

## Thai Teenagers Decision-Making Process for Korean Cosmetics

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### Abstract

This research aims to examine the reason why Thai teenagers make a decision to buy Korean cosmetics. Due to the fact that Korean trends are increasing in Thailand and Korean cosmetics also have become popular in Thailand as well. This research will learn about attitudes of decision making and purchasing behavior of Thai teenagers toward Korean cosmetics. The study also aims to figure out the factors that affect their decision and influence to buy. 1) to study about the influencing factors that affects Thai teenagers decision of Korean cosmetics; 2) to study about customer behavior toward Korean cosmetics; and 3) to study how marketing mix (4ps) of Korean cosmetics affect Thai teenagers on making decisions to purchase. Moreover, this research used methodology of quantitative techniques for analyzing from the Pie chart to show the result of the information in percentage for better understanding on the information and descriptive statistics which show the mean of all data collected and compared key factors. The data collection that was distributed in the form of a questionnaire included three parts. The first part is about information of the respondents, the second part is consumer behavior of buying Korean cosmetics and the last part is a variety factors that influence purchase by the respondents. There was a survey group of 200 female respondents who were aged 17–23 years old and used to purchase Korean cosmetics in the Rangsit area from Pathum Thani province in Thailand. From research the researchers found that products and brand value of Korean cosmetics is the most influential factor which can influence Thai teenagers' decision to buy Korean cosmetics. From the data of 200 people on the descriptive statistics in Table 1 which show that nice packaging is the most influential factor. The product has a variety for the customer to choose is the next one which attracts them to buy. The conclusion of this study can conclude that product and brand value are based on nice packaging and a variety of Korean cosmetics is the factor that affects Thai teenagers to buy Korean cosmetics.

**Keywords:** Thai teenagers, Korean cosmetics, purchase decision, Korean beauty, Thai women, buying influences

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### 1. Introduction

Korean cosmetics are the cosmetics that come from Korea which is the country that is trendy on beauty, entertainment such as K-pop or series drama but the most important thing is the beauty which is the country that is the leader of new innovations of cosmetics such as evolution of new foundation in cosmetics which is called cushion and other natural ingredients that are made for skin care. So, this country is kind of an evolution for beauty and cosmetics innovation and many brands are become popular in Thailand. That's why in this research the researcher tries to figure out in the business field of a cosmetics firm. The things that can capture the need to understand the response or attitude of the consumer is important. In this period, due to the upcoming Korean trend in Thailand, Korean trends become popular spreading to many countries from the Asia zone to the Western zone. In Thailand, Korean trends are coming to Thailand through Korean entertainment. In understanding the decision-making process of Thai teenagers, the researcher examines impulsive buying of Korean cosmetics. So, our research will find which activity of the Korea cosmetic can encourage people to buy. The decision making in term of a Korea cosmetic product is interesting to observe due to this period, Korean trends become popular in many countries especially in Thailand, Thai women are at the young age being obsessed with Korean stars that look to impress with their appearance, perfect skin and make-up. Korean people will look beautiful and it is Thai women who want to be like Korean stars. Moreover, the previous research in observation about Korea cosmetics, they did not provide the decision-making process for teenagers which is the age that will be the best group for product trends. That's why this research will find more specific groups who are in the young age of around 17-23. The reason being is that

the researcher found that the characteristics of teenagers in Thailand especially in the Rangsit area which is the area which have university and high school students who will put on make up to look natural like Korean. They wear make up to have a dewy face and lip, when they use lipstick, they emphasize to use lipstick with a tone red which make it outstanding for their face like Korean style and this university has a beauty blogger who studies here and make-up with this Korean style. That's why we want to focus on Thai teenagers at this location. We can find the real reason that is the factor to make them want to buy Korean cosmetic. It is important for Thai cosmetics to understand what the customer needs from them so they can create a new product and marketing which is related to studying from Korea the cosmetic marketing strategy so they can get the attention from the purchaser.

