Customers will likely stay as a loyal customer for a longer time-frame before consumers move on to another brand once the company cannot satisfy consumer's needs anymore.In addition to this, to understand the customers' want in buying the cosmetics and the first factor that influences the buying decision. The researcher of this study project also adjusted the factors into the right direction and in accordance with buyer's needsto keep customers coming back for more products in the near future.

1.4 Scope and the limitation of the study

This research project was based on:"A Study on the Effects of Price and Product Factors on the Decision in Purchasing Cosmetics by Female University Students in Siam Square, Bangkok, Thailand." This research was separated into two segments which were the scope and limitation which included the demographics,and variables on the scope of the study and limitations of terms in undertaking the research project.

1.4.1 Scope:
The demography of study

The scope of the study covered the analysis of the buying decision that directly and indirectly affects female university students in Siam Square, Bangkok. The population referred to in the research means female university students who

shopin Siam Square and have consumed in the cosmetics or skincare products there. The quantitative research method collected data from questionnaires from a sample size of 400 people.

Location of the study

The location for this independent study was only at Siam Square, in order to focus on the female university students who frequent the shopping mall.

Variables of the study

Independent variables:

Customers (Female university students in Siam Square) Demography

Gender/ Age / Occupation / Monthly Income

In addition, the target group were female university students in Siam Square and were aged between 18-25 years old. The limited cost per product for the female university students in Siam Squaresetthe price range to spending no more than 2000 baht per product.

Table 1.1 The population number of university students in Thailand in 2013

Class	Male	Female	Total
1styear	195,224	283,890	479,114
2ndyear	179,513	269,884	449,397
3rdyear	156,266	230,013	386,279
4thyear	123,702	185,892	309,594
5thyear	116,208	129,565	245,773
6thyear	423	158	581
Total number	**771,336**	**1,099,402**	**1,870,738**

Source: Suphachai, 2015: Online

Referring to the statistical data above, it shows that the population number of university students who werestudying in Thailand in 2013, as the scope which was used to focus on only the number of female university students in Thailand.

The information provided in Table 1.1, indicates the population number of both male and female university students in Thailand in 2013. It can be noted that the number of female university students in class of the 1st year to the class of the 5th year were all higher than the number of male university students. In addition, only for the class of the 6th year showed the number of male university studentsas higher than the female university students. Therefore, the total number of population of female university students in the Siam Square area was still higher than male. In this table are the results that arewhy the researcher did this research to focus on the female students more than male university students. Currently, most of females buy the cosmetics much more than male students do.

- **Price Factor**
- **Product Factors:**
- Brand
- Quality
- Packaging

Dependent variable:

Purchasing decision towards cosmetics of female university students in Siam Square.

1.4.2 Limitation of the study

There were three main limitations in this research.

The differentiation of many cosmetics or skincare brand products were the problem to determine by using a survey on consumer buying decisions in Siam Square. When this research had finished, the resultswere hard to compare with the old surveys to discuss a different trend on cosmetics or skincare consumers in Siam Square, Bangkok, in Thailand.

The area of the study was limited. The context of this research was very specifically strict and very hard to conduct due to the fact that neither the producer nor factory can disclose information on cosmetic products, which restricted the area

of study greatly. This especially influenced the study of the effects of price and product factors of cosmetic products on the buying decision of female university students in Siam Square, which had very few choices and was hard to gather because the majority of researchersare hired to work for a cosmetic company only and serious research cost is needed, thus data and information cannot be revealed.

Due to time limitation on the research, some information on the related topic or factors might be missing. The researcher of this project offers a sincere apology for any missing information.

1.5 Conceptual Framework

Independent Variables   **Dependent Variable**

Price Factor

Product Factors

Brand

Quality

Packaging

Purchasing decision towards cosmetics by female university students in a Siam Square, Bangkok, Thailand
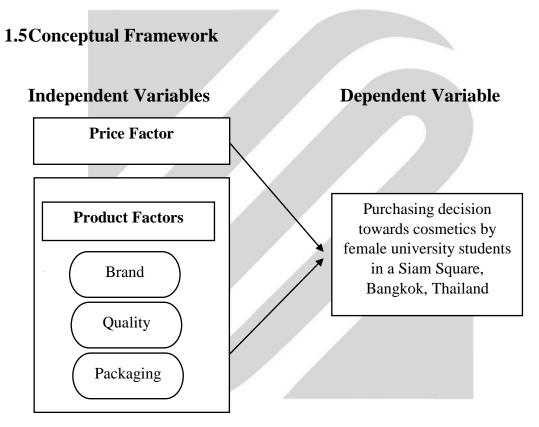
Figure 1.1 Conceptual Framework

Referring to the cosmetic or skincare products that have an effect on the purchase decision in consumers as the female university students in Siam Square, then the researcher wanted to find out which price and product factors, including of brand, quality, and packaging, effect the purchasing decision of female university students in Siam Square.

From the Figure 1.1 the conceptual framework shows that the independent variables are the set of the price factor and product factor including brand, quality, and packaging which affect the dependent variable in the purchasing decision towards cosmetics by female university students in Siam Square. The sample where those female students who were available on the day to be a respondents to answer the questionnaire to collect the data, which was used to test the hypotheses in which factors are the most effective in the decision on purchasing cosmetic products by female university students in Siam Square.

1.6 Research Hypotheses

The research hypothesis can be used to test a concept or develop ideas based on the resultsof the study:

H_{a1} Price has an effect on the cosmetics purchasing decision by female university students in Siam Square.

H_{a2} Brand has an effect on the cosmetics purchasing decision by female university students in Siam Square.

H_{a3} Quality has an effect on the cosmetics purchasing decision by female university students in Siam Square.

H_{a4} Packaging has an effect on the cosmetics purchasing decision by female university students in Siam Square.

1.7 Basic Assumption

From the prediction, the researcher may conclude some basic thing that every factor has an effect on the buying decision in terms of purchasing cosmetics or skincare products by the female university students in Siam Square consumers in a way that the factors keep pulling and pushing back and forth. The researcher would like to find out through an exploratory study, what leads to the purchasing decision by exploring the different sets of the effects which are assumed to relate to each other and affect the decision to buy. In this research, the sets of the effects were the price

and product factors that consist of two areas which are the independent variables of price, brand, quality and packaging, and the dependent variable which was the purchasing decision towards cosmetics by female university students in Siam Square.

An assumption can be concluded that price has an effect on the buying decision of female university students in Siam Square. This is due to what many people are psychological thinking that the less the consumer paid, the better. This will also mean that consumers could save some money to spend on other things or buying more of the same thing. Price can also restrict certain class of people to access or buy the product, even if the group really likes to use the product. For example, if one piece of cosmetics product costs 5000 baht, the cosmetics has likely the chance that only certain people can afford the product, compared to the price of 500 baht of a cosmetics product, which anyone could buy without a doubt, even if the buyer donot really need the product. In other words, price has a certain effect that grants on the buying decision of not just products in the cosmetic area, but the other areas as well.

Another assumption was that quality has a very notable effect on the buying decision of female university students in Siam Square. This perspective of quality indeed came from the psychological thinking of wanting a high grade product to suit the mind. Higher grade material not only produces better cosmetic products, but also reduces the chance of the product going bad and reduces the chance of an allergy from using the product. There is also a possible chance that some high quality and rare ingredient that is used within the cosmetic product will allow the consumer to have a special property. These special properties can be extra oil control duration or better cover ofdark spots on the users' skin.

One other assumption was that brands have a direct effect on the buying decision of female university students in Siam Square. Brand is an icon which is a part of the product that is acceptable around the world. By referring to the brand, other consumers will know immediately which product the consumer is talking about. The brand can also reflect on the reputation that one brand has over a set period of time and in competition with other brands. This can meanthat one brand'sreliable quality over time is more constant and certain when compared to some other brand.

Brand can actually be the first factor some consumers think about before choosing a product even before quality and price. One limitation to this can be that if a specific brand is not heard about or is too new, the new brand can affect the buying and selling volume of the products completely.

The final assumption was that packaging has an effect on the buying decision of female university students in Siam Square. Packaging alone can attract a new buyer and an old buyer to purchase the product. Some of the products have been produced in some delicate designs to make consumers want to buy more. The delicacy differentiates clearly when you see two products of the same category, one with good looking packaging and another that doesnot have anything. Psychologically, people will prefer the product with better packaging. Packaging can reflect the concept, such as, if the product is designed to promote luxury, the package needs to be luxurious, and not a rough or cheap-looking style.

1.8 Definition of Terms

For a better understanding between the readers and writer, the researcher necessarily has to define the meaning of the words used in this study.

Cosmetics: Cosmetics or makeup is specially made chemicals to decorate or rejuvenate one's skin to look better and look attractive. Cosmetics are made from ingredients which are legal and both naturally and synthetically made.

Skincare: The term skincarerefers to the care, tending, attention, and aid that is the work of providing treatment for or attending to someone's skin of their body, as no medical care was required that when people get old or the old people care needs constant attention.

GNP: Gross National Product, or GNP, is a measure of a country's economic performance, or what the citizens have produced, such as goods and services and also business produced items within countries borders.

Customers Demography: This term defines the customer segment related to the area in which specific customers or marketing strategy is in place. This can also be adopted by a wide variety of people in the case of the common demography, including age, income, level of education, and gender. Some in-depth

demographicscould be their individual characteristics such as behavior, interest, local beliefs, etc. Demographicsare an important variable within the statistic testing.

ISO: This stands for the International Standardization Organization quality which is a well-known standard for measuring the quality of the production. The working standard that is acceptable by all firms around the world and covers everything from technology, food safety, to production industries.

Product factor: Product factor is the properties of the product that meet the customer need to ensure success deliveries of certain brand or product towards the target market or target group. The product factor influences the judgments of the customer externally and internally such as price, brand, quality, and packaging.

Price: Price is the value that is set to match the cost of production and service with the profit for risk that the firm undertakes. The pricing strategy takes liability and equity into account as well as to compensate for the loss that the company may take. Sometimes, the price is an approximate indicator of how good the product can be.

Brand: Brand is an identifier to differentiate one brand from other brand either by tangible or intangible quality. The example of this could be in product or service. A strong brand can send out a message of excellence and be an inspiring name. With an outlasting reputation, a brand can attract more and more consumers towards the brand and turn new customers into loyal members of the brand. As more and more competitors appear in the market, having a brand as an asset is an advantage over others.

Quality: Quality is what measures how good the product, ingredient or services are. Quality is also partially determined by the number of deflect from customer requirements. Different requirements can be at the ISO standard or from Quality Assurance. ISO is a strict standard that must be followed every time. Quality can be measured on how neat the process, material, and finished product will look.

Packaging: Packaging is the outside look of the whole product which includes the design of the box or bag and logo as well as the function. Packaging is also part of the protection for the product to have a lesser impact on the environment, or vice versa. The excellent packaging will use material that is suitable for its job with maximum effectiveness.

Purchasing Decision: It is a term or series of choice for the customers to make a decision in buying by a consumer prior to making any purchases as the consumer has a willingness to buy the product. This means that the consumer must decide where to make the purchase, what brand to choose, what the reference of the product mean of quality, model, size or packaging to purchase, when to make the purchase, how much to spend or what price to pick, and what method of payment will be used.

Population: Population is the number of people within the segment or area of either the target market or the total market. The population can be used to estimate the number of cosmetic products that could be sold. The larger the population that meets the target group could result with a better profit in the segment.

CHAPTER 2

LITERATURE REVIEW

This chapter will assess all of the literature, outline the theoretical framework that is used within the study, and present a broad literature review of the different approaches previously used to be able to understand an overview of the previous research work on related topics that provides the necessary background for the purpose of the research on the specific topic of: "The effects of price and product factors on decision in purchasing cosmetics by female university students in a Siam Square, Bangkok, Thailand. This chapter is divided into nine parts, as follows:

2.1 Decision Making

2.2 Price Factor

2.3 Product Factors

2.4 Cosmetics Purchasing Decision

2.5 Consumer behavior towards a product

2.6 Consumer behavior towards a service

2.7 Consumers' satisfaction

2.8 Cosmetic Industry in Thailand

2.9 Previous studies

2.1 Decision Making

Various types of products within the buying trend tend to change constantly within the market hence, marketers need wide variety of knowledge related to product selection (Schiffman&Kannuk, 2007). There are many reports which explain how many steps a person would take to buy a certain product. The researcher used a literature review of the decision making process for easiness to compare and contrast the procedure taken by the consumer. An overview of the decision making process of consumers is displayed in Figure 2.1 with different factors that may have little to no significant influence on the buying process. The model presented in Figure 2.1

isdivided into three main parts: input, process and output. The model was designed to include many concepts in decision making and the consumption habits of

Social and Group Forces	Psychological Force

Culture	Motivation
Sub-Culture	Perception
Social Class	Learning
Reference Groups	Personality
Family and Households	Attitude

Buying Decision Process

Information

Situation Factors

| Commercial Sources |
| Social Sources |

Need Recognition

When consumer buys

Where consumers buy

Choice of involvement level

Why consumers buy

Identification of Alternative

Evaluation of Alternatives

Decision

Post-Purchase Behavior

Figure 2.1 Process of Consumer Decision Making

Source: Stanton, Etzen, Walker, Abrat, Pitt and Staude (1993)

The decision-making process of a consumer will help the researcher understand certain steps in which consumers will have to go through before buying a product.

Blythe (2006), divided into six specific phrases the decision making process. Here are some of the descriptions of each phrase, as follows:

1. Recognize the need – at this stage, consumer awareness of the need for some products.

2. Find out more – at this stage, consumers search for information related to certain products.

3. To evaluate options before you buy – at this stage, consumers will consider possible alternatives that may meet the requirements of some products.

4. At this stage, the final choice or choosing products that have been paid for.

5. Consumption –at this stage, consumer products should meet the demand.

6. Post-consumer behavior – in this process, consumers evaluate and determine if the product they purchased satisfied the requirements or not, and whether there are any disadvantages of buying and consuming more than that found in other products.

Cant (2006) divided decision making of consumers into seven phrases:

1. Problem awareness – Consumers are aware of what they really need

2. Finding information – Consumers will start gathering necessary information that is related to the product such as price, pros&cons, and where they are sold. This also includes similar brands and quality.

3. Assessment of alternative products – Consumers will start comparing products to find which suits them best.

4. Buy – Consumers decide to buy a certain brand which meets their needs

5. Evaluation after the purchase – Consumersdeterminetheir opinion about the product usage in a positive or negative way.

6. Satisfaction after purchase – Consumersexpress fondness in a product after using it.

7. Dissatisfaction after purchase – Consumers will start to dislike the product and express their unsatisfied feeling for the product after a certain period of time.

Schiffman and Kanuk (2007) identified the decision-making process into five phases:

1. The perceived need – the consumer knows that their needs are not met.
2. Search before buying – consumers search for the product they needs.
3. Evaluation of alternative products – Consumers use two types of information:
4. Pre-selected brand of choice.
5. Quality to differentiate each brand.
6. Buying habits –this consists of three different types of buying habits: complex buyer, habitual buyer; and variety seeker buyer.
7. Evaluation after purchase – consumers will use the product and evaluate with their feeling before they used it.

Therefore, it can be seen that the buying process starts for some time before the actual purchase and continues long after the purchase (Armstrong and Kotler, 2007:142).The researcher of this project could summarize that the buying process starts from finding needs towards evaluation of products (Lamb, Hair, McDaniel and Boshoff&Terblanche, 2008). All the steps are essential to the finding and evaluating of alternative decisions, the decisions to purchase and post-purchase behavior. The factors within the buying decision may not be exact due to the nature of humans and the variety of behavior within human beings.

2.2 Price Factor

The researcher needed to understand the concept of price in order to be able to understand the product factor (Cadogan and Foster, 2000) due to the highest priority of consideration by consumers. Some customers are willing to pay a higher price if the product is favored by the consumer.

