

Chariya Chaiyanupattakul 2012: Innovations in Shopper Marketing and Buying Decision Process of Skin Care Products in Health and Beauty Specialty Stores. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Mr. Thongchai Srivardhana, Ph.D. 162 pages.

This thesis aimed to study innovations in shopper marketing, buying decision process, the influences of innovations in shopper marketing toward the buying decision process and insight opinion of shoppers toward innovations in shopper marketing influencing the buying decision process of skin care products.

The study use quantitative and qualitative research method. For the quantitative method ,questionnaire is the instrument for collecting data from 400 shoppers. Data were analyzed using descriptive statistics and inferential statistics by using multiple regression analysis. Qualitative research using grounded theory technique and collected data with in-depth interview method.

The results show that most of the shoppers are female, officers, 21-25 years old, average salary 5000-15000 baht and Bachelor of education. Moreover, the shoppers perceived innovations in shopper marketing which consist of innovations in digital activities, innovations in multichannel marketing, innovations in store atmospherics and design, innovations in-store merchandising, innovations in shopper marketing metrics, innovations in shopper marketing organization and innovations in manufacturer-retailer collaboration at high levels. They attach importance to buying decision process such as problem recognition, information search, evaluation of alternatives, decision implementation and post-purchase evaluation at high levels as well. As for innovations in shopper marketing have an influence on all steps of buying decision process except post-purchase evaluation. Furthermore, innovations in multichannel marketing is the most influential in problem recognition and information search where as innovations in manufacturer-retailer collaboration and innovations in in-store merchandising are the most influential in evaluation of alternatives and decision implementation respectively.

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Thesis Advisor's signature