In terms of previous studies about the factors that can influence teenagers or generation Y to buy cosmetics, the research of Kim and (Shawn) Jang (2014) touched on the issue of who can find the decision-making process of Gen Y. The Gen Y is the generation that is orientated towards consumption more than previous generations due to technological communication such as online shopping, blogger or social media websites from the Internet. This exposure to consumerism through the Internet or social media has influenced Gen Y's belief that products and services are worthy and desirable. Moreover, from the Liégeois and Rivera (2011), who researched about the sensory of marketing of generation Y (smell, touch and sight of cosmetic products) found that cosmetic products have a point-of purchase which directly affects generation Y customers in terms of their behavior and decision-making process in the area of cosmetics and personal care products while shopping. For student college consumers, Ritnamkam and Sahachaisaeree (2012) explained about how packaging design affects teenager's buying decision. They found that the packaging design can lead to high attention from the customer. Another study supported the influence from cognitive, desire, and behavioral intentions.

Another factor which effect decision making is the trend which was supported by the research of Tat, Kai, Senin, Rasli and Bagozzi (2013). They showed that growing trends allow shoppers to more quickly purchase without cogitate, if that product is a trend and the age of the consumer is between 15-23 years old. So, the cosmetics trend will easily allow the teenager to be interested in buying the product. The factor that women want to buy cosmetic products, the first thing is looking perfect in their appearance. That means they will firstly focus on the benefits of the product. Gillen and Dunaev's (2017) study showed that cosmetics can make people good-looking. It is associated with appearance-related attitudes and behaviors that make them feel confident and comfortable which is the reason that leads Gen Y people to buy. Teenager are typically concerned with their body image and want to be good looking when they are young. There is another research project which studied about the factor of GenY buying cosmetics in Malaysia, the researcher, Rahman, Jawaid and Sim (2015) found that the packaging, product, brand image and celebrity in Malaysia is important. These factors are the main roles in terms of buying cosmetics for Malaysian teenagers. Moreover, the factor that influences customer decision making is in online marketing perspectives. Another research project by Park and Lee (2009) supported the online marketing perception that the form of internet communication in terms of marketing will increase powerfully of WOM (Worth of mouth), the study focused on the fact that worth of mouth will spread worldwide, and will be seen by millions. It will impact the consumer decision making process in an electronic environment because the opinion posts, comments or reviews on social media encourage purchasers at precisely that time when they are searching on the Internet about a particular product and service.

## **2. Objectives**

1. To study about the influencing factor that affects Thai teenagers buying Korean cosmetics
2. To study about customer behavior towards Korean cosmetics.
3. To study about marketing mix (4ps) of Korean cosmetics effects on Thai teenagers on decision-making purchases.

## **3. Materials and Methods**

The methodology of this research used was quantitative technique for data analysis by distributing questionnaire to the respondent groups. The 200 respondents that were selected for this research are females in the Rangsit area from Pathum Thani province in Thailand which includes many students in high school and university aged 17-23 years old and who had experienced Korean cosmetics. The result of the data will

show descriptive statistics and frequency descriptions in pie charts which have better understanding and effective analysis to conclude the data results from the teenager respondents as our sampling group.

#### 4. Result and discussion

From this research, the researchers explore the females from the Rangsit area in Thailand who are aged 17-23 years old who all experienced purchasing Korea cosmetics as well. The age range was divided 17-20 and 21-23 years. These ages are almost high school age until university students. The resulting data was concluded utilizing a quantitative technique to apply data analysis. The researchers divided the data into 3 parts: 1.) common data of respondents which is the general information about the respondents.; 2.) consumer behavior which is shown in pie charts supporting ideas with many theories and previous research, which is about customer behavior of teenagers towards Korean cosmetics; and 3.) factors that influence Thai teenagers decision to buy Korean cosmetics.

**Part 1** Common data of respondents- This section used quantitative techniques to analyze the data from the completed questionnaires which had been placed on Google Forms which was the instrument to help collect the data in the pie chart.

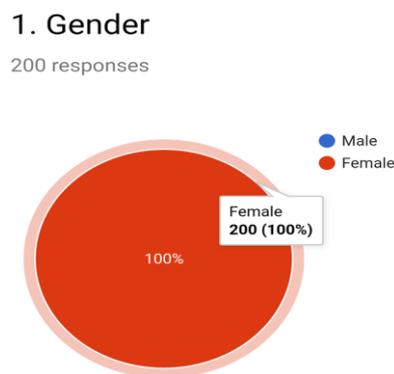


Figure 1 Gender

The information from the 200 female respondents around the Rangsit area was analyzed. The reason for female-only respondents was due to the fact that more females generally use Korean cosmetics than do males. Also, the product that was launched is produced for female users and females are the gender who are deeply known to use Korean cosmetics. Due to the Korean trend that is mainly focused on beauty, trends for female's teenager in Thailand is booming as well. That's why the sampling group should be female mostly.