Some customers are keenly interested in the price and value of the product and compare one with other products to justify the overall value by the price alone (Keller, 2003). Customer satisfaction is based on the concept of being

determined.Product's displayed on a shelf follow a similar concept covering which cost is higher as the customer's attention goes. Loyal customers also pay premium to avoid the risk of change or face the known risk (Yoon and Kim. M, 2000). After the customer uses a product for certain amount of time, customer's judgement when they compare the favored product to others will be diminished. Hence, customers will unlikely be comparing the product to others (De Ruyter et al., 1999). To display the price on certain products is also worth mentioning, due to the nature of setting a reputation and ranking of the product within the market to design internal and external pricing(Sproles and Kendall, 1986).

Internal factors are when the market price is set using many factors as a result of the decision of the company and its operations. Most of the factorsare controlled and changeable by the company. However, total control over certain factors may prove impossible due to the factor to achieve great change within the production plant. For example, how much can be produced within a certain period. Marketers know that productivity can be increased by reducing the cost to produce it. This allows marketers to reduce the price of the product by a huge margin. However, increased productivity may be subject to significant change and renewable plants that could cost a great amount of money, and this will stop the cost reducing for quite a while.

External factors are influencing factors which are not controlled by the company but have an effect on the price. Marketers need to be aware of these factors, due to the high impact on the production within the plant.

Effects would be incomplete without an incentive or discount product of internal and external factors, including pricing only. But to attract the attention of the market consists of the following seven factors that affect the pricing strategy.

2.2.1 The level of competition

Entrepreneurs are aiming towards the idea of selling products at the highest margin possible which isnot possible unless you own the market with a monopoly or unless the firm can maintain a really low margin of the product. The pricing strategy is used to determine the right price for the market without being kicked out of the

competition for good. A flexible company within intense competition needs to adapt to the rules to be flexible as well, in casea competitor is selling the same product at a lower price. Feasibility study and business planning often includes conflict or competition for the pricing strategy in case there is a race between firms. To set a price without finding the competitors' pricing strategy is a death-wish for any business.

2.2.2 Product perceived value

This is a factor that must be considered before setting the price of an item. The price that is set must be within the bearable range from the customer's mind so that the approximate price that is acceptable by most customers will be used. These will sooth not only the lower class target but the higher class target customers as well. Pricing can change the customer's perceived value and they will think that the product is either overpriced or fake if the product has at a cheap price.

2.2.3 Product development cost

This factor cannot be overlooked because the development cost can reflect the cost of the product added with tax and then divided by the total number of manufacturers. This may include the cost from every single research and experiment to the cost of the idea itself. Most of the new business owners use this and raise the price of the product to shorten the recovery time of each specific product. There are two reasons behind the high introductory price of the product:

a.   The product with small or no competitors can use this to compensate for starting off the new segment of the market and shorten recovery time and as a surplus benefit.

b.   This compensation can be used to quicken recovery time for the start of the new product design or new segment.

However, some companies successfully use the product pricing strategy by pricing lower than the cost price to recover the company from losses and pick up some profits after the product gains more popularity. So, there are many product pricing strategiesa business can choose from, but being sure to earn profit from it.

2.2.4 Economic trend

This economic trend has a huge effect on everyone. The effect of this can be either positive or negative depending on the market. An example of this could include the tax rate, living costs, labor cost, inflation, the exchange rate, and government fiscal and monetary policy. These issues should also be adopted in the product pricing strategy.

2.2.5 Market demand's level

This factor greatly affects the product pricing strategy, similarly with the economic factor which is self-explanatory. In business economics, if a market's demand exceeds market's supply, there will be few more available products which rise the price of the product and vice versa. Some companies even try to simulate artificial scarcity in order to gain need and popularity on the industrial price level.

2.2.6 Demographics

The demographics is an area which covers the target group details and this has a great outcome on the pricing of the product, due to the living cost of each demographic:

- The age range of the customers that the company is targeting
- Customer's location and Business location
- Educational level of the targeted customers

Demographicsis where the target audience or customer is located. This has a significant effect on the possible sale volume depending on the target customer. For example, there are a lot of differences between 80% of the population being the target group. In this research project, the target group would be female universities students, and 20% of the population being the target group, even if the number of the population is around 200,000 people.

2.2.7 Class of targeted customers

The customer's class has a high influence towards the pricing of certain products. Society in general, is divided into a class system with three levels: low,

middle and high class. Each class has a certain limit to their spending and certain thinking before and after the purchase. Although, low class is considered the main population within many societies, their spending is comparable to the high and middle class. The lower class population has a certain limit to how much they can spend freely, hence the main focus is the price rather than the quality. As the researcher goes higher up the classes, the trend swings towards quality rather than price. The higher class is likely to spend huge amounts of money on their wanted product which has great quality. This reflects sensitivity of the pricing strategy for each social class within the target population.

As demonstrated well and clear in the history of the car business, Henry Ford began to revolutionize the automobile industries, at a time when a car was actually a luxury item for the higher class or the rich only. After Henry Ford's initiation, the car started to change the target population to the middle class. This took a turn for the marketing and pricing factor that pushed towards mass marketing, which then led to the Wal-Mart Walton strategy for "low price" become well-known and used over the next few centuries. Low-price seemed like a good strategy due to the largest target population, but the strategy act is a double-edged sword which can flourish or diminish the product at the same time. If the product is too expensive, customers may think that the products are overpriced and if the product is too cheap, customers might think that the product is fake or of very low quality. Also, the target class must be studied carefully due to the competition with the rival companies could put one company in a bad position and a bad start with another company. If done correctly, this could put one company at an advantage position with an edge over many others.

2.3 Product Factors

This research project was concerned mainly about a certain level of marketing theory and consumer's norms within a specific activity (Hall, Armstrong and Durkin, 2007:691). Schiffman and Kannuk (2007) stated that consumer behavior will determine the status of each consumer in the search for a product that will satisfy their need the most. Consumer behavior is mainly the most important thing to consider

when selling a product (2001), as the return purchasing or returning customer is related to many demographic factors and customer's living background.

2.3.1 Brand

Branding is the name of a certain product that is used to classify or differentiate the product from the competitor. The research results by Kotler(2002), and Doyle(2002), also stated that the naming and design of a brand's logo helped to distinguish a certain element of the brand. This has become a common feature of a brand in the market today. Each brand is able to create a unique brand image and reputation at different value levels. The stronger the brand image also plays a role in influencing buyers from purchasing the product (Gordon, et al, 1993). McEnally and Chernatony, (1999) as cited in Kumamoto et al,.(2008) argued that marketers are the important element of an effective brand and it shows in their efforts to build up a strong brand and positive reputation.

A cosmetic brand is used primarily to persuade customers to buy from the brand. The brand can go as far as represent the quality of the product through all the standards that has been put up by the society. The brand can do that with the help of the credibility and its familiarity. Sadly, the value that the customers have perceived isnot what really is happening or existed(Stijn et al., 2000).

Certain brands can publish their brand benefits that actually exceed what the product is capable of doing (Keller, 2003). There are new and old brands that would lure the customer into using their product with a very over-rated product with many famous celebrities using or promoting their product. This could mean that customers may repeat buying it and even change from their old brand to this new brand (Cadogan and Foster, 2000). In addition, thebrand presence is very important and can have a significant effect on customers too.

According to Kohli and Thakor (1997), once the brand hits the market, the brand needs to spend a certain amount of time to develop the customers' awareness, but this is necessary to compete in the market today. Since the brand is the only thing that can differentiate the product from the competitor, the brand must put a lot of effort in pushing the brand into the customer's awareness by different sources, such as

media or advertisements. This is so customers will be more likely to buy the product. Even so, a customer is more likely to remember the product from its perceived quality and the user's experience, for the returned purchasing to happen.

Currently, brand names do have a certain effect on young people due to trends which have a brand as a reliable source of being good for looking good. This proves to provide visual satisfaction for a lot of people.

2.3.2 Quality

To understand product factors on quality, the concept of quality must been studied thoroughly. According to the American Society for Quality, "quality" can be defined as follows:

- Based on the perception of the customer on the goods and services design and how well the design matches the original specifications.
- Product's ability and services to satisfy the stated or implied needs.
- To conform the established requirements within an organization.

The definition of quality pop-up and meaning has changed over time. The definition of quality now states that: "quality is a predictable degree of uniformity and dependability, at low cost and suited to the market" (Gitlow, Oppenheim & Levine, 2005).

Quality of the product is like one of the characteristics of the product to classify or measure the satisfaction over the product by the customer or roughly indicate the "fitness for use" or "comply with the requirements" (Russell and Taylor, 2006). Customers may purchase the duplicate product or return the purchase, or buy a single piece of product and swap around to a different brand. This maybe because the quality that the customer felt with their skin is different from what is advertised.

Furthermore, color also has a direct effect on the buying of the product, if the color doesnot match with the customer's need. In cosmetics, color can have a lot of effect on the buyer's face and skin significantly. An important function of the cosmetics includes breathability, quick-dry, lightweight, waterproof, and durability. One clear example would be durability in case of cosmetics usage within work space or a sport activity, since this will test how long the makeup with last on thecustomer's

face without any assistance. In the market, there are also perfectionists, who have primary concern on the quality of the product at the highest level.

Quality could be considered as being part of the production of goods or services unconsciously. Quality is improved over many flaws and mistakes to achieve production without any single deflect to meet or exceed the customer's expectations. There are some research results which indicate that significant attention is put on quality by most customers. From the customer's point of view, the customer usually and sometimes always compares the quality of the product from many different brands, to pick the best one which suits their needs. Quality is made possible by approval from the top-level manager which is mostly stated within the core values of the firm. This then will be an act followed by the entire organization through the value chain.

Quality is internationally used to standardize a product for fair competition in certain fields of the product. Some customers are attracted by this standardized system and are willing to buy from this system alone.

Quality plays a major role in deciding the winner within each product competition. An organization which suffers from poor product quality may have the sale volumes decrease greatly without any fighting chance. A firm may not be able to cope with this and may not stand any fighting chance unless the quality's problem is solved to recover the sales volume. After the problem is solved, then the firm may gain the trust back from the customers.

2.3.3 Packaging

Packaging plays some necessary and important role within the sale process. Packaging is the first thing a customer will see or notice before using the product. Packaging can reflect quality and creativity of the firm to the public or specifically toward customers. Packaging also serves as a product's protection from the environmental hazard towards certain chemicals within the product. For example, some medicine cannot stand the heat from the sunlight. This can also mean the product can have a higher value-added towards the product for better or more

attractive packaging. Customers also rely on the information or the attractiveness of the packaging to decide which product will serve their need. There are also positive responses towards beautiful and usable packaging. If the packaging could also serve as protection to prolong the product's life, this could prove to attract more customers toward return-buying of the product(Heat. Gonzalez et. al., 2007).The researcher also noticed that packaging is part of a communication tool from the firm towards the customer which could be evaluated easily due to its availability (Underwood and Klein, 2002).

In cosmetic industries, packaging is used mostly to prevent the light and heat to make direct contact with the substance inside the product. Packaging can actually extend the product's life and keep effective some benefits within the product. With a label on the side, the customer, as well as the safety officer can evaluate the product by certain internationally-accepted standards, such as the ISO. This label also includes the direction of usage to prevent wrong application of the product which sometimes could cause harm. Packaging is not only the functional utilities but also a marketing tool to create feeling and even distinct itself from wide varieties of products(Peters-Texeria and Badrie, 2005). Packaging can easily impress customers via the product's color, image, scent, and design. This can sometimes affect the customer's behavior partially or effectively. A clear example of this packaging could be toothpaste packaging which will clearly illustrate green tea to represent the smell and taste within the toothpaste. Without the green tea toothpaste packaging, customers might perceive the product as being oolong tea toothpaste (traditional Chinese tea). This can sometimes solve misunderstandings on the properties and usage of the product within the same circumstances. Packaging can also affect the transportation of the product via common methods like truck deliveries, as this can create ease of trouble during thetransportation (Kotler et al., 2005).

In today's world, a lot of companies recognize packaging as part of the marketing tool(Kotler et al., 2005). Sometimes, some small difference within the packaging can create huge differences within the salesvolume (Kotlerand Armstrong, 2008). Good looking packaging can make a product stand out from the crowd of products. The packaging will get the attention of the customer immediately and act as

special highlight for one product from the many other products. This depends mostly on the elements such as size, design, color, shape, and material of the product (Kotler et al. 2005).

However, Liu, (2011) indicated that packaging doesnot play a very significant role in creating a huge price or volume for the product by the customer. Although, it must be noted that there are certain groups of customers who are interested mostly in the packaging with a colorful design. Some use creative packaging as a gift to draw uniqueness with the gifting. Some customers will evaluate if the price matches with the creativity of the packaging or not.

First of all, packaging and wrapping isnot part of the product. The trends change drastically and include packaging as part of the product. Packaging helps to assist transportation and protection of the product within. Product packaging also affects the knowledge of the customer by either educating or clarifying the misunderstood points within the product. This can slightly boost and improve sales by some percentage. This can create new potential for the product. The packaging design is nowadays regarded as an important part of the success of the product in the market.

According to (Sokora, 2002), the decision for packaging is very important to attract customers at first glance. Packaging will become a symbol of the reputation for the brand when the product is well-known. The company has to consider these various reasons below:

1) Cost acts as a core factor within the decision making in which packaging is to be used. Cost of the product and cost of packaging is considered as one. In some cases, the cost of packaging alone can drive the price up by at least 40% (Sheffrin, 2003). This means that packaging plays a significant role in determining the retail price to compete within the market. Therefore, smarter and efficient packaging can make a difference in protecting the product and to create less spoilage of the product.

2) Research results by (Marsh, 1997) indicated that packaging must provide the protection for the fragile product within, so that product can be moved. This is necessary for the cosmetic industries where most of the products are loose powder, cream, and oil to ensure safety until the product reaches the customer in the market. Without packaging, some products cannot be delivered at all.

3) The packaging design that has clearly seen of some quality is used to catch attention from the customers when they are shopping or glancing through a magazine or website. This is specifically important for customers who are not familiar with the product, such as those found in grocery stores, where a product must appear differently among thousands of other products. Packaging designs that are not the same as the others are more likely to be retained in the customers' mind. On future shopping trips, the same product but of a different brand, the package will be one of the important things to underline the brand image. Therefore, when customers are buying a product which brand is outstanding, then that design of the package means that the company needs to invest on the package design immediately.

4) Additionally, the company who invested in improvement of the value of the designed packaging and structure can add more value to a product also. For instance, there are several benefits from package structure which can make the product easier to use, similarly to a stylistic design which can make the product become more fascinating to display to the customer.

5) The distributor's acceptance of packaging decisions must not only be accepted by the final customer, they may also have to be accepted by distributors who sell the product for the supplier. For example, a retailer may not accept packages if they did not conform to requirements they have for storing products on their shelves.

6) The price for developing new packaging sometimes can reach an unimaginable amount. The payment which underlays the cost of creating packaging out of scratch with beautiful graphics and structural design, production, possible destruction of the old packaging, and possible advertising to inform customers of the new packaging.

7) The decision process after companies successfully create a new look on the package is to have the design stay in the market for a long period of time. Changing a product's packaging too often can result in lower recognition by customers, due to the strange package and can also have a negative effect on locating the product by looking for the previously known package. It can cause mass confusion if the package is altered regularly.

8) The environmental or legal issues of the packaging decisions must also include an assessment of its environmental impact, especially for products with packages that are frequently discarded. Packages that are not easily biodegradable could draw customers and possibly governmental concern. Also, caution must be exercised in order to create packages that do not infringe on intellectual property, such as copyrights, trademarks or patents, already held by others.