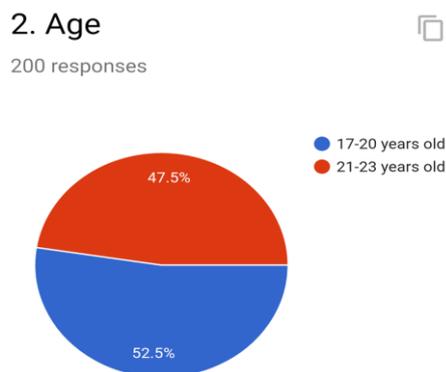
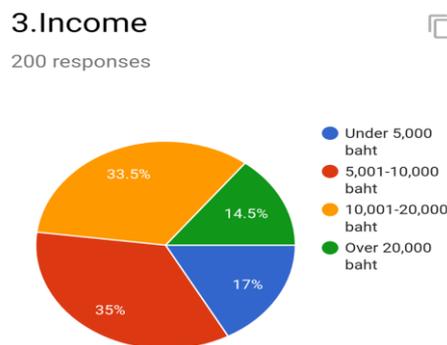


Figure 2 Age

For the range of ages, we found that the number of respondents for each range of ages, the most range is 21-23 years old which is 52.5% and the other one which is a little lesser of percentage is aged 17-20 years old which is 47.5%. However, the limitation in finding respondents were the high school students because this age group uses less Korean cosmetics. In addition, in some high school, there are rules and regulations for students prohibited them from using cosmetics. Also, some students in high school had not experienced Korean cosmetics. So, that's why the researcher got a higher percentage of respondents from university-aged students than did from high school students.



**Figure 3** Income

From Figure 3, This figure is shown about the result of the respondent's income. The 200 female respondents who were in the sampling group, had income range of 5,001-10,000 which got 35% from the total percentage. Following to the next income rate which is 10,001-20,000 baht which got 33.5% and the two-following rates were from under 5,000 and over 20,000 baht which got 17% and 14.5% respectively. This result is shown that the high rate of teenager's income from Rangsit area in Pathum Thani province is around 5,001-10,000 baht which is immediate income for Thai teenagers. This number also included both international programs and Thai programs of high schools and universities. This number takes into account low to rich income for each person as well.

**Part 2** Consumer behavior – This section a quantitative technique was utilized to apply and analyze the data. In terms of the result consumer behavior strategies were used by using the model of customer repurchase intentions, purchasing power and influencing on purchase decision theories to deal with the analytical result.

#### 1. Consumer behavior strategies

##### 1.1 Customer repurchase intention model

The result of this section, from the strategies of consumer behavior of Thai teenagers in Rangsit area in Pathum Thani Province, Thailand found that the power purchasing of teenagers in this area, mostly is medium income based on the rate that the range of teenager's income of this survey. This information lead to the buying behavior as frequency to buy per month, the result showed that Thai teenagers quite often buy Korean cosmetics 2-3 times in a month. That means Korean cosmetics has really impacted them buying cosmetics. It has a customer repurchase intention in terms of marketing which means "The individual's judgement about buying again a designated service from the same company, taking into account his or her current situation and likely circumstances" (Hellier, Geursen, Carr & Rickard, 2000). That is the point that Korean cosmetics can get customer loyalty from Thai teenagers of this area. This result is the reason for the customer repurchase intention model which can lead to a repurchase. The result from Figure 6 found that most of the reasons to buy Korean cosmetics by Thai teenagers around Rangsit area is for beauty. In terms of attitude of Thai teenagers, they trust Korean cosmetics can make them beautiful. This result can illustrate that Thai teenagers perceive the value of Korean cosmetics by believing in the product that can make them beautiful. This hypothesis model can match from the previous research of Hellie, Geursen, Carr and

Rickard, (2003) who also studied about the factors that affect the customer repurchase intention model, the study also founded that “Past purchase loyalty is not directly related to customer satisfaction or current brand preference but the main factor influencing brand preference was perceived value with customer satisfaction and expected switching cost having less influence.” This study answered that the perceived value of the product is the main part of the repurchase intention behavior to the customer’s behavior. So, this result also supports our research idea of Thai teenager’s trust in Korean cosmetics that it will make them beautiful. That mean they perceive the value of Korean cosmetics. That’s why they repurchase Korean cosmetics. So, our result can support the customer repurchase intention model.