2.4 Cosmetics Purchasing Decision

Businesses and organizations that wish to succeed within a certain market must understand customer's behavior as a primary key point. Marketing research are constantly analyzing the target customers to evaluate their behavior and the decision making of specific trends.

Consumer behavior can be determined by the questions of how?,when?, what?, and why?. In detail, the definition of consumer behavior can be explained that is the process of making decisions and personal activity when the buyers need to appraise, require, use, and put into order of products or services (Loudon and Della Bitta, 1979).

At present, this phenomenon can also be expressed in other ways, such as the activities carried out on the consumption and disposal of goods and services (Blackwell, Miniard and Engel, 2001).

A study by (Vogue and Parasuraman, 2003) showed that the purchase of a gift is determined by the price than the quality of the evaluation before purchasing. Given the clear data, the quality has no effect to the purchase before or after consumption of the perceived quality. However, during the consumption and post-evaluation, the quality has a good impact on the evaluation. Another study by Chernev, (1997) analyzed the impact of the common features in the selection of brands and the important role and attributes. It is argued that in the case of the brands that hare important differences with the best value in its most important feature, is the brand connector stock options. In contrast, some same features that are important characteristics are likely to have the opposite effect, thus equalizing the stock brand (Russia and France, 1994). Characterizations of alternative processes for the

purchase of durable goods are not identified by eye-tracking simulation laboratory in the supermarket shelves. The findings are fully compatible with the general view that the choice is made to adapt to the environment, and purchase immediately.

Sinha (2003) reported that Indian shoppers tend to seek emotional value more than the functional value of shopping for products, when Sinhaanalyzed shopping orientation.Indian's orientation is based more on the entertainment value than on the functional value. Sinha found out that the type of store has an effect on the orientation primarily and the frequency of buying to some extent by the socio-economic classification. The retailers need to experiment with a format that attracts both types of shoppers. Research suggests that beauty consciousness among people in general is changing. Research undertaken by Vigneron and Johnson, (1999) reported that in the present time, there are a lot of people who need to refine their appearances through materialism. Since people want to improve their self-image and feel more confident, this is the reason why there has been a boom in the cosmetic and toiletries sector across the world. Chambers Encyclopedia defines cosmetics into two ways. Firstly, cosmetics are used for rub, pour, sprinkle, or spray-on which is introduced by applying to the human body or any part of the body for cleansing, beautifying, promoting charm's appearance. Patterns and preferences for the use of these items varies according to the different sections of the sex, age and socio-economic class. When reviewing the literature on cosmetics and toiletries, there are many studies which are not ready for use, especially on the Indian situation. For example, one study is an attempt to analyze the buying patterns of consumers in Kerala in cosmetics.

Manufacturers and marketers need to achieve an understanding of consumer and shopper behavior deeply (going beyond traditional consumer/market research), and then work out the appropriate value proposition and delivery channels for their basket of goods and services (Business world Marketing Whitebook, 2012-2013).

People know that the success of any business entity results from the ability of the company to understand the consumer behavior influences. This understanding needs to be considered when designing and implementing marketing programs. Failure to understand the dynamic behavior of buyers and improve the allocation and

coordination of resources will lead to the loss of a great organization. Also, good marketing that depends on understanding consumer behavior is more successful. A company will be able to influence the buying habits of consumers (Kurti Shah, 2009) and this is the third part of consumer behavior that is needed and must be carefully edited from the influential psychological, social, cultural influence and the influence of the situation.

The marketers must meet the demand as much as possible when selling products like cosmetics, as the products have to be applied directly on human skin, the body and other parts. There is a perceived risk of dissatisfaction in the consumers as far as its benefits are concerned. Therefore, there is a necessity to study the consumer buying decision process in this regard.

2.4.1 Consumer behavior

Consumer behavior relates to the individual person or a selected group to purchase or consume a product or services. This idea also includes their experiences to meet both their needs and desires (Solomon, 2002). Consumer behavior is the key point for the first step towards meeting the challenges of the world of business. Significantly, this also helps a company to understand the situation of the market which aims to reach these objectives as follows:

2.4.1.1. Satisfying Customers

This leads to the realization of the company to bring the culture of the client. Among the competitive clients become more demand-driven, more time consuming and highly individualistic (Sheth, Sisodia and Sharma, 1999) and the organization is assessing the market's ability to deliver: "The comfort towards all customers."

2.4.1.2. Adopting the marketing concept

According to Kotler, the marketing concept is an improvement over the sale of the main focus of the company, to find a buyer for the product within the market to the customer in exchange. For products that the company uses the concept of

marketing,this entails marketing from a focus on understanding the dynamic needs of the customers, so the company is enabled to assume the role. Consulting helps customers identify products and services that will best meet their needs.

2.4.1.3. Gaining Legitimacy in Society

At present, many businessesare related to the needs of society and the desire to improve services for customers, especially the amount of business for the citizens of democratic countries in the public and private sectors. In addition to this, to create more efficiency for the entire household, public and business customers, the company is pursuing the goal of a democratic business to give customers the freedom to choose, and is based on their own well-being in the sponsorship economy of the clients. The cultural background, social class, social factors, personal and psychological factors could influence the consumers' purchasing behavior.

2.4.2 Culture

Culture is an elemental determining factor about the desire of a person and their behavior which includes values, perceptions, preferences and behavior. The culture is also composed of a sub-group that is distinct in some way from the general culture within which it exists, and it supplies more particular recognition and participation in social activities such as citizenship, beliefs, and geographic regions. At the time that those small groups of culture becomes larger and sufficient to the larger society, the organization will plan a special program to offer them relevant goods (Kotler, 2003).

2.4.3 Social class

Social class is the factor that can be combined into a section of the overall culture. This will not only relate to the salary but also concerns to the other pointers such as occupation, education, residential area. Social class can be different in dress, speech pattern, recreation preferences, and so on (Kotler, 2003). Each social class will be identified by cluster variables and shows several characteristics including showing distinct products and brand preferences within the media category. In the case of the

television, the high class people will like watching the news, but the low class people will prefer watching sport programs. Additionally, each social class also provides each language differently (Kotler, 2003). Therefore, there are a lot of benefits from understanding the idea of each social class. This does not only help the company or organization know more about customer behavior and values, but also can bring a lot of applicable information which can expand the market segment and foretell what are the customers' needs. Moreover, social class is more pertinent than salary due to the fact that it can deeply describe the lifestyle, values, and roles of the customers very clearly.

2.4.4 Social factors

Social factors are also a significant factor that influences consumer behavior as the reference group, family and social roles and status. It represents the reference group that is used as a guide for behavior in specific situations (Hawkins et al, 1998). All products are influenced by the reference group, which vary from person to person and procurement situation and the characteristics of a product or brand under consideration. The differences in the reference group may result with an impact on the beliefs, attitudes and behaviors of individuals at different points in time or under different circumstances.

In terms of benefits or changes in the brand that consumers are likely to be influenced by for more than a month, then members of the reference group are targeted in advertising or sales (Stanton et al, 1991).

Moreover, the effects of the reference group will influence the consumer perceptions and satisfaction depends on the type of product that people will have in the luxury of a private or public consumption (Stanton et al, 1991).

2.4.5 Personal characteristics

Personal characteristic are driven by the age of the consumer as well as the consumer's professional, economic status, their lifestyle and personality and their own ideas. People from the same culture, same social class and same occupation may also lead a very different lifestyle (Kotler, 2003).Each person lives with individual

characteristics that influence buying habits by their own preferences. Personality refers to a set of psychological characteristics of human disguise, leading to consistent and sustainable response to environmental stimuli. Personality variables are useful in the analysis of consumer brand choice. Brand personality is defined as a combination of specific human characteristics that can be attributed to a particular brand (Kotler, 2003).The life cycle of the family are also consumers, and the age and gender of the household at the time of any market should consider life events or serious changes, including marriage, childbirth, illness, relocation, divorce, widowed, abandoned,or a career transition, to the new consumer requirements.

The professional and economic environment also influences consumption patterns of workers, with blue collar employees to buy products at the level of the mass-market, such as Nivea and others, while the CEO and managers generally buy a product that meets the needs of the position at the high-end, including brands of Estee Lauder, Sisley, Channel, SK2 and other selected products which has a great effect on the economy. If the financial income is stable and there is time for recording and assessing the attitudes to spend and save for marketers who are responsible for the design and plans at competitive prices for their products or encourage valuable attention to target customers by awarding consumer behavior.

Cultural values associated with the social class and occupation may lead to a very different lifestyle. Living within a group of people in a world that consist of events of interest and common values, marketers usually show a new trend in the lifestyle of consumers to access their products to meet the consumer behavior (Kotler, 2006).

2.4.6 Psychological Factors

Psychological factors that influence consumer behavior will be an incentive such as perception, learning, beliefs and attitudes. The biggest concern are the beliefs and attitudes. Beliefs are thought to be an example of someone who shares about something they believe in their product or brand to influence their buying decisions. That is why the marketers are interested in the faith of the people, which will be

conducted in memory of them about their products and brands. Finally, the customer will always remember the brand they are deeply attracted to (Kotler, 2003).

Attitude is the sustainability of the assessment of the individual or the favorable or unfavorable feelings, emotions and action tendencies towards certain objects or ideas. Attitudes of consumers who are coming into the frame of mind of liking or not liking the objects either move towards or away from it. Because of this attitude and powerful energy, they are very difficult to change (Kotler, 2003).

Moreover, the model response to a stimulus was created to understand more about the behavior of consumers, marketing and consumer awareness of the environmental input. A series of psychological processes, including the nature of some consumers to result in decisions.The response of consumers to stimulate markets are deeply explained by four major psychological processes: 1) motivation; 2) perception; 3) learning; and 4) memory.

2.5 Consumer Behavior towards the Product

Once again, the response patterns of activation analysis isto determine the behavior of consumers for both the marketing and the environment that will stimulate the memories of the consumers. This is up to the consumer's individual point of view, because each of them will have to value the product. The company also has an interest in serving the brand image. That is why it has earned the loyalty and customer satisfaction, which are the most important things.

Considering that the perceived value of quality by a customer or the benefit was to assess the utility of consumer products based on the perception of what is given and what is received (Monroe, 1990). When consumers buy and start to trust the product, they will not change easily to buy a new product which creates a returning customer (Reinartzand Kumar, 2000). However, if a customer doesnot trust the product or service from a certain place, there will be no repeat sale there by that customer (Morgan and Hunt, 1994).

According to what influencesthe consumer behavior towards consumer products, these are likely to be influenced by data published by others in offering a high level of knowledge. The influence of the data is also likely to be higher when a

consumer's purchase and use is perceived to be at risk when learning from others (Assael, 1992).

2.6 Consumer Behavior toward Service

In today's world of intense competition, the ability to deliver a high quality of service as an example of consumer satisfaction will lead to a sustainable and competitive advantage (Shemwellet al., 1998).

The service industry is likely to increase to accept the message of satisfying the needs and expectations of customers (Lakewood, 1995).Customer expectations issignificant, which means understanding how consumers think and understanding their behavior is essential to the effective management and market competition (Roland and Richard, 1994).

Research by Muffalo and Panizzulo, (1995) showed that consumer satisfaction is considered one of the most important factors of competition in the market today. In addition to this, it helps companies improve their reputation and reduce customer turnover. It also creates a barrier to change and improve their relationship with their customers.

The production and consumption are connected (Say, 1983). The company plays an important role in innovation and strategy to suit their products and services, along with access to better understand the consumer behavior.

2.7 Consumers' Satisfaction

In the real situation over a period of time when the consumers complain means the degree of dissatisfaction with a product or service that they have bought or received has increased. In the same way, the number of and or percentage of complaints can be the indicator of consumer dissatisfaction. Therefore, the company or organization has to do whateverthe company can as much as possible to reduce this dissatisfaction. The main goal of the company or organization is to eliminate the complaintsfrom the customers ideally down to zero (Kondo, 1995).

In case of how the organization can succeed in eliminating customer's complaints to zero means the organization can find out the ways to satisfy their

customers. On the other hand, there is something they need to realize, in that reducing the dissatisfaction of the customer and improving the satisfaction are not similar (Kondo, 2001). Hence, being able to keep the promises and carry them on to the customer will be the largest hope of managing. In some way, the customer's expectations can be determined into five specific factors: 1) previous experience; 2) personal recommendations; 3) personal needs; 4) marketing communication; and 5) the level of involvement in the purchase.

According to Parasuraman, et al, (1990), concerning the service or product's complaint, means the consumer will complain less about the service than a product even though they recognized that they were not satisfied with that service. One of the reasons why they do not complain as much as possible is the part they play in identifying the service.

The results should be able to adjust their expectations. What the customer believes he or she deserves, may still be under the impression that he or she anticipated or expected. If this happens, then the customer is not satisfied. There are five factors of consumer satisfaction. The satisfaction of consumers includes the following five factors:

1. Services or Product
2. Human element of the service delivery
3. Stress release of the service delivery: non-human element
4. Tangible aspects
5. Social Responsibility

The expectations of consumers o can be defined as meeting the consumer about the product (Mckinney Yoon and Zahedi, 2002) Priorities can be explained that the predictions made by consumers about what is likely to occur between. transactions or impending foreign exchange (Zeithmal and Berry, 1988), perceived performance is defined as the perception of consumers of how the performance of the products that meet their needs and desire (Cadotte, et al, 1987) perceived quality of the consumer's judgment about the overall excellence or superiority of the entity (Zeithmal and Berry, 1988). To maintain and manage the satisfaction of consumers, the quality and

value, then companies need to understand the difference between long-term customer satisfaction and commitment to continuous improvement of the organization.

2.8 Cosmetic Industry in Thailand

As predicted by the World Bank to recover in 2011, the economic recession in the United States did not allow businesses both at home and abroad to succeed (Rashmisrisethi, 2008). Unfortunately, the cosmetics market in India is growing steadily and competition in the cosmetics and makeup products are available to consumers through direct sales channels. Most of this startedwith the new social media outlets with cosmetic products at the lowest end of the market to counter the high quality and higher prices. It is known internationally that renowned brands are marketed and sold to consumers and youngsters with mass-market cosmetics from medium and low levels (US Commercial Service, 2008).

In Thailand, with up to 108 department store locations in major cities such as Bangkok, Chiang Mai, Chon Buri and NakhonRatchasima, the locations include: Thailand Department of the Central Department Store (17 branches), Robinson (18 branches), Mall Department Store (6 branches), Emporium (1 store), Siam Paragon (1 store), Imperial Department Store (2 branches), ZEN (1 store), Hang Seng (1 store) and with those also in the mall, the researcher concluded that the level of competition and almost every place for all distribution channels, are collected together in any large city.

In just the Siam Paragon shopping mall, located in the heart of Bangkok, has more than 100 famous brands in the world such as Anne Anna Sui Semonin, Elemis, Erno Laszlo, Jo Malone, Molton Brown, Paul and Joe, Baby, Brown and Agent Provocateaur etc. (Siam Paragon, 2009).

Brands are also imported from the US, Europe and Asia as a leader in beauty products, such as Japan and Korea. Luxury brands such as Estee Lauder, Clinique, Shiseido, Christian Dior and Lancome represent more than half of the imported brands. French perfume has reached a high of 56 percent since 2005. The perfume is ranked second in the United States and about 17 percent of the market (US

Commercial Service, 2008). The overall growth of the market for cosmetic products in 2007 was expected to be approximately 10 percent compared to 8 percent in 2006, even as the political situation in the country wasseen as uncertain between 2006-2008

From the point of view of, the market is becoming larger by the day with a powerful group of buyers who are financially able. One of the reasons that the cosmetics market in the UK is continuing to grow as there is an increasing number of consumers (Ginger Girl, 2006). It has been noted that Thailand has a large young population. This segmentation is not only young, but also has a high spending power. But they are also eager to use it. Moreover,they have been exposed to international fashion media, both from the East: Japan, Korea and the West: America, Europe and Australia.