### 1.2 Purchasing power theories

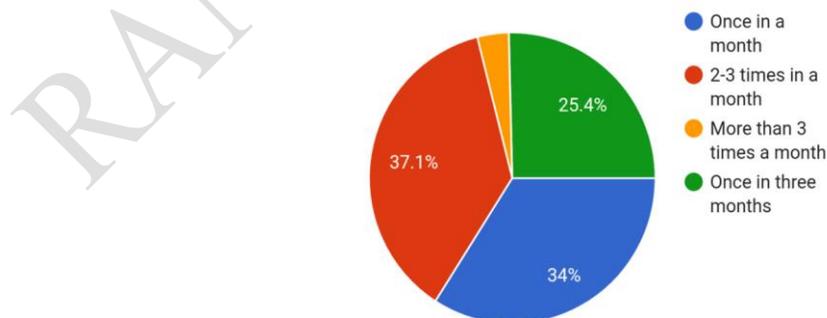
The purchasing power theories by Ernst Engel illustrates about the customer buying power of certain products and services. The power of their money can purchase that product and service depends on their income. People who have high income leads to them buying products and services with a high price and quality. However, people with low income leads to purchase products and services with a low price and quality.

From the results of the customer’s behavior and personal information of income of respondents, the income results from Figure 3 found that most of the income of the respondents was in the range of 5001-10,000 baht which is the medium income (is not too low and not too high for teenagers). Whereas Figure 5 shows the ability to purchase Korean cosmetics at certain price ranges. We found that the most preferable price of Thai teenagers could purchase was at a price under 1,000 baht. So, the price of price range of Korean cosmetics was under 1,000 baht and more than 4000 baht. So, the results of 200 respondents of Thai teenagers of the research who are the medium income that could afford to buy Korean cosmetics were at a medium to low price. This result will show that the income of university students and high school students are the age that doesn’t have an income yet. So, the price that they purchase will vary from the income as well. Our respondents have a medium to low income. Thus, the product that they purchase also tends to be medium to low price as well.

### 1.3 Influences on purchase decision theories

The influence on buying decision has a variety of factors. They include rational and irrational influences on the consumer’s personal mind. From the influencing theories they have internal and external impacts from the environment and in their decision-making process. The key factors that impact the decision-making cannot be determined. However, the influencers can be concluded. Most of influencers who compel consumers to buy Korean cosmetics thought that their decision to buy Korean cosmetics product was themselves (Figure7). This is kind decision-making activity was subconscious in coping with the surrounding environmental factors plus their cognitive thinking and attitudes incorporate their decision-making process.

From the table below, this is the result of each part of the customer’s behavioral strategies that the researcher described earlier by the use of quantitative techniques to analyze data.



**Figure 4** Frequency buy Korean cosmetics per/month.

Figure 4 illustrates the results of the customer’s behavior stated regarding the frequency of Korean cosmetic purchases. The researcher found that Thai teenagers most frequent buying habits of Korean cosmetics tend to be 2-3 times a month (37.1%). The second most frequent buying habit was once a month (34%), whereas the third most frequent buying habit was once every three months (25.4%). Finally, the least frequent buying habit was more than 3 times per month (3.6%). That means the most frequent buying habit for Korean cosmetics for Thai teenagers was around every 2-3 times per month.

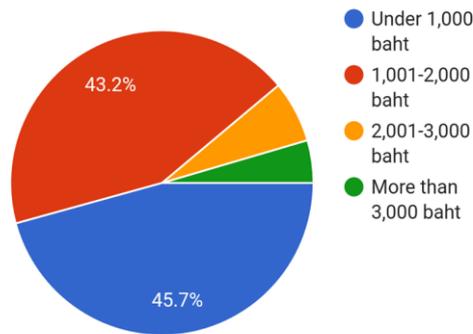


Figure 5 Ability to purchase at a certain price.

Figure5 illustrates about the purchasing power of Thai teenagers who can spend at certain prices when buying Korean cosmetics. The result shows that the most preferable price for Thai teenagers is to purchase Korean cosmetics under 1,000 baht (45.7%). The second most preferable price for Korean cosmetics is 1001-2000 baht (43.2%). The third most preferable price to buy Korean cosmetics is 2001-3000 baht (6.5%), which is followed by the least preferable price to buy Korean cosmetics which is 3,000 baht (4.5%). This means that Thai teenagers most preferable price for Korean cosmetics is under 1,000 baht.

200 responses

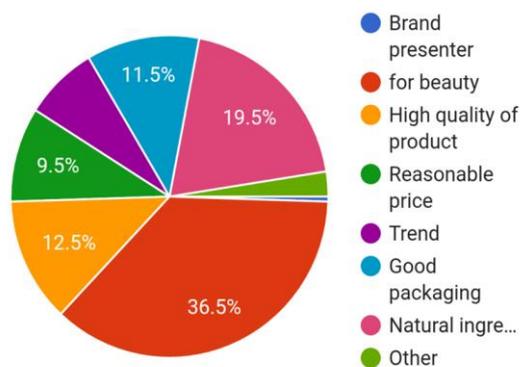
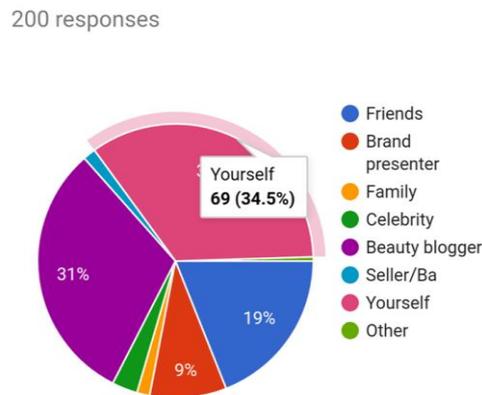


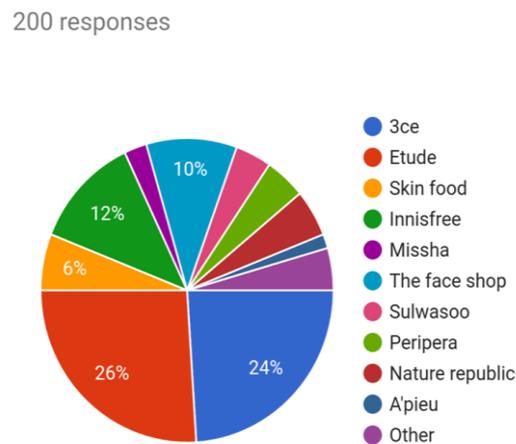
Figure 6 Reason to purchase Korean cosmetics.

Figure 6 is about the reasons Thai teenagers purchase Korean cosmetics. According to the results, the researcher found that the biggest factor Thai teenagers decided to purchase Korean cosmetics is for beauty (36.5%), followed by the natural ingredients which stand for 19.5%. The next factor was the high quality of the product (12.5%). Forth, had to deal with the element of packaging (11.5%), After that was the reasonable price of the Korean cosmetics (9.5%), which was followed by the trend (7.5%) and other factors (2.5%).



**Figure 7** Influencer who is leading the purchase of Korean cosmetics.

Figure 7 states the influencing factor compelling Thai teenagers to buy Korean cosmetics. The biggest influencer for Thai teenagers is themselves (34.5%). The next influencer is stand online beauty blogger (31%), followed by BA brand cosmetics seller (19%). The fourth most popular influencer are brand presenters (9%), followed by celebrities (3%) and family (1.5%).



**Figure 8** Brand of Korean cosmetics that Thai teenagers prefers to buy

Figure 8 is states the Korean cosmetics brand Thai teenagers often buy the most. The first brand which is the most popular and preferable by the Thai teenagers is Etude (26%), Secondly, the next brand which is followed closely from the first one is 3ce which (24%). The forth most popular brand is Innisfree (12%). Fifth is the brand which is from The Face Shop brand (10%), and the sixth brand that customers prefer to buy is Skin Food (6%). The next brand is Nature Republic (5%) and the lesser ones are followed by Peripera (4.5%) which is equal with others (4.5%), Sulwasoo (4%), Missha (2.5%) and Apieu (1.5%), respectively.

**Part 3 Factors that influence Thai teenagers’ decision to by Korean cosmetics.**

From this part, the researcher used quantitative techniques to analyze the data. The result will conclude with descriptive data which includes the minimum and maximum number and mean, which is the number that stands for the most chosen by the respondents as our random group.