There is a list of other 'Beauty from Thailand' to try to attract young people when it is used (Chaisitthiroj, 2007). Moreover, the majority of people who use cosmetics is women, comprising of 97 percent, and it was about 18 years ago, with the appraisal of Thailand expenditure in cosmetic products is usually around 15 million baht, which means that they have spent 10-20 percent of their salary on cosmetics (Wiwutwanichkul, 2007).The data in Table 1 express the cosmetics market.

Table 2.1 The cosmetic product market in Thailand. The total market size

	2005	**2006**	**2007**
Total market size	989	1068	1165
Total import	222	234	257

Source: National Science and Technology Development Agency, 2012

Table 2.1 shows the marketing of cosmetic products in Thailand. All imported cosmetic products increased steadily from 222 million dollars in 2005 to 257 million dollars in 2007.

According to Kumar (2005), the cosmetics market includes five factors:1) skincare; 2) hair care; 3) makeup; 4) fragrance; and 5) personal hygiene. In describing the makeup products it includes facial makeup, lipstick, body makeup and nail products that have a market share of about 18 percent worldwide.

Table 2.2 A cosmetic product market in Thailand

	2009	2010	2011
Total market for importing cosmetics	367.71	469.50	547.42

Source: National Science and Technology Development Agency, 2012

In 2011, Thailand had imported cosmetic productstoa total of 547.42 million US dollars. All the imported products consisted of products from the high-end market and middle to low-end market. This was a 16.6% growth from the previous year (2010) and 48.9% growth from 2009. This was quite a leap for the cosmetic market in Thailand. It also indicated that the market segment of the cosmetic industrywas growing rapidly for female consumers and others.

As noted earlier, according to Kumar, (2005) the structure of the cosmetics market competition consists of five sectors: skincare, hair care, makeup, fragrance and personal hygiene. Up Statement includes makeup on the face, lips, nails and makeup and cosmetic products with a market share of about 18% of the world market in the adoption of a market share of cosmetics, Thailand. The growth rate is shown in the numbers provided in Table 2.3 below, which demonstrates the value and benefits to each group separately, which are divided into four specific sub-groups: skin care, hair care, makeup and fragrance products (Phupoksakul, 2007).

Table 2.3 The market share by sub-sectors

	2004	2005	2006	Growth% (over 2005)	Growth% (over 2006)
Hair care	290	305	322	5	32
Makeup	278	297	319	7	32
Skincare	271	302	336	10	33
Perfume	27	31	32	3	3

Source: US Commercial service, 2008

Following the information in the Table 2.3 above, the researchers were able to conclude that the rate of 32-33 per cent in the hair care, skincare and makeup has been

the same rate since 2005, a change in the rate of growth of skincare, makeup, hair care, fragrance, respectively (Wongvarnrungruang, 1998). As there is a lot of competition in cosmetic products, the companies are not only concerned about foreign brands, but also the brands in the home country, while the skincare and other products that are less competitive than other goods. The future will be updated continuously on the competitiveness and market opportunities, and the difference between the perception of consumers, within Thailand and imported goods. So, this will be an opportunity for researchers who are willing to check out more about the influence of foreign brands of makeup to consumers in Thailand in a purchase decision.

Table 2.4 The market share by sub-sector

sub-sector	2011
Makeup	327.60
Other cosmetics	69.29
Perfume	57.09
Hair care	55.06
Oral care	38.37
Total	547.42

Source: National Science and Technology Development Agency, 2012

From Table 2.4, this is the amount of imported cosmetics for 2015 divided into five different categories with makeup as the biggest import amount for all the market. Makeup is considered as 59.8% of the total imported cosmetic products in Thailand. The second place is other cosmetic products with 69.29 million US dollars or 12.6% of the total imported products. This indicates clearly that makeup is the main target segment for the Thai cosmetic industries.

The Department of Export Promotion in Thailand has been featured in all makeup products by selecting the type of product, as it is one of the twelve goals in the promotion (Leelahongjudha, 2007). In fact, the cosmetics market in India hasgrown by 45 percent since 2007-2009, it can be shown that there is an ability to find even more distance. Indeed, in 2009, bringing into the country had continued to

grow and the amount of the cosmetic market, including 16,000,000 € Euros (Heinze, 2011). However, from 2006-2009, the situation of an economic slowdown,still continues to show within the cosmetics market. The growth rate is of 15-20 percent (Thanisorn, 2012). Moreover, the results of the cosmetics market in Thailand showed that nearly all the customers were women, aged between 15 to 50 years, which occupies a large volume (18 million customers) (Thanisorn, 2012).

Research undertaken by Phupoksakul, (2005) noted that cosmetic products can be found at any level, not only in the international luxury brand, but also in the domestic brands, and brands at low prices. In addition, Thailand is the chosen location of the main manufacturers of cosmetic products including domestic and overseas, such as Johnson and Johnson, Procter and Gamble and Unilever, etc. In addition, most of the manufacturers in Thailand concentrate on the cosmetics and hair care products, and skincare (Phupoksakul, 2005).

Moreover, cosmetic products are available worldwide. Luxury cosmetics have been widely used in cosmetic products overseas. Figures in 2006 showed a growth rate of 20 percent rate of growth of cosmetic products abroad has increased because of their appearance and because ofthe perception of the quality of the product (Phupoksakul, 2005).

In 2006 (Phupoksakul), the report found that foreign market cosmetics represented 70 percent of all cosmetics in the United Kingdom. There are four competitions between major countries, which accounted for 70 percent of the upscale luxury cosmetics.The major export for the first time was a US-based Lauder of Estee Lauder, Clinique, Mac, Bobbi Brown, La Mer, Prescriptives origin, DKNY, Stila and Aveda; 33.5 percent of the second group in the competition included Japan Shiseido: Shiseido, 5S, Clé de Peau and IPSA. This can be overcome in the other 16.5 percent of the brand L'OréalLancome, Biotherm, Helena Rubinstein, Giorgio Armani and Ralph Lauren accounted for 16 percent; The French group LVMH other, represented 5.1 percent of the luxury cosmetics market (Turpin, 2004). In summary, the major exporters were Lauder, Shiseido, Japan, L'Oréal and LVMH group, respectively.

In the past, customers were not only for adults, but also teenagers, therefore, the number of girls in the UK with the use of makeup and skincare is increasing

rapidly (Phupoksakul, 2005). Cosmetic products have been purchased by not only adults but also teenagers. A study on the introduction of the many cosmetic products from Japan, South Korea and Taiwan, Thailand, found the number of women in the UK who use makeup and skincare products.

In fact, the UK market tends to focus on cosmetic brands, manufacturers and distributors to sell directly to the counter so they can maintain the market share. In addition, they also regularly present and bring new products to introduce a solution that is possible, covering anti-aging and brightening. The company has spent a lot of money in the promotion and protection through advertising (Phupoksakul, 2005).

It is claimed that there are three forms of cosmetic products in direct sales or sales counter and front overhang. This is the first sale as the most popular in the UK and accounts for 60 percent of total sales, in sales channels. It is only suitable for medium to low range of cosmetic products. The point of sale, located in the mall and makes it an appropriate and effective sales channel for luxury cosmetics folding or hanging the final sales –the sales channel for low-end and local cosmetic products (Phupoksakul, 2005-2006).

2.9 Previous studies

From the previous studies in different research areas, the researcher of this specific research project has looked into a certain area within the study in order to assist the researcher to undertake the research in a better way. Previous studies consisted of the following:

1) Fast Fashion in Bangkok. A study on the relationship between customer demography, marketing mix and brand loyalty are relating to product purchase by customers (PeemChaihuadcharoen, 2014). This research aimed at: (1) To investigate the relationship between the demography of the customers and their product purchase, between the marketing mix element and product purchase and between brand loyalty and product purchase; (2) To identify which group of customers contribute to the Fast Fashion Sales in Bangkok; to find whether brand loyalty contributes to the Fast Fashion Sales in Bangkok. This research collected 400 samples by fashion consumers within Bangkok. The researcher used the one-way ANOVA and multiple regressions

to determine the significant differences between the mean of three or more independent groups and indicated the relationship between several independent variables and a dependent variable. This research yielded the following knowledge: most respondents were at the age of 21-30, were single, and had an education higher than a bachelor's degree, with a monthly income of 10,000-20,000 baht. The results from the hypothesis testing indicated a significant link between marital status and purchase frequency and education level and purchase frequency. The research also mentioned a significant relationship between monthly income and the amount spent per time.

From this research topic "Fast Fashion in Bangkok: a study on the relationship between customer demography, marketing mix, and brand loyalty relating to product purchase by customers," the researcher decided to further extend this relationship into the cosmetics field by using the significant relationship of certain criteria. The researcher chose a target sample who were single, aged between 21-30, studying at bachelor's degree level and had a monthly income range between 10,000-20,000 to imitate the results from such a similar relationship from marital status, education level, and monthly income to see if they will have a highly significant level or not.

2) Factors affecting the buying behavior of transvestites towards imported cosmetics (NednapitPrathum, 2011). This research aimed to: (1) explore the relationship between the demographic characteristics of buyer and marketing mix which influenced the consumer to buy imported cosmetic products. The survey was taken from 400 respondents within Bangkok who were transvestite or third gender, by using the Likert scale to measure the variables and the chi-square to test the relationship of the variables. This research indicated the following information: most respondents were in the age range of 20-29, with at least a bachelor's degree, with between 20,000-30,000 baht as a monthly income. The respondents also expressed confidence in buying imported cosmetics via a shopping mall due to its importing quality with maximum purchase of 1,000 baht per time. The respondents were concerned about the ingredients, quality and price of the product, respectively. There was also a significant relationship between the age range between 20-29, the education level of a bachelor's degree and the monthly income of between 20,000-

30,000 baht towards buying imported cosmetics. The researcher also indicated a significant relationship between price and quality of the cosmetic products as well.

From this research topic covering "Factors affecting the buying behavior of transvestites towards imported cosmetics,"the researcher noticed the pattern in which certain demographic characteristics, such as the age range of 20-29, the educational level of a bachelor's degree, and a monthly income of between 20,000-30,000 baht had the best result in a relationship with the variables such as quality and price. The researcher also suspected that this significant relationship also reflected upon the number of respondents had certain criteria which matched with the common trend. Through this analysis, researcher decided to further extend this research due to the similarity of the third gender's needs with women, and utilize the same criteria to determine the similar relationship with the new research project.

CHAPTER 3
RESEARCH METHODOLOGY

This chapter explains the research methods used on a study on 'The Effects of Price and Product Factors on the Decision in Purchasing Cosmetics by Female University Students in Siam Square, Bangkok, Thailand.' Therefore, the research methodology included scopes of the study, population and sample size, research methodology, data collection, data analysis and the data collection procedure. The research method approach that was used in this study is presented and described in the following pages.

3.1 Population and Sample Size
3.1.1 The target population

To define the term population, it isthe entire group of people, events, or things of interest that the researcher wishes to investigate (Gay and Diehl, 1996; Sekaran, 2003). A target populationis the complete group of a specific population that is relevant to the research project (Malhotra, 2002; Zikmund, 2002). The target population of this research was the people who were female university students in Thailand who shop for cosmetic products in the Siam Square area of Bangkok. At present, thepopulation number of female university students in Thailand in 2013 was 1,099,402 and aged between 18-25 years old. In addition, to focus onthe Siam Square area to collect questionnaireswas selected because Siam Square is in the center of Thailand which means there is more fashion, more universities and a high university student population than in the other provinces. Moreover, this group of people will be further examined with the screening question to select only the respondents who were a university student and regularly used the cosmetic products.

3.1.1.2 Defining the Sampling Frame

The sampling frame is totally different from the population (Aaker et al., 2001). The sample frame is usually used to refer to the name list of the population

members to contact for gathering information related to the research project (Zikmund, 2003 and Malhotra and Birks, 2003). The frame should contain enough information of each population member to ease the collection process (Hair et al., 2009).

Hence, the sampling frame of this research included the people who were female university students at the Siam Square, Bangkok.

3.1.2 The Sample Size

In this research project itwas important to identify the sampling unit first, because the sampling unit is the basic unit in which is clearly stated and easy to look for. This unit will be used due to its convenience in sampling and to retain important information (Cochran, 1977). When there is no list of population elements, the sampling unit is generally something other than the population element (Zikmund, 2003).

The sampling unit of this research was clearly defined as all female university students at Siam Square who knew about the cosmetic products and wereavailable on that day to answer the questionnaire.

The sample size of this research was based on the 95 percent of confidence interval or 5 percent to tolerate error. Thus, the exact number of the population was unaccountable, as mentioned in the earlier section on selecting the population sample. Traditionally, in terms of statistics calculations there should consist of approximately 400 respondents to permit valid information for each sub-group such as, age, education, incomes. In a state of a very large number of population, it is difficult to identify the exact number, so the survey often involves a sample of 400 to permit a legitimate and credible sample.

3.1.3 The Sampling Method

In this research, the sampling method was definedby using a sampling design which is the method that is used to select the units of analysis for studying (Davis, 2005). The major alternative sampling plans are grouped into probability techniques and non-probability techniques (Zikmund, 2003).

Table 3.1 Sample design choice consideration

No.	Consideration	Design Type	
		Probability	Non- Probability
1	Cost	More Costly	Less costly
2	Accuracy	More Accurate	Less Accurate
3	Time	More Time	Less time
4	Acceptance	Universal acceptance	Reasonable acceptance
5	Generalizability of Result	Good	Poor

Source: Adopted from Davis ,2005

3.1.3.1 Probability Sampling Design

Probability sampling design means that every element of the population has a known nonzero probability of selection (Zikmund, 2003). Probability samples are usually more costly in order to require complete enumeration of the population, and then must be located in the particular study units of analysis. They are more accurate because of generally undertaking more exact procedures. They are generally accepted because of their known sampling properties. Also, the generalizability of results is good because probabilistic sampling usually gives conclusions that are replicable, when given very similar study conditions (Davis, 2005). Probability sampling can be either unrestricted – simple random sampling, or restricted – complex probability sampling as systematic sampling, stratified sampling, clustering sampling, and multi‐stage sampling (Sekaran, 2000).

Simple random sampling is the probability sampling procedure wherethe researcher assigned to each population member a unique number; selecting sample items by using random numbers (Davis, 2005). This method has the least bias and offers the most generalizability, however it could become cumbersome, expensive, and require usually updated listings – sampling frame (Zikmund&Sekaran 2003).

Systematic sampling is the sampling that uses natural ordering or order population by selecting a random starting point between 1 and the nearest integer to the sampling ratio (N/n); selecting items at intervals of the nearest integer to the sampling ratio (Davis, 2005).

Stratified sampling is the method that can provide the most efficient data for the same sample size. In addition, it can also offer precise and detailed information and can reduce any variability (Zikmund 2003).

Cluster sampling is the probability sampling procedure when the researcher selects the sampling units by some form of random sampling; ultimate units are groups; selected at random and taken a complete count of each (Davis, 2005). This method is probably the least expensive as well as the least dependable, however it is often used when no list of the population is available (Sekaran, 2003).

Multi-stage sampling is the probability sampling procedure which uses a form of random sampling in each of the sampling stages where there are at least two stages (Davis, 2005).

3.1.3.2 Non-probability Sampling Design

Non-probability is when the probability of any particular member of the population being chosen is unknown. The selection of sampling units in non-probability sampling is quite arbitrary, as researchers rely heavily on convenience sampling (Zikmund, 2003).

Convenience samplingis the non-probability sampling procedure when the researcher selects the units of analysis that are most conveniently available as specified by the researcher (Davis, 2005). This method is most often used during the exploratory phase and perhaps the best way of getting basic information quickly and efficiently (Sekaran, 2003).