#### Marketing mix (4ps) theory

Marketing mix 4p theories from E. Jerome McCarthy created the Marketing 4Ps in the 1960 and he stated that “The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place.”

#### Product classification theory

The products are also classified (Išoraitė, 2016):

1. Consumer product- It is a commodity product that they purchase for a necessary purpose on the daily life such as to paste, soap, cloth. A household appliance is a product classified as minimum value of a product;
2. Necessary product – This type of product a consumer quite often buys immediately without suspect to compare with other products for substitution of the similar type.
3. Valuable product – This type of product is more of a consumer-oriented product, which the consumer typically compares to others. Consumers more concerning about the quality, style, pattern, price, value, etc.
4. Exclusive product - is a consumer product that has differentiated or unique characteristics or is distinguished by its brand, which is bought by a large group of customers. It's kind of transgressed which is the product not intent on searching for life insurance. Consumers perceive a product which they don't know much in detail or if they know about it, they have no intention to buy it.

As the result of the researcher's data from the product's influence part, most of the results have to deal with nice packaging. It means Thai teenagers, as the researcher's respondents, chose from the style of packaging of the products as a first impression which leads them to purchase the products and the attitude towards the product they believe that Korean trends are a leader in beauty (as indicated from Table 5). In terms of product classification, Thai teenagers see Korean cosmetics as a valuable product which means Thai teenagers are geared towards customer-oriented product. This result is supported from the previous research from Kim & Jang (2014). They found the decision-making of Gen Y. The Gen Y is the generation of consumption oriented from other generations and this result also supports another idea which is for college student consumers. Ritnamkam and Sahachaisaeree (2012) explained about packaging design affecting teenage purchasers on buying decisions. He found that packaging design can lead to high attention from the customer. Pertaining to this result, the researcher also knows that Thai teenagers around the Rangsit area also prefer both consumer-oriented products, that focuses on nice packaging of products that will attract their attention from Korean cosmetics.

#### Pricing strategy

Pricing strategies- The price is the part of the marketing mix, in a business or organization where they have to sell products concerned with setting the price strategy. There are a variety of pricing models which indicate the aim of selling in order to complete with success of business. So, the pricing strategy is important for marketing in the business field.

#### Value-based pricing model

The value-based pricing model is the model of pricing which is based on the value of the product. Customers will determine the price and accept the quality and value of an actual product. It estimates the value of the product and service rather than setting the price which is based on profit. If the customer is satisfied with the price and can determine the quality and other substances of the product, then they worth purchasing. It means that a businesses' success is based on the customer perceiving the value of the product at a certain price. So, the owner of a business who chooses a model of value-based pricing, they have to price items properly to establish the product within the market. The concept of this model is to benefit the customer who doesn't want to purchase a luxurious product with a high price or purchase a low-quality product at a cheap price. They will prefer the price that is comparable to the value of product.

As a result of the pricing influences to buy Korean cosmetics, the researchers have found that most of this study's respondents are choosing to buy Korean cosmetics because of price. So, the results will support value-based pricing model in the pricing strategies.

### Place

There are many ways place Korean cosmetics can be distributed. For example: retailers, brick and mortar stores or online stores. All the places in the results of the respondent, they prefer to search for the product online. Most of the results are influenced by social media, which leads them to purchase. So, this result will support the previous research of Kim & Jang (2014). Who found the decision making of Gen Y. Gen Y is the generation of consumption oriented from other generations due to powerful technology communication such as online shopping, bloggers or social media. This exposure to consumerism through the Internet or social media has influenced Gen Y's belief that products and services are worthy and desirable. So, this research supports this idea in terms of distribution channel and social media influence.

### Promotion

Sales Promotion Theory is the model that gives some extra rewards to customers for their behavior on a particular purchase. This theory creates more engagement with the customer feedback to the product and service which increases the sale of products and services. There are many theory models of sale promotions which support the concept of rewards as motivation. Priming is one theory of sales promotion theory that US psychologist and founding father of American behaviorism introduced. De Pelsmacker's theory (2001) states that "priming suggests that promotion or advertising can evoke an increased customer to consume more of a product." So, the result of promotion influencing Thai teenagers purchasing Korean cosmetics products are mostly affect by the aforementioned priming theory.