Hence, this research project appropriately used non-probability method with the convenience sampling technique. According to the convenience technique the respondents were female university students at Siam Square, with a collectionof data from 400 respondents.

3.2 Research Methodology

The research methodology for this studyused the research design first which should be designed to develop (Zikmund, 2003). The research design was the system or structure in which is used to solve a particular problem (Davis, 2005). Research

design is a method to get any required information or data to make a decision to resolve the problem. From the researcher's point of view, this is the structure of the research to ensure that the right data is being collected for use in decision making (Davis, 2005).

Generally, the nature of the research design can be thought of as the road map for researchers. It is the means by which investigators plan the collection of data to answer a pertinent research question and to guide research studies for completing the set research objectives (Cooper and Schindler, 2003). Simply stated, the primary purpose of a research design is to lead researchers to solve the problem of the research study successfully (Davis, 2005).

A quantitative research methodis defined as a formal, objective, systematic process to describe and test relationships and examine the cause and effect of interactions among variables. This type of research is descriptive using a survey to test the relationship (Burns and Grove, 1993). In order to test relationships of this research, the researcher selected the quantitative research approach.

Because of the variety of research activities, the types of business research were categorized by the nature of the problem to be used of the descriptive type (Zikmund, 2003). The major purpose of descriptive research as the term implies, is to describe the characteristics of a population or phenomenon (Zikmund, 2003). In order to determine the answers to the standard who?, what?, when?, where?, and how?questions the descriptive research method was used by the researcher in this specific project.

3.2.1 Selecting Type of Research Design

There are two basic types of design: ex-post facto and experimental (Harcourt College, 2000).

The ex-post facto design is used when the researcher would probably use some type of field research to explore the problem situation in some depth, attempting to identify important variables and their relationships in a particular problem situation and because the researcher had no need to attempt to control or manipulate any incentive systems (Davis, 2005).

The experimental design can be defined as a research study in a realistic setting, where the researcher intervenes and manipulates some independent variable and controls the situation as carefully as the conditions permit (Davis, 2005).

Table 3.2A Comparison of the major types of research designs

Design type	Ex Post Facto Designs		Experimental Designs	
Distinguishing Factors	No manipulation of independent variable(s)		Manipulation of independent variable(s)	
Primary goal of study	Exploratory	Descriptive/ Predictive	Casual(Explanatory)	
Degree of Understanding	Low_____High			
Subtypes	Field studies	Servey	Field experiments	Labotary experiments

Source: Adopted from Davis, 2005

Descriptive Research

Descriptive research designs are for measuring characteristics within the research question (Hair et al., 2003). The main purpose of descriptive research is to explain the characteristics of the group of respondents who either want or need the product. The purpose of the research can also be approximately the size and locate the competitor within the market. This can also include the standard questions of: who?, when?, where?, why?, what?, and how?(Zikmund, 2003).

Finally, this research is designed for an ex‐post facto form because the researcher made no attempt to control or manipulate the incentive systems. Furthermore, this research projectused the descriptive research style that is used to describe the characteristics of a population to be available as specified by the researcher, to collect the information from the questionnaires as the best way of getting basic information quickly and efficiently.

3.2.2 Research Variables and Definitions

A variable is a measurable element which may vary. A variable will be different from different groups or person over a set period of time. The value of the variable can also change over time (Sekaran, 2003). There are technically four main types of variables: 1) Independent Variable; 2) Dependent Variable; 3) Moderating

Variable; and 4) Intervening Variable. But the Moderating Variable and Intervening Variable were not used in this research project (Sekaran, 2003).

An independent variable is an element that can vary and is able to be controlled by the researcher in order to influence the dependent variables either positively or negatively. An independent variable is present with dependent variables all the time. The independent variables increment will likely increase or decrease dependent on variables (Kerlinger, 1986).

A dependent variableis measured for variation from the result of the variation in the IV (LaFountain&Bartos, 2002). A dependent variable is the result that is gathered from the selection question that is used to measure the result of the selection from the researcher's interest. This is so the researcher will understand the dependent variable and be able to explain it in detail (Rosenthal &Rosnow, 1991).

The independent variables of this research were as follows: price factor and product factors including the brand, quality and packaging. The dependent variable was thepurchasing decision towards cosmetics made by female university students in Siam Square, Bangkok.

3.2.3 Evaluation of the Measurement Scale

The measurement scale in the business research is comprised of four basic types – nominal, ordinal, interval and ratio.

Nominal scalemeans the scale that allows research to assign subjects to certain categories or groups, for example, gender can be grouped into two categories – male and female (Sekaran, 2003). Each group can be assigned a specific code number and each respondent will be categorized into one of two non-overlapping or mutually exclusive categories (Sekaran& Schindler, 2003). The nominal scale provides some basic, categorical, gross information (Sekaran, 2003). Additionally, this scale is often used in exploratory research to discover the relationship of the variables. Nominal scale is the less powerful when comparing other types (Cooper & Schindler, 2003).

Ordinal scalemeans the scales that include the characteristics of the nominal scale plus an indicator order which can arrange objects according to their magnitude in an order-based relationship (Cooper &Zikmund, 2003). A typical ordinal scale in

business research asks respondents to rank the objects such as: "strongly agree," "agree," "neutral," "disagree," or "strongly disagree" while the researcher knows that "strongly agree" is a higher value than "agree," and "agree" is higher than "neutral," and "neutral" is higher than "disagree" and "disagree" is higher than "strongly disagree." However, the researchers obviously do not know how much of each order will be represented (Zikmund, 2003). Therefore, the ordinal scale is more advanced in differentiating the categories to provide information on how the respondent distinguishes among them by using a set ranking order (Sekaran, 2003).

An interval scale means the scale that has the power of the nominal and ordinal plus one additional strength – certain arithmetical operation (Schindler et al., 2003). The interval scale does not only indicate the order but also measures the distance (Zikmund, 2003). This scale helps a researcher to calculate the means and the standard deviations of the responses on the variables (Sekaran, 2003).

The term ratio scale means the scale that combines all previous types plus the provision for absolute zero or origin. Ratio data represents the real amount for the variables (Cooper & Schindler, 2003). This scale is the most powerful of the four scales (Sekaran, 2003).

Table 3.3 Summary of the questionnaire and scale of measurement

Factor	Questions No.	Measurement Scale
Section 1: Screening Question		
Are you a university student?	SQ	Nominal
Do you buy cosmetics or makeup by yourself?	SQ	Nominal
Section 2: Opinion towards the effects of price and product factors in making the decision to buy		
Price	Q1 – Q5	Interval
Brand	Q6 – Q10	Interval
Quality	Q11 – Q15	Interval
Packaging	Q16 – Q20	Interval
Section 3: Decision Making		
You will buy cosmetics or makeup products?	Q21	Interval
Section 4: Personal Information		
Age	Q22	Ordinal
Income	Q23	Ordinal

3.2.4 Reliability

In the business research, reliability is one of the criteria used for evaluating the measurement. Cooper and Schindler (2003) stated that reliability is solely an important part of the validity but not the whole part of validity. Hence, reliability is considered as the consistency of the data in the measurement scale (Davis, 2005). In case the answers are different, it is possible that respondents have misunderstood a question, which results in low reliability (Zikmund, 2003). Furthermore, Hair et al. (1998) mentioned that the reliability is data of a variable or set of variables that are in the same range or consist with what it is measuring.

The Cronbach-alpha technique was used in this research which is the reliability coefficient that indicates how well the item in a set is positively correlated to one another (Sekaran, 2003). In simple terms, theCronbach-alpha is used to test the internal consistency of the measurement. According to Hair et al. (1998) if the value of Cronbach's alpha ranges between 0 and 1.0 andif the value is closer to 1 this represents a strong measurement of reliability and the generally acceptable lower limit for Cronbach's alpha is 0.7. However, in the exploratory research the lower limit of an acceptable level may decrease to 0.6.

Pre-testing is the evaluation phase to measure the quality of the data collection to prove that the respondents understand the questions correctly with no biased misled wording or meaning or measurement (Sekaran&Zikmund, 2003). In addition, it also benefits for detecting problems in the questionnaire design.

In this research project, the pre-test was established by selecting thirty respondents to test the reliability of the questionnaires. All the completed questionnaires were returned and were computed through the reliability statistic of the Statistical Package for the Social Science (SPSS) program. The Cronbach-alpha of the pre-test is shown in Table 3.5, which is higher than 0.7.

Table 3.4 Reliability statistics of first pre-test phase

Cronbach's Alpha	No. of Items
.904	21

The reliability statistics of Data Analysis program showed that Cronbach's Alpha was 0.904 which is higher than 0.7, hence this questionnaire was reliable.

3.2.5 Validity

Usually, it is the ability of a scale or measuring instrument to measure what it needs to measure (Zikmund, 2003 and Wilson, 2003 and Davis, 2005). It is also referred to as the ability to determine whether the result of the research is valid (Hair et al., 2009). If the scale is not valid, there is no point in using the scale since the scale does not work as it is supposed to (Davis, 2005). It is difficult to meet the test of validity, that is usually because one does not know what the true differences are (Cooper and Schindler, 2003). There are three major forms of validity measurement, which are content, criterion-related and construct validity (Cooper and Schindler, 2003).

Validitymeans the ability to scale the results into the expected zone or range of data (Zikmund, 2003), while Hair et al., (1998) suggested that validity may be considered as set of data which ranges within the concept of the study. As well as this, Cooper and Schindler (2003) also defined the term of validity as the amount of resistance or capacity in which a measurement can withstand the data which will show the differences between all the respondents who did the survey.

Validity can be classified into three groups: content validity, criterion-related validity and construct validity.

Content validity is the range of collected data which is still in the withstand threshold of the test and enables the researcher to reach satisfied results (Cooper & Schindler, 2003). It is also referred to as the range of data which shows the data in which scale is accurate and trusted by most professionals (Zikmund, 2003).

This research appropriately used the content validity measure, as the content research as noted from the Literature Review.

Content Validity

Content validity is one of the first ways to ensure the validity of a questionnaire. The researcher had to construct the data to collect the comments and rating scores from three experts which were involved with the research topics to

consider the questions from the survey. Thisresearcher used the IOC (Item-ObjectiveCongruence) and the test should be greater than 0.8 in the procedure used to test for evaluating the content validity at the items development stage (Hambleton, 1977).

The IOC (Item-Objective Congruence) was reviewed and rated by three experts. One expertwas Dr.ApitepSaekow, who is the Dean of the Graduate School of Stamford International University, Bangkok campus, Thailand. The second expert was Ms. Nguyen Le Y Nhi, who is a Master Degree of Science and Technology Management, Major Technology Management, Minor in Business research, at Assumption University in Bangkok, Thailand. The third expert wasMs.BoonyarattSookmongkonchai, who is a Manager and Beauty Consultant of Christian Dior Cosmetics at Siam Paragon in Bangkok.

The three experts are appreciated for the time they gave to help for rating the scores in every question in the questionnaire.

The rating score had three levels, set as follows:

"+1"   means the questions is clear

 "0"   means the questions were unclear.

 "-1"   means the questions miss the point

From all of the scores provided by the three experts, they were rated and can be interpreted by using an index evaluation and an interpretation of the IOC (Item-Objective Congruence) as follows:

Over 0.8 means the questions are valid and acceptable.

Equal 0.8 means the questions are objective congruence.

Less than 0.8 means the questions are invalid and unacceptable.

The index of IOC (Item-Objective Congruence) is calculated by this following formula:

$$IOC = \frac{\sum R}{N}$$

From above formula, the IOC is the index of item-objective congruence and the $\sum R$ is the total scored by the three experts after checking the questionnaire results. Also, N representsthe number of the experts in this research, which used three people to advise and comment on the questionnaire questions.

Interpretation of the IOC:

When IOC $\geq$ 0.5 this means the questionnaire was related to the research objectives or related to the measuring variables.

When IOC $\leq$ 0.5 this means the questionnaire was unrelated to the research objectives or unrelated to the measuring variables.

The questionnaire in this research has three parts which were evaluated by three experts. If the questionnaire which had a rated score of less than 0.5 then the researcher will excise and edit following the advice from the experts' of the field.

3.3 Data collection

3.3.1 Data Collection Process

A survey is one way to measure or collect primary data using communication verbally with a group of selected individuals (Zikmund, 2003). Surveys will display a fast, inexpensive, efficient, and accurate way of assessing data about the population. Surveys are quite flexible and, when done properly, they are extremely useful for the upper level management (Zikmund, 2003).

In this research, the data collection process was designed for survey questionnaires. Questionnaires were personally distributed by the researcher to respondents who knew the cosmetics or makeup to complete their answers. The researcher constructed two questionnaires which included anEnglish language version and a Thai version for those respondents who couldnot read Thai. The data was collected over a period of fiveweeks. The researcher found the respondents at Siam Square, who were female university students walking around the shopping mall to be the respondents. The researcher required the respondents to fill-in their answersin the questionnaires by correctly using the convenience method and then give back the answers for data analysis as the next step.

3.4 Data Analysis

This section will explain the data analysis technique such as multiple regressions and the hypothesis.

3.4.1 Multiple Linear Regression Scaling

Multiple regression analysis is a statistical technique, with an objective that develops the relationship between dependent and independent variables (Hair et al., 2006).According to (Zikmund, 2003) the significant level as a statistic represents the critical probability in choosing between the null hypothesis and the alternative hypothesis. Gay and Diehl (1996) stated that the significant level at .05 would be used commonly, although some studies use the .01 level and occasionally an exploratory study uses .10. For the .05 level of significance means 95 times out of 100 that the result will be true or a significant correlation between the two variables with only 5 remaining that the relationship is possibly not true (Sekaran, 2000).

Beta coefficients mean the coefficient resulting from standardized data. The common result of beta coefficients determines the variable which has the most effects on thedependent variable (Hair et al., 2006).

3.4.2 Hypotheses Testing

Hypothesis is a statement of assumption about the general basic nature of the world, and generally defines a form of a testable statement (Zikmund, 2003). Hypothesis testing is the process in which one can explain the variance in the dependent variable (Sekaran, 2000).

The steps of the hypothesis are starting with null and alternative hypothesis, and then choosing the appropriate statistical test. Next, is to determine the level of significance desired. After that, is to see if the output result is higher than the critical value, then the null hypothesis is rejected and the alternative is accepted. On the other hand, if the calculated value is smaller than the critical value, the null is accepted and the alternative is rejected (Sekaran, 2000).

The null hypothesis is a statement about status quo which determines that of the relationship between two variables and generally assigns the symbol H_0 to the null

hypothesis (Zikmund, 2003). The null statement, in general, is expressed as there being no relationship between the two variables (Sekaran, 2000).

The alternative hypothesis is the adverse of the null hypothesis andis defined as a statement expressing a definite relationship between the two variables or pinpoint differences between the groups. In general, it is assigned with the symbol H_a to the alternative hypothesis (Zikmund, 2003).

The objectives of this research were to discover the factors that are effect the purchasing decision making. Therefore, the significant value of each hypothesis should be less than 0.05 and the hypothesis testing was used to study the relationship between the independent variables and dependent variable by testing the null hypothesis.

3.5 Data Collection Procedure

The data collection procedure for the research had plans to finish within three months and divided the collection processes into two separate periods as follows:

3.5.1 First period

Due to this research project which was used to stratify a sampling technique that was separated and divided by the complexity to collect the questionnaire data so, from those reasons, the researcher decided to collect data at Siam Square due to the fashion trend, more and more products and brand are being launched there in central Bangkok than the area around Bangkok. This was the easiest way to access the surveys to the female university students in Siam Square which meant that to focus on the respondents who were female university students in Siam Square, from the scanning question of thequestionnaire as provided in Appendix A on the questionnaire in section 1.

This period was planned to finish within five weeks. The set time also covered the researcher's work time schedule inMukdahan city in the north-east of Thailand, being only free at the weekends to come to Bangkok and for a weekday, just only a two day stay in Bangkok to collect the data.

3.5.2 Second period

   This period was considered about collecting and checking all of the surveys from the female university students in Siam Square. Before the results were run as data on the Data Analysis program, the researcher needed to separate the errors in the surveys, which make them invalid, and then only analyze the fully completed questionnaires after that.

CHAPTER 4
RESEARCH FINDINGS

This chapter representsthe discoveryfrom the descriptivestatistical analysis ofthe respondents' demographicdataandthe effect of the price and product factors on the decision in purchasing cosmetics by female university students in Siam Square. It identifies who were respondents who participated as 400 respondents.Theresults of the hypothesistestare shown below.

Part 1: Analysis of the demographic factors

Part 2:Hypotheses testing of the relationship between female university students' in Siam Square relating to price, brand, quality, packaging by using the multiple regression analysis method.

Part 1: Analysis of demographic factors

The following data is the demographic data consisting of age and monthly income.

Table 4.1 Students' Personal Data Classified by Age

Age	Frequency	Percent
18-19	100	25.0
20-21	160	40.0
22-23	137	34.3
24-25	3	0.8
Total	**400**	**100.0**

Table 4.1 presents the analysis of the respondents' age group. Therefore, the data in the above table shows that 40.0% (n=160) of the respondents were between the age group of 20-21 years old; 34.3% (n=137) of the respondents were between the age group of 22-23 years; 25.0% (n=100) of the respondents were between the age group of 18-19 years; and 0.8% (n=3) of the respondents were between the age group of 24-25 years. So, out of the 400 sample size most of the undergraduate students belonged to the age group between 20-21 years (40.0%) and in the age group of 22-23 years (34.3%).

Hence, the Table 4.1 shows the Student's Personal Data Classified by Age as in the 20-21 years old as being the most respondents who answered the questionnaire with 160 respondents out of 400 respondents. This means that in the 20-21 years old age range, which is mostly in the second year of their university degree, had the most number of respondentswith a total of 40% from 100%. It can be concluded that from the respondents, there were female university studentsin the age of 20-21 being the most.

Table 4.2 Students' Personal Data Classified by Monthly Income

Monthly Income	Frequency	Percent
less than 5000	23	5.8
5001-10,000	74	18.5
10,001-15,000	159	39.8
15,001-20,000	129	32.3
more than 20,000	15	3.8
Total	**400**	**100.0**

Table 4.2 is the analysis of the income of the respondents. The data shows that 39.8% (n=159) of the respondents were between the income range of 10,001-15,000 baht (n=159); 32.3% (n=129) of the respondents were between the income range of 15,001-20,000 baht' 18.5% (n=74) of the respondents were between the income range of 5001-10,000 baht; 5.8% (n=23) of the respondents were between the income range of less than 5000 baht; and 3.8% (n=15) of the respondents were between the income range of more than 20,000 baht. So, out of the 400 sample size most of the undergraduate students were within the income range of 10,001-15,000 baht (39.8%) and 15,001-20,000 baht (32.3%) per month.

Hence, the data in Table 4.2 shows the Student's Personal Data Classified by Incomes which means that the most income that undergraduate students receive is within 10,001 - 15,000 baht. Out of 400 respondents, there were 159 respondents who received this income, considered at 39.8% from 100% of the female university students in Siam Square. The researcher used this to indicate the most common monthly income out of all the ranges.

Table 4.3 Reliability testing

Reliability Statistics	
Cronbach's Alpha	N of Items
0.896	21

Reliability is the quality measurement method which involves a similar range of data to be collected every time in the observations (Babbie, 2007). The Cronbach's Alpha of all variables in this research was 0.896 which is more than 0.7 which means that this reliability is at the acceptable limit following levels set by Hair et al. (1998).

Factor analysis is applied to investigate the relationship of each of the variables and to determine that the information can be compacted in a set of factors. This factor analysis was run by using the SPSS program for checking the group of variables.

The result of factor analysis will be separated into two parts: firstly the part of communalities table where each value should be higher than 0.5 to be accepted. The secondpart is a rotated component matrix table, containing the results of all the variables separated into a group.

Table 4.4 Communalities table

Q	Information	Extraction
1.	I purchase cosmetic products tha5	0.58
2.	I purchase cosmetic products only when they are on sale or contain special promotion.	0.72
3.	Cheaper price influence my purchasing decision.	0.70
4.	I believed that expensive cosmetic products is better.	0.64
5.	I believed that really cheap cosmetic products may be fake.	0.63
6.	I purchase only the brand I like.	0.78
7.	I purchase only cosmetic products from well-known brand.	0.71
8.	I purchase an only cosmetic that is in accordance with social norm.	0.79
9.	I purchase only cosmetics that have wide varieties of product.	0.83
10.	Using well known cosmetic make me feel worthwhile.	0.78
11.	I'm willing to purchase cosmetic products if the product has high quality and long lasting usage.	0.70
12.	I'm willing to purchase cosmetic product if the product has money-back-guarantee policy.	0.77

Table 4.4 Communalities table (Cont.)

Q	Information	Extraction
13	I'm willing to purchase cosmetic products if the product has tester to try.	0.75
14	I'm willing to purchase cosmetic products if the product has ISO certification.	0.78
15	Ingredient and material of each cosmetic products have influence when I purchase the product.	0.67
16	Good looking cosmetic packaging effect my purchasing decision of the products.	0.60
17	Packaging with easy-to-read label affect my purchasing decision of the products.	0.50
18	I'm willing to change the product brand if I'm satisfied with product packaging alone.	0.65
19	Strong and protective packaging effects my purchasing of the cosmetic products.	0.70
20	Product with expedient packaging affects my purchasing decision of the cosmetic products.	0.60

Following the results in Table 4.4, the result of all variables in the communalities table are higher than 0.5. Therefore, they are accepted to use in the factor analysis for checking the rotated component matrix.

Hence, from the Table 4.4, the communality was used to find whether each specific question was valid or not. The extraction must be more than 0.5 or 50% due to the initial of 1.00. If the question is satisfied and usable, the value will be more than 0.5 or the question will be eliminated. Each question within this thesis valued more than 0.5 and was completely compatible with the survey.

Table 4.5 Rotated component matrix

Q	Information	1	2	3	4
1	I purchase cosmetic products tha5				0.58
2	I purchase cosmetic products only when they are on sale or contain special promotion.				0.72
3	Cheaper price influence my purchasing decision.				0.70
4	I believed that expensive cosmetic products is better.				0.64
5	I believed that really cheap cosmetic products may be fake.	0.63			
6	I purchase only the brand I like.	0.78			
7	I purchase only cosmetic products from well-known brand.	0.71			
8	I purchase an only cosmetic that is in accordance with social norm.	0.79			
9	I purchase only cosmetics that have wide varieties of product.				0.83
10	Using well known cosmetic make me feel worthwhile.				0.78

Table 4.5 Rotated component matrix (Cont.)

Q	Information	1	2	3	4
11	I'm willing to purchase cosmetic products if the product has high quality and long lasting usage.				0.70
12	I'm willing to purchase cosmetic product if the product has money-back-guarantee policy.				0.77
13	I'm willing to purchase cosmetic products if the product has tester to try.				0.75
14	I'm willing to purchase cosmetic products if the product has ISO certification.	0.78			
15	Ingredient and material of each cosmetic products have influence when I purchase the product.	0.67			
16	Good looking cosmetic packaging effect my purchasing decision of the products.	0.60			
17	Packaging with easy-to-read label affect my purchasing decision of the products.	0.50			
18	I'm willing to change the product brand if I'm satisfied with product packaging alone.	0.65			
19	Strong and protective packaging effects my purchasing of the cosmetic products.		0.70		
20	Product with expedient packaging affects my purchasing decision of the cosmetic products.		0.60		

The data inTable 4.5 showed that the result of all the variables can be grouped into four separate groups of components. The first group of components is made up five questions which included Q6 – Q10. Those five questions illustrated the component of the brand that was proposed in the research model. Therefore, the name of the first component was renamed as 'brand.'

The second component included Q11 – Q15. Those five questions belong to the component of quality, which was proposed in the research model. Therefore the name of the second component was renamed as 'quality.'

The third component included Q16 - Q20. Those five questions belong to the component of packaging, which was proposed in the research model. Therefore the name of the third component was renamed as 'packaging.'

The last component included Q1- Q5. Those five questions belong to the component of price, which was proposed in the research model. Therefore the name of the fourth component was renamed as price.

Hence, the data in Table 4.5 shows the Rotated Component Matrix to watch each factor split into five questions within the same group or direction to check the validity of whether each question within the factors doesnot spread too much of each question. Each question with the factors including of price, brand, quality and packaging were asked towards the same approach or direction of each of the factors. When indicating the understanding of the respondents of 400 people, all of the respondents clearly understood the questions in the same direction.

The data in Table 4.6 belowshowed that the results of the factor analysis which includes the four factors even though before or after running the component matrix those of four factors: brand, quality, packaging, and price, were always the same as the components with the same name.

Table 4.6 Summary the results of Factor Analysis

Question	Name of component	No. of component
Q6-Q10	Brand	1
Q11-Q15	Quality	1
Q16-Q20	Packaging	1
Q1-Q5	Price	1

Hence, the data in Table 4.6 shows the summary of the results of the Factor Analysis which concluded that each factor is on its own.The number of components split into their own and being independent of each other.

Part 2 : Hypotheses testing of the relationship between female university students' relating to price factor and product factor including brand, quality, and packaging by using the multiple regression analysis method.

The researcher tested the relationship of the independent variables and dependent variable by using the multiple regression analysis method.

Table 4.7 The percentage of respondents classified by Price.

Price	Mean	S.D.	Level of Consumer
I purchase cosmetic products that suitable to my income	2.79	1.09	Neutral
I purchase cosmetic products only when they are on sale or contain special promotion.	2.94	1.12	Neutral
Cheaper price influence my purchasing decision.	3.06	1.18	Neutral
I believed that expensive cosmetic products are better.	3.36	1.14	Neutral
I believed that really cheap cosmetic products may be fake.	3.40	1.07	Neutral

The Table 4.7 above explains that consumers actually suspected that really cheap products might be a fake product with the mean of 3.4. Consumers also believed that expensive cosmeticsare a better product with the mean of 3.36. This is followed by a cheaper price influencing the consumer's buying decision with the mean of 3.06. Consumers also liked to purchase the product when they were on sale or had a special promotion, with the mean of 2.94. All of this is followed by the consumers who tend to purchase cosmetics that suit their income level, with the mean of 2.79.

Table 4.8 The relationship between price and purchase decision frequency hypothesis test

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.906	.043		90.550	.000
Price	.178	.043	.202	4.122	.000

*Significant at or below 0.05 level

The Table 4.8 above showed that the hypothesis testing was conducted to find the relationship between the price and the purchase decision by using the multiple regression analysis method with the significance level of 0.05. The sig. is 0.000 which is less than 0.05 therefore there was clearly a significant relationship between the price and the purchase decision of female university students in Siam Square.

Table 4.9 Show percentage of respondents classified by Brand

Brand	Mean	S.D.	Level of Consumer
I purchase only the brand I like.	3.86	1.17	Agree
I purchase only cosmetic products from well-known brand.	3.69	1.02	Agree
I purchase an only cosmetic that is in accordance with social norm.	3.77	1.14	Agree
I purchase only cosmetics that have wide varieties of product.	3.84	1.04	Agree
Using well known cosmetic make me feel worthwhile.	3.90	1.06	Agree

From the Table 4.9 above, the data indicates that consumers will use well-known brands because this makes the consumers fell worthwhile and comfortable, with the mean of 3.9. Consumers are likely to buy the brand they like, by the mean of 3.86. Consumers will also consider a brand that has wide range of varieties of products, with the mean of 3.84. Consumers will purchase according to the social norm, with the mean of 3.77 and will purchase only well-known brands, by the mean of 3.69.

Table 4.10 The relationship between brand and purchase decision frequency hypothesis test

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.906	.037		106.001	.000
Brand	.482	.037	.548	13.065	.000

*Significant at or below 0.05 level

The Table 4.10 above showed that the hypothesis testing was conducted to find the relationship between the brand and the purchase decision by using the multiple regression analysis method with the significance level of 0.05. The sig. is 0.000 which is less than 0.05 so;therefore, there was a significant relationship ofthe brand and the purchase decision of female university students in Siam Square.

Table 4.11 Show percentage of respondents classified by Quality

Quality	Mean	S.D.	Level of Consumer
I'm willing to purchase cosmetic products if the product has high quality and long lasting usage.	3.59	1.09	Agree
I'm willing to purchase cosmetic product if the product has money-back-guarantee policy.	3.48	1.10	Neutral
I'm willing to purchase cosmetic products if the product has tester to try.	3.51	1.04	Agree
I'm willing to purchase cosmetic products if the product has ISO certification.	3.57	1.07	Agree
Ingredient and material of each cosmetic products have influence when I purchase the product.	3.45	1.13	Neutral

From Table 4.11 above, the data shows that consumers are willing to purchase high quality and long lasting usage cosmetics, with the mean of 3.59. This is followed by products with an ISO certification, with the mean of 3.57. Then with products that have a sample tester, with the mean of 3.51. After this, consumers are willing to purchase products with a satisfaction guarantee with the mean of 3.48. Consumers are also influenced by the material and ingredients of the cosmetic products, with the mean of 3.45.

Table 4.12 Relationship between quality and purchase decision frequency hypothesis test

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.906	.043		91.348	.000
Quality	.211	.043	.240	4.933	.000

*Significant at or below 0.05 level

The Table 4.12 above showed that the hypothesis testing was conducted to find the relationship between quality and the purchase decision by using the multiple

regression analysis method with the significance level of 0.05. The sig.is 0.000 which is less than 0.05 so,therefore, there was a significant relationship between quality and the purchase decision of female university students in Siam Square.

Table 4.13 The percentage of respondents classified by Packaging

Quality	Mean	S.D.	Level of Consumer
Good looking cosmetic packaging effect my purchasing decision of the products.	3.72	1.04	Agree
Packaging with easy-to-read label affect my purchasing decision of the products.	3.72	1.04	Agree
I'm willing to change the product brand if I'm satisfied with product packaging alone.	2.99	1.02	Neutral
Strong and protective packaging effects my purchasing of the cosmetic products.	3.97	0.99	Agree
Easy-to-use packaging also has some influence on the buying decision.	3.62	1.04	Agree

Thedata in Table 4.13 above shows that consumersare looking for good looking and usable packaging with the mean of 3.97. Strong and protective products also influence the customer's decision with the mean of 3.85. Consumers will then look for good looking cosmetic products with the mean of 3.72. Easy-to-use packaging also has some influence on the buying decision, with the mean of 3.6. Customers also agreed that changing to a new product by the packaging alone is possible, with the mean of 2.99.

Table 4.14 The relationship between packaging and purchase decision frequency hypothesis test

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.906	.041		96.158	.000
packaging	.340	.041	.387	8.366	.000

*Significant at or below 0.05 level

The data in Table 4.14 above showed that the hypothesis testing was conducted to find the relationship between packaging and the purchase decision by using the multiple regression analysis method with the significance level of 0.05. The sig. is 0.000 which is less than 0.05 so,therefore, there was a significant relationship between packaging and the purchase decision of female university students in Siam Square.

Table 4.15 Summary of independent factors havea direct effect on the Purchase Decision

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3.906	.030		131.437	.000
Brand	.482	.030	.548	16.200	.000
Quality	.211	.030	.240	7.098	.000
Packaging	.340	.030	.387	11.435	.000
Price	.178	.030	.202	5.983	.000

*Significant at or below 0.05 level

Data from the Table 4.15 above, provides the results of a coefficient table suggesting that the significant value of the four variables of brand, quality, packaging, and price were all 0.000 which is lower than 0.05.