As the table below indicates, the analyzed data from the marketing mix theory as was described earlier, the researcher used quantitative techniques to analyze the data. There are marketing mix aspects and country origin influencing factors towards decision making of buying Korean cosmetics by Thai teenagers from the Rangsit area in Pathum Thani province in Thailand.

**Table 1** Product and brand value influence to buy in Korean cosmetics

Product and brand value influence	N	Minimum	Maximum	Mean	Std.Deviation
Product is high quality and reliable.	200	3	5	4.17	0.688
Color's pigment is pleasant.	200	1	5	4.2	0.689
Nice packaging	200	3	5	4.39	0.657
Product has variety for customer to choose.	200	2	5	4.23	0.712
The brand is famous and memorable.	200	3	5	4.18	0.683
Korean cosmetic brands communicate information to customer well.	200	2	5	3.96	0.742
Valid N (list wise)	200				

From Table 1: This data shows about the product and brand value of Korean cosmetics influence on decision making processes. The most influential factor of product and brand value is nice packaging (4.39%). The second factor is variety for customers to choose from (4.23%). from mean, followed by pleasant color pigmentation (4.20%), The forth factor comes from the famous and memorable brands (4.18%), which is followed by high quality products (4.17%) and Korean cosmetic brands communicating information to customers well (3.96%).

**Table 2** Price influence to buy Korean cosmetics

Price influence	N	Minimum	Maximum	Mean	Std.Deviation
Price is reasonable for the quality of the product.	200	2	5	3.99	0.754
Cheaper than other countries' imported products.	200	2	5	3.61	0.749
The price is not an important factor, if the design meets the buyer's want.	200	1	5	3.22	0.969
Valid N (list wise)	200				

From Table 2, the 200 respondents show about pricing factors that influence Thai teenagers to buy Korean cosmetics. As a result, the researchers found that most factors from price influencing is the quality of the product which has a mean of 3.99. Secondly, prices which are cheaper than other country imported

product has the next highest mean (3.61) and follow by the last one which is stated about price not being an important factor, if the design meets the buyer's need (3.22).

**Table 3** Channel and Social media influence to buy Korean cosmetics

Channel and Social media influence	N	Minimum	Maximum	Mean	Std.Deviation
Korean cosmetics can be purchased easily.	200	2	5	4.07	0.773
Interesting store displays	200	2	5	4	0.75
Can order easily on the internet.	200	2	5	4.12	0.747
Reviewed in the social media have an effect on purchasing	200	1	5	4.17	0.809
Advertisements on social media make you want to buy.	200	1	5	4.16	0.779
Valid N (list wise)	200				

From Table 3, As all 200 respondents being female, the data will show about influencing factors from various channels and social media influencing towards Thai teenagers in decisions to buy Korean cosmetics. The first one which is the biggest factor influencing the respondents comes from social media having an effect on purchasing by a mean 4.17. Secondly, advertisements on social media make them buy Korean cosmetics, which has a mean of 4.16. Third, Korean cosmetics which can order easily on internet has a mean of 4.12. The least influential factor are Korean cosmetics which can be purchased easily and at interesting store displays got means of 4.07 and 4.00 respectively.

**Table 4** Promotion and services influence to buy Korean cosmetics

Promotion and services influence	N	Minimum	Maximum	Mean	Std.Deviation
Promotion that leads to buying Korean cosmetics.	200	2	5	4.14	0.796
They always have discounts for membership cards or the person who can buy at setting a goal price.	200	1	5	3.9	0.798
Counter staff is available to provide appropriate advice that meet consumer's need.	200	1	5	3.84	0.769
The counter shop also provides sample product for customer to testing the product.	200	2	5	3.89	0.769
Valid N (list wise)	200				

From the Table 4 data, it shows the result of the factors that influence from promotion and service on Korean cosmetics for Thai teenagers. The first one which is the most influential are the promotions that lead to buying Korean cosmetics which got a mean of 4.14. The second factor had to deal with discounts which got a mean of 3.90. Third had to deal with samples being provided, which had a mean of 3.89. Lastly had to deal with knowledgeable sales staff, which had a means of 3.84.