Hence, Table 4.15 is a summary of the independent factors that have a direct effect on a purchasing decision by female university students in Siam Square. In this table the data allows the researcher to know the relationship between the independent variables that have an effect on the dependent variable or not. Therefore, from the data in Table 5.15 above, all of the four variable factors (i.e. brand, quality, packaging, and price) are significant, because of the results of sig. were all 0.000 which is less than 0.05 and means that all the four factors have a relationship to the purchase decision of female university students in Siam Square.

Also, when the researcher looked at the Beta's value, this indicated that brand had the biggest effect, which means that brand hada very significant effect towards the decision making when purchasing the cosmetics by female university students in Siam Square at the highest of 0.548 followed by packaging at 0.387 and quality at 0.240. The last factor that affects the decision making in purchasing cosmetic by female university students in Siam Square was price, at 0.202.

Table 4.16 Hypothesis testing

Hypotheses	Level of Significant	Result
H_{o1}: Price doesnot have an effect on cosmetics purchasing decisions by female university students in Siam Square. H_{a1}: Price has an effect on cosmetics purchasing decisions by female university students in Siam Square.	0.000	Rejected **H_{o1}**
H_{o2}: Brand doesnot have an effect on cosmetics purchasing decisions by female university students in Siam Square. H_{a2}: Brand has an effect on cosmetics purchasing decisions by female university student in Siam Square.	0.000	Rejected **H_{o2}**
H_{o3}: Quality does not have an effect on cosmetics purchasing decisions by female university students in Siam Square. H_{a3}: Quality has an effect on cosmetics purchasing decisions by female university students in Siam Square.	0.000	Rejected **H_{o3}**
H_{o4}: Packaging does not have an effect on cosmetics purchasing decisions by female university students in Siam Square. H_{a4}: Packaging has an effect on cosmetics purchasing decisions by female university students in Siam Square.	0.000	Rejected **H_{o4}**

The hypotheses testing of the null hypotheses (H_o) is summarized in Table 4.16. The data in the table showed the significant value of rejected H_o is lower than .05, in the case of being higher than .05 it is possible to accept H_o.

Table 4.16 showed the results of the hypotheses testing. All of the null hypotheses were analyzed by the multiple linear regression method. This table has already shown that all of the null hypotheses (H_o) were rejected which includes the variables of price, brand, quality, and packaging which possibly have an effect on cosmetics purchasing decisions made by female university students in Siam Square, in Bangkok.

CHAPTER 5
SUMMARY, CONCLUSION & RECOMMENDATIONS

In this chapter, the researcher will summarize the hypothesis testing with the conclusion and offer recommendations for further research, basedon the "study on the effects of price and product factors on the decision in purchasing cosmetics by female university students in Siam Square, Bangkok, Thailand."

5.1 Summary

This study had five main objectives: 1) To investigate the significant effects of price on the decision in purchasing cosmetics by female university students in Siam Square; 2) To investigate the significant effects of brand on the decision in purchasing cosmetics by female university students in Siam Square; 3) To determine the significant effects of quality on the decision in purchasing cosmetics by female university students in Siam Square; 4) To investigate the significant effects of packaging on the decision in purchasing cosmetics by female university students in Siam Square; 5) To determine which factors influence female university students in Siam Square to buy makeup cosmetics the most.

In addition to this, this research projecthad set up the five main objectives to test the hypothesis from the conceptual framework using of the independent variables which were the price factor and product factor including brand, quality, and packaging to investigate the significance of what effectsthe decision in purchasing of cosmetics by female university students in Siam Square following the five main objectives:

Price: cosmetic products have a different price rank as higher to lower of cosmetic products price. This was chosen to find out by collecting data from the questionnaire whether prices effect the respondents or not, before the respondents start to purchase cosmetic products.

Brand: There are many brands in the market, superstore, shopping mall etc., from high end brand names with image and reputation, to the lower brand names.This was chosen to find out whether the brand effectsthe respondents or notQuality: This

was chosen to see when a respondent starts to make a decision to purchase cosmetic products whether quality effects the respondents to make a decision or not, because one product should have quality with an ISO certificate because cosmetics has high quality to lower quality and customers will likely keep that in mind,

Packaging: This is the exterior beauty and creates the luxury feeling towards prestige. The durability of the product will have an effect onthe respondents to make a decision to purchasing cosmetic products.

Each of these factors hada similar effect towards the purchasing decision, so the researcher needed to make a survey questionnaire to see which factors had a significant effect towards the buying decision of the cosmetics by female university students in Siam Square. The researchaimed to determine which factors influence female university students in Siam Square.

This study used the quantitative research approach to analyze the population in this study of female university students who shop at Siam Square. To select the target groups, the researcher used the "Theoretical sample size for different size of population" (shown in the Table 3.1) to compare the number of the sample size as the population number of female university students in Thailand which in 2010 was 1,099,402. This meant that the population was over 1,000,000 people and the sample size of this research was based on the 95 percent of confidence interval or 5 percent of tolerate error, which equals 384 respondents. In a state of a very large number of populations, which is difficult to identify the exact number, the survey often involves a sample of 400. Also, the researcher chose to use the non-probability method with the convenience sampling technique to collect the data at Siam Square. Considering the research hypotheses, there were two main hypotheses: the first part was an analysis of the demographic data categorized by age and monthly income on cosmetic consumers. The second part was the hypotheses testing of the relationship between female university students' by age and income who shop in Siam Square. This data was related to price, brand, quality, packaging by using the multiple regression analysis method.

Part I: The demographic data collected from all the respondents who were at Siam Square were classified by age and income by using descriptive statistics that

showed the frequency and percentage. The researcher also used to test the reliability and communalities. The results were clarified as follows:

Section one: the demographic data classified the age and income, and the researcher foundthat from the 400 respondents, most were aged between 20–21 years old, as the highest number of purchasing cosmetics, when compared to other age groups in Siam Square, at 40.0% with the frequency of 160 respondents. On the other hand, the income of the female university students in Siam Square which makes them able to purchase cosmeticproducts, was between 10,000 - 15,000 baht, at 39.8% of the respondents.

Section two: from the questionnaire there were 21 questions, which used the reliability test and the researcher was able to conclude that there was a Cronbach's Alpha of 0.896 which is higher than 0.7. This is acceptable for the testing.

The communality test proved that the specific variables hada communality value higher than 0.5 and thus was accepted and usable by the test from a certain number of respondents; in this research project, the target sample was 400 respondents. If the communality value was less than 0.5 or 50%, it could be considered as an error and should not be used in the test. Communality values for all of the questions in this test were all above 0.5 and were, therefore, acceptable.

All the questions were accepted to use in the factor analysis for checking by using the rotated component matrix. This is when each factor was separated into its own component in which the results from each question doesnot scatter out without a pattern, which confirmed that the respondents that answer the survey really understand each of the questions within the survey. Also this survey was split into its own group.

Part II: This research analysis used the Likert Scale and Multiple Regression to find out which factors effected the decision in purchasing of cosmetics by female university students in Siam Square.

The researcher had chosen the Likert Scale and usedthe SPSS to findwhich questions of each factors that the respondents considered the most appropriate.

Moreover, the researcher had chosen the Multiple Regression Analysis to compute the independent variables and the dependent variable to approximate which

factors have effects towards the decision in purchasing of cosmetics by female university students in Siam Square. Most factors that had an effect on the decision in purchasing cosmetics by female university students in Siam Square were brand, which had the highest Beta at 0.548, followed by packaging with a Beta at 0.387, then quality with a Beta at 0.240, and price with a Beta at 0.202. In addition, for all the factors including brand, packaging, quality, and price the sig. were 0.000 which is lower than the significance level of 0.05. Therefore, the significant relationship between the independent factors of brand, packaging, quality, and price all haddirect effects towards the decision in purchasing of cosmetics by female university students in Siam Square.

Table 5.1 The results of hypothesis testing

Hypotheses	Resulted
H_{o1}: Price does not have an effect on cosmetics purchasing decisions by female university students in Siam Square.	Rejected $\mathbf{H_{o1}}$
H_{a1}: Price has an effect on cosmetics purchasing decisions by female university students in Siam Square.	
H_{o2}: Brand does not have an effect on cosmetics purchasing decisions by female university students in Siam Square.	Rejected $\mathbf{H_{o2}}$
H_{a2}: Brand has an effect on cosmetics purchasing decisions by female university students in Siam Square.	
H_{o3}: Quality does not have an effect on cosmetics purchasing decisions by female university students in Siam Square.	Rejected $\mathbf{H_{o3}}$
H_{a3}: Quality has an effect on cosmetics purchasing decisions by female university students in Siam Square.	
H_{o4}: Packaging does not have an effect on cosmetics purchasing decisions by female university students in Siam Square.	Rejected $\mathbf{H_{o4}}$
H_{a4}: Packaging has an effect on cosmetics purchasing decisions by female university students in Siam Square.	

From the information provided in Table 5.1 all of the null hypotheses were analyzed by the multiple linear regression method. This table has shown that all of the null hypotheses (H_o) were rejected, which means that price, brand, quality, and packaging, possibly have an effect on the cosmetics purchasing decisions by female university students in Siam Square.

5.1.2 Discussion

Table 5.2 The ranking of the effect factors

Factors	The ranking of the effect factors
Brand	1
Packaging	2
Quality	3
Price	4

Through all of the data and information collected, the results indicated an extremely powerful overview of the purchasing of cosmetics by female university students in Siam Square.This research project was done to find out what were the influencing factors that affect the purchasing decisions of cosmetics by female university students.

Therefore the research problem in this study can be concluded that the brand, packaging, quality and price have all offered possible effects towards the purchase decisions of cosmetic products by female university students in Siam Square. Additionally, the factor that hadthe greatest effect towards the decisions in the purchase of cosmetics by female university students in Siam Square,was brand.

Moreover, concerning the other factors that had a direct effect towards the decision in the purchasing of cosmetics by female university students in Siam Square, the second factor was packaging, followed by quality, and the last one was price.

Hence, from the data provided in Table 5.2 above, it shows the ranking of the effect factors from what effects the purchasing decisions on cosmetics by female university students in Siam Square. It became clear that brand was the most effective for female university students in Siam Square to make a decision on purchasing cosmetics. When the researcher collected thesurvey answers from the female university students in Siam Square, the factor that had the most significant effect was brand. This was because the respondents around Siam were more likely to purchase cosmetics from well-known or top brand names in accordance with the social norm, where people need to wear and buy from the best, because students need to socialize a

lot with people in the same age range. The researcher could also see from the monthly income, that what the female university students in Siam Square received is enough to afford the world class brand of cosmetics. This is why brand was such a significant factor when deciding to purchase cosmetics which could be imported from Europe or from Asia or even from different parts of Thailand. There are also a lot of Thai brands within the country and as the social norm within the university level students within Siam were likely to focus at branding and therefore push brand to the first significant factor.

Price was the last effective factor for female university students in Siam Square to make a decision to purchasing cosmetics. This could be because of the youngsters who walk around Siam Square have buying potential higher than the monthly income and sometimes buy without even considering the income in mind. When comparing the income with the price, itdoesnot match by many respondents. This point is clearly illustrated in the Table 4.2 which shows the results of the Student's Personal Data Classified by Income,with 159 respondents out of 400 respondents, where most of the undergraduate students belonged to the monthly income range of 10,001-15,000 baht. This pushed price into the last factor when compared to brand, packaging and quality. Sometimes, students consider buying cosmetics as an investment into looking good and consider the price at the last moment.

This research project had four main hypotheses, which were H_{a1} to H_{a4} (four items) as all of these hypotheses were in the price factor and product factors, including brand, quality and packaging, which were the independent variables and the purchasing decision towards cosmetics by female university students in Siam Square was the dependent variable. Therefore, all of the four independent variables, namely price, brand, quality, and packaging,were found to have had an effect on cosmetics purchasing decisions by female university students in Siam Square.

These all were the most relevant hypotheses that directly related to the topic of the study. This was as the result of the comments and suggestions given by the respondents during the survey.

5.2 Conclusion

This research used a quantitative method of study to explore the effects of price and product factors on the decision in purchasing cosmetics by female university students in Siam Square, by those who actually use cosmetic products. The study was designed to meet the objectives of the research proposal, which included investigating the significant effects of price, brand, quality, and packaging on the decision in purchasing cosmetics, by female university students in Siam Square.Also, the researcher aimed to determine which factors directly or indirectly influenced female university students in Siam Square to buy makeup cosmetics the most.

5.2.1 Limitations of the Study

There were several limitations to this study. Some of them were: (1) the sample focused just on female university students in Siam Square, Thailand; and (2) the respondents were all selected from only female university students in Thailand who were at Siam Square in Bangkok.

All of the aforementioned reasons led to the sample not matching the demographics of Thailand and the world. This makes it hard to generalize this study. In addition to this, measuring the usage of cosmetics isnot an easy task. Some respondents may indicate that they used makeup a lot but, in reality, they just bought the product and stored them at home for use once in a while. This varies from person to person and is entirely subjective to each individual.

5.3 Recommendations of the Study

1)   This study could be further improved if the sample was not just from the respondents who are female university students in Thailand, who shop at Siam Square only. Moreover, this research studied on the effects of price and product factors on the decision in purchasing cosmetics by female university students in Siam Square. The overall findings from this survey were not entirely interesting and useful as the researcher had expected them to be, because of the several limitations as mentioned in the earlier section. It is crucial to start exploring and to make the advancement in upcoming research, to provide more worthwhile findings from a broader audience of respondents.

2)   Therefore, the researcher suggested some recommendations that would be useful for further studies on this topic or any application for the industry and business owners. In addition, this will be very beneficial to businesses within the cosmetic industries in the near future, as these factors are the reason that consumers are concerned with and make a decision on purchasing. More research will be useful for the industry and people who want to open a new business to use the research findings and results to develop and apply to the business.

3)   Also, this research project can be used as a foundation to apply with product modifications, to better serve the target group and differentiate with other brands or competition. It can be used for the company or business owner who wants to starta business about the cosmetics that can be used to apply from the analysis,on what brand is the most effective for the female university students in Siam Square.The researcher can use this thesis to apply and develop to improve the brand image or product brand to make a difference from the other brands.

4)   This research is useful for business development to strengthen the business and benefit the producer within cosmetics when the producer knows the consumers' needs. This can be effective immediately on the sales volume of a specific product and enable businesses to estimate the number or type of consumers certain product is aiming to sell to. Also, when knowing the consumers' needs, this means that the company knows the strong point, which will be great benefits for the company to use and to keep the consumers to be brand loyalty in the future.

5)   Further research could changethe methodology from quantitative to qualitative, with open-ended questions to gain the different perspectives in the findings from samples of interviewing, including individuals and also a focus group. This could provide more exclusive results, however, this might take more time and more money.

6)   Further research could be used to compare other countries which have found the significant impact relating to Demography, Price and Product Factors on the decision in purchasing cosmetics by female university students in Siam Square. This would be in order to investigate and discuss why there is the same or different findings. In addition, which will be great benefit to the business owners, or who

already have a business,is the ASEAN region or the AEC (ASEAN Economic Community)that will begin by the end of 2015. That will create many benefits and offer a new chance to open and expand businesses, because Thailand is at the center of the ten ASEAN countries.

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APPENDIX A

SURVEY QUESTIONNAIRE(ENGLISH VERSION)

Questionnaire

"A study on the effects of price and product factors on the decision in purchasing cosmetics by female university student in Siam Square, Bangkok, Thailand."

Instruction

This questionnaire is designed to obtain information about "the price and product factors those effects on the purchasing decisions of cosmetics by female university students within Siam Square."This survey is part of GBA 597 Master Project to fulfill the request of the MBA (Master of Business Administration Program) of Stamford International University in Bangkok. I want to emphasize that your response will be held in the strictest confidence. Furthermore, there is no identifying information on the questionnaire that would link specific statements with specific respondents. In addition, I assure you that there is no impacts affecting the participants, hence, please complete your questionnaire as honestly as possible, in the assurance that your assessment will remain confidential. Thank you for your assistance.

Instruction: The questionnaire comprises of 3 sections with totally 4 pages (includingthe questionnaire cover).

Section 1: Screening Question

Section2: Opinion towards the effects of price and product factors in making a decision to buy cosmetic products.

   "A case study on the effects of price and product factors on decisions in purchasing cosmetics by female university students in Siam Square".

- There are 21 questions (Question No. 1 - 21). Please complete all the questions of this section.

- Indicate the number to describe your level of satisfaction of each question. The number is ranked from 1 to 5.

While: 1 Strongly Disagree, 2 Disagree, 3 Neutral, 4 Agree and 5 Strongly Agree.

Section3: Personal Information

- There are 2 questions (Question No. 1 - 2). Please complete all the questions of this section.
- Please indicate the extent that most matches with you by checking (✓) in the box.

Thank you very much for your time and corporation.

Student:EmmikaPrakongphan

013230010

Advisor: Dr. DonnPjongluck

Section 1: Screening Question

Are you a university student? ☐ Yes (Please, continue to answer the following question)
☐ No (Thank you for your time)

Do you buy cosmetic or
makeup by yourself? ☐ Yes (Please, continue to answer the following question)
☐ No (Thank you for your time)

Section2 : Opinion towards the effects of price and product factors in making decision to buy cosmetic products? (Please answer all questions)					
Instruction: Please, scale the number to describe your level of acceptance of each questionin the blank (The number is ranked from 1 to 5). **While: 1 Strongly Disagree, 2 Disagree, 3 Neutral, 4 Agree and 5 Strongly Agree.**					
Questions					
Price Factor	**1**	**2**	**3**	**4**	**5**
1. I purchase cosmetic products that suitable to my income.					
2. I purchase cosmetic products only when they are on sale or contain special promotion.					
3. Cheaper price influence my purchasing decision.					
4. I believed that expensive cosmetic products is better.					
5. I believed that really cheap cosmetic products may be fake.					
Product Factors					
Brand					
6. I purchase only the brand I like.					
7. I purchase only cosmetic products from well-known brand.					
8. I purchase only cosmetics that is in accordance with social norm.					
9. I purchase only cosmetics that has wide varieties of product.					
10. Using well known cosmetic make me feel worthwhile.					
Quality					
11. I'm willing to purchase cosmetic products if the product has high quality and long lasting usage.					
12. I'm willing to purchase cosmetic product if the product has money-back-guarantee policy.					
13. I'm willing to purchase cosmetic products if the product has tester to try.					
14. I'm willing to purchase cosmetic products if the product has ISO certification.					
15. Ingredient and material of each cosmetic products have influence when I purchase the product.					

Packaging					
6. Good looking cosmetic packaging effect my purchasing decision of the products.					
7. Packaging with easy-to-read label affect my purchasing decision of the products.					
8. I'm willing to change the product brand if I'm satisfied with product packaging alone.					
9. Strong and protective packaging effects my purchasing of the cosmetic products.					
0. Product with expedient packaging affect my purchasing decision of the cosmetic products.					
Decision Making					
21. I'm willing to purchase cosmetic product for personnel use.					

Section3:Personal Information			
Instruction: Please indicate the extent that most match to you by checking (✓) in the box			
22. Age (years old)			
☐ 18 – 19	☐ 20 – 21	☐ 22 – 23	☐ 24 – 25
23. Average Monthly Income			
☐ Lower than 5,000 Baht/Month		☐ 5,001 – 10,000 Baht/Month	
☐ 10,001 – 15,000 Baht/Month		☐ 15,001 – 20,000 Baht/Month	
☐ Over 20,000 Baht/Month			

APPENDIX B
SURVEY QUESTIONNAIRE(THAI VERSION)

แบบสอบถาม

"เพื่อศึกษาผลกระทบของราคาและเงื่อนไขของสินค้าในการตัดสินใจซื้อเครื่องสำอางของนักศึกษาหญิงที่เดินในสยามสแควร์"

บทนำ

แบบสอบถามนี้ถูกออกแบบมาเพื่อเก็บข้อมูลเกี่ยวกับราคาและเงื่อนไขของสินค้าที่ส่งผลกระทบในการตัดสินใจซื้อเครื่องสำอางของนักศึกษาหญิงที่เดินในสยามสแควร์แบบสอบถามนี้ถือเป็นส่วนหนึ่งของโปรเจ็ควิชาGBA 597สำหรับคณะMBA (Master of Business Administration Program) Stamford International University ในเขตกรุงเทพมหานครข้าพเจ้ายืนยันว่าคำตอบในแบบสอบถามจะถูกเก็บเป็นความลับนอกจากนี้จะไม่มีการให้ระบุข้อมูลส่วนตัวภายในแบบสอบถามที่จะเชื่อมโยงไปยังข้อมูลที่เกี่ยวกับผู้ตอบแบบสอบถามและจะไม่มีผลใดๆกับผู้ตอบแบบสอบถามฉะนั้นโปรดตอบคำถามในแบบสอบถามนี้ให้เป็นความจริงมากที่สุดขอบคุณที่ให้ความร่วมมือ

คำชี้แจง:แบบสอบถามประกอบไปด้วยส่วนทั้งหมด 3 ส่วนโดยมีทั้งหมด 4 หน้า (โดยรวมถึงหน้าปกแบบสอบถามด้วย)

ส่วนที่ 1: คำถามคัดเลือก

ส่วนที่2:ความคิดเห็นต่อผลกระทบของราคาและเงื่อนไขของสินค้าในการตัดสินใจซื้อสินค้าประเภทเครื่องสำอาง

"กรณีศึกษาผลกระทบของราคาและเงื่อนไขสินค้าต่อการตัดสินใจซื้อเครื่องสำอางของนักศึกษาหญิงที่เดินในสยามสแควร์"

แบบสอบถามนี้มีคำถามทั้งหมด 21 คำถาม (คำถามข้อที่ 1 - 21) โปรดตอบคำถามทั้งหมดในส่วนนี้

- โปรดระบุตัวเลขเพื่อระบุความพึงพอและเห็นด้วยของคำถามในแต่ละข้อมีตัวเลขไล่ตั้งแต่ 1 ถึง 5

หมายเหตุ: 1 ไม่เห็นด้วยอย่างยิ่ง, **2**ไม่เห็นด้วย, **3** เป็นกลาง, **4** เห็นด้วยและ **5** เห็นด้วยอย่างยิ่ง

ส่วนที่3:ข้อมูลส่วนตัว

- ในส่วนนี้มีคำถามทั้งหมด 2 คำถาม (คำถามที่ 22 - 23) โปรดตอบคำถามทั้งหมดในส่วนนี้

โปรดระบุสิ่งที่ตรงกับคุณมากที่สุดโดยกาเครื่องหมาย (✓) ในกล่อง

ขอบคุณสำหรับเวลาและความร่วมมือของท่านที่เสียสละให้แก่งานวิจัยเล่มนี้

นักศึกษา:เอมมิกาประคองพันธ์   013230010

อาจารย์ผู้ปรึกษา: ดร. ดรณ์ผจงลักษณ์

ส่วนที่ 1: คำถามคัดเลือก

คุณเป็นนักศึกษามหาวิทยาลัยใช่หรือไม่	ใช่ ☐ (โปรด ตอบคำถามข้อต่อไป)
ไม่ใช่ (ขอบคุณที่สละเวลา)	☐
คุณเคยซื้อเครื่องสำอางด้วยตัวคุณเองหรือไม่ใช่ (โปรด ☐ ตอบคำถามข้อต่อไป)	
ไม่ใช่ (ขอบคุณที่สละเวลา)	☐

ส่วนที่ 2: ความคิดเห็นต่อผลกระทบของราคาและเงื่อนไขของสินค้าในการตัดสินใจซื้อสินค้าประเภทเครื่องสำอาง					

คำชี้แจง: โปรดใช้ตัวเลขเพื่อระบุความรู้สึกเห็นด้วยในแต่ละข้อในช่องว่าง (ตัวเลขตั้งแต่ 1 ถึง 5).

หมายเหตุ: 1 ไม่เห็นด้วยอย่างยิ่ง, 2 ไม่เห็นด้วย, 3 เป็นกลาง, 4 เห็นด้วย และ 5 เห็นด้วยอย่างยิ่ง

รายละเอียด

ราคา	1	2	3	4	5
1. ฉันจะซื้อเครื่องสำอางที่เหมาะสมกับรายได้ของฉัน.					
2. ฉันจะซื้อเครื่องสำอางเมื่อมีการลดราคาหรือโปรโมชั่นพิเศษ					
3. สินค้าราคาที่ถูกกว่ามีผลต่อการตัดสินใจซื้อสินค้าของฉัน					
4. ฉันเชื่อว่าเครื่องสำอางที่มีราคาแพงย่อมดีกว่า					
5. ฉันเชื่อว่าเครื่องสำอางที่มีราคาถูกเกินไปอาจเป็นของปลอม					

ปัจจัยของสินค้า

ยี่ห้อ					
6. ฉันจะซื้อจากแบรนด์ที่ฉันชอบเท่านั้น					
7. ฉันจะซื้อเครื่องสำอางจากแบรนด์ที่มีชื่อเท่านั้น					
8. ฉันจะซื้อเครื่องสำอางที่ได้รับความนิยมโดยคนหมู่มาก					
9. ฉันจะซื้อเครื่องสำอางที่มีสินค้าที่หลากหลายเท่านั้น					
10. การใช้เครื่องสำอางจากแบรนด์ชื่อดังทำให้ฉันรู้สึกภูมิใจ					

คุณภาพ					
11. ฉันยินดีที่จะซื้อเครื่องสำอางถ้าสินค้ามีคุณภาพสูงและใช้งานได้นาน					
12. ฉันยินดีที่จะซื้อเครื่องสำอางที่มีนโยบายคืนเงินหากไม่พอใจ					
13. ฉันยินดีที่จะซื้อเครื่องสำอางที่มีเทสเตอร์ให้ลอง					
14. ฉันยินดีที่จะซื้อเครื่องสำอางถ้าสินค้าได้รับการรับรอง ISO					
15. ส่วนผสมและวัตถุดิบของเครื่องสำอางแต่ละชนิดมีผลต่อการตัดสินใจซื้อของฉัน					

บรรจุภัณฑ์					
16. บรรจุภัณฑ์เครื่องสำอางที่ดูดีมีผลต่อการตัดสินใจซื้อเครื่องสำอาง					
17. บรรจุภัณฑ์เครื่องสำอางที่มีฉลากที่อ่านง่ายมีผลต่อการตัดสินใจซื้อเครื่องสำอาง					
18. ฉันยินดีที่จะเปลี่ยนแบรนด์สินค้าหากฉันพึงพอใจกับบรรจุภัณฑ์					
19. บรรจุภัณฑ์เครื่องสำอางที่มีความแข็งแรงมีผลต่อการตัดสินใจซื้อเครื่องสำอาง					
20. บรรจุภัณฑ์เครื่องสำอางที่ใช้งานง่ายมีผลต่อการตัดสินใจซื้อเครื่องสำอาง					

การตัดสินใจ

21. ฉันพร้อมที่จะซื้อเครื่องสำอางเพื่อการใช้ส่วนตัว					

ส่วนที่ 3 : ข้อมูลส่วนตัว

คำชี้แจง: โปรดระบุสิ่งที่ตรงกับคุณมากที่สุดโดยกาเครื่องหมาย (✓) ในกล่อง

22. อายุ (ปีบริบูรณ์)

18 – 19	20 – 21	22 – 23	25 – 25

23. รายได้เฉลี่ยต่อเดือน

ต่ำกว่าเดือนละ 5000 บาท	เดือนละ 5001-10000 บาท
เดือนละ 10001-15000 บาท	เดือนละ 15001-20000 บาท
มากกว่าเดือนละ 20001 บาท	

APPENDIX C
INDEX OF CONGRESS (IOC)

IOC (Item-Objective Congruence)

Variables / Questions	Specialists			IOC	Interpretation
	1	2	3		
Demographic					
What is your age (year old)?	0	+1	+1	0.67	Acceptable
What is your average monthly income?	+1	+1	+1	1	Acceptable
Price					
Q1. I purchase cosmetic products that suitable to my income.	0	+1	+1	0.67	Acceptable
Q2. I purchase cosmetic products only when they are on sale or contain special promotion.	+1	+1	+1	1	Acceptable
Q3. Cheaper price influence my buying decision.	+1	0	+1	0.67	Acceptable
Q4. I believed that expensive cosmetic product is better.	+1	+1	+1	1	Acceptable
Q5. I believe that cosmetic that is too cheap maybe replica or	0	+1	+1	0.67	Acceptable
Brand					
Q6. I purchase only the brand I like.	+1	+1	+1	1	Acceptable
Q7. I purchase only cosmetic products from well-known brand.	+1	+1	+1	1	Acceptable
Q8. I purchase only cosmetics that is in accordance with social	+1	+1	+1	1	Acceptable
Q9. I purchase only cosmetics that has wide varieties of product.	+1	+1	+1	1	Acceptable
Q10. Using well known cosmetic make me feel worthwhile.	+1	+1	+1	1	Acceptable
Quality					
Q11. I'm willing to purchase cosmetic products if the product has	+1	+1	+1	1	Acceptable
Q12. I'm willing to purchase	+1	+1	+1	1	Acceptable
Q13. I'm willing to purchase cosmetic products if the product has	0	+1	+1	0.67	Acceptable
Q14. I'm willing to purchase cosmetic products if the product has	+1	+1	+1	1	Acceptable
Q15. Ingredient and material of each cosmetic products have influence when I purchase the product.	+1	+1	+1	1	Acceptable
Packaging					
Q16. I'm willing to purchase the products if the packaging is good	+1	+1	0	0.67	Acceptable
Q17. I'm willing to change the products brand if I'm satisfied with	+1	+1	0	0.67	Acceptable
Q18. Good looking cosmetic product's packaging can effects my	+1	+1	+1	1	Acceptable
Q19. Strong and protective packaging effects my purchasing of the	+1	+1	+1	1	Acceptable
Q20. Easy-to-use packaging effects my purchasing of the cosmetic products.	+1	+1	+1	1	Acceptable
Decision Making					
Q21. I'm willing to purchase cosmetic for personnel use.	+1	+1	+1	0.67	Acceptable
Total				0.89	High/Valid

APPENDIX D

LIST OF EXPERTS

LIST OF EXPERTS

NAME	POSITION
1. Dr. ApitepSaekow	Dean of Graduate School of Stamford International University, Bangkok campus, Thailand
2. Ms. Nguyen Le Y Nhi	Master Degree of Science and Technology Management, Major Technology Management, Minor in Business research, Assumption University
3. Ms. BoonyarattSookmongkonchai	Manager Beauty Consultant of Christian Dior Cosmetics at Siam Paragon in Bangkok

BIOGRAPHY

NAME	EmmikaPrakongphan
DATE OF BIRTH	29 October 1987
EDUCATION	
MASTER'S DEGREE	Business Administration Stamford International University, Bangkok, Thailand
BACHELOR'S DEGREE	Science and Technology Management, Major in Technology Management Assumption University Bangkok, Thailand
NATIONALITY	Thai
HOME ADDRESS	33 Pattanakarnrd, Soi 14, Sunglung, Bangkok 10250
EMPLOYMENT ADDRESS	5 Songnangsathitrd, Maung, Mukdahan 49000
POSITION	CEO of BeautyKiss Cosmetic Products
EMAIL ADDRESS	sameandsame@hotmail.com