**Table 5** Country of origin effect influence to buy Korean cosmetics

Country of origin effect influence	N	Minimum	Maximum	Mean	Std.Deviation
Korea is leader in beauty.	200	2	5	4.31	0.726
Korea makeup style is trendy.	200	2	5	4.16	0.758
Korea has suitable resources for ingredients in cosmetic production.	200	2	5	4.05	0.721
Korea has high technology to produce quality cosmetic.	200	2	5	4.17	0.737
The product presenters as the actor, singers or celebrities have an effect in product purchasing.	200	2	5	4.09	0.784
Product showing on media such as TV Shows, K-series has an effect on product purchasing.	200	2	5	4.11	0.829
Valid N (list wise)	200				

Table 5 shows about factors of country of origin effects and Korean trends that influence Thai teenagers to buy Korean cosmetics. The first factor which is most influential on buyers comes from attitudes that Korea is a leader in beauty has a mean 4.31. Secondly, the next attitude comes from high technology of cosmetic production from Korea which got a mean of 4.17. The third one comes from the belief that Korean makeup style is trendy got a mean of 4.16. Forth comes from the product being shown on media such as TV shows, K-series has an effect on products being purchased which got a mean of 4.11. Lastly was the presenter of a product such as an actor, singer from Korea (4.09) and Korea having suitable resources for ingredients in cosmetics production (4.05).

#### Discussion

As the result from the data indicates, the discussion section is divided into two parts. The first one is consumer behavior of Thai teenagers and the second one is the most important factor that influences Thai teenagers.

#### Consumer behavior

As with consumer behavior, Thai teenagers spend money on purchases of Korean cosmetic around 2-3 times in a month. As the researcher's data reaches 37.1% of that total (Figure 4), Thai Teenagers quite often purchase Korean cosmetics many times per month. It determines that Korean cosmetics have loyalty from the customer in Thailand because there is a repurchase behavior that they have the ability to buy imported cosmetics from Korea more than 1 times per month, meaning Korean cosmetics can bring attention or attraction from Thai teenagers. Another one is the purchasing power of Thai teenager toward Korean cosmetics that measure an ability to purchase Korean cosmetics at a certain price. As a result, most prices that Thai teenagers always buy is around under 1,000 baht which is 45.7% (Figure 5) of the total percentage. However, it's almost equal with another price of around 1,000up-2,000 baht which they prefer to buy, but if the price is more than 2000 it is less acceptable. That means Korean cosmetics which are not too high is an important factor for Thai teenagers. That means the price of Korean cosmetics is suitable and feasible for Thai people to buy.

Moreover, the reason for buying Korean cosmetics, the researcher found that Thai teenagers purchase of Korean cosmetics was for beauty, reaching 36.5% of the total data (Figure 6). It means that in terms of psychological factors, they choose Korean cosmetics because they believe that the make-up from Korea can make them more beautiful. They can trust the quality and pigment of the color of the product from Korean cosmetics and get the impression to repurchase it. So, in term of consumer behavior, Korean cosmetics can get a lot of attention from many customers in Thailand based on their actual product which is trusted by customers based on their beauty needs and the products' performance.

#### Influencing factors toward Thai teenagers on making decisions to buy Korean cosmetics

The second part has to deal with the influence on Thai teenagers on making a decision to buy Korean cosmetics. The researcher found that all top 3 factors were in Table 1 which comes from section product and brand value influences. So, the top 3 factors including: (1) nice packaging (4.39 by mean; Table 1) because packaging of cosmetics in Korea always look outstanding; (2) various products lines which let customer to choose from (4.23 by mean table1); and (3) the color pigmentation is pleasant to the customer. So, as the result, the researchers can determine the actual product and brand value is the factor that most influences Thai teenagers in terms of the decision-making process, as they look at nice packaging, variety of products and color pigmentation that meet the needs for them to purchase. So, these are the influential factors in Thai teenagers' decision to buy Korean cosmetics.

## 5. Conclusion

As the purpose of this research aimed to study about the influential factor that effect making decisions toward Thai teenagers to buying Korean cosmetics from the Rangsit area in Pathum Thani province, due to this objective the researcher already found the answer for our objective that Thai teenagers make a decision to purchase Korean cosmetics based on product and brand value. They focus on the product first when they a decision to buy and with these cosmetic products from Korea is the best one to meet their needs. That's why Thai teenagers are obsessed with Korean products because of nice packaging

which bring their attention when seeing the appearance and then followed by the variety of products as Korean cosmetics provide many products. Korean cosmetic products are influencing Thai teenagers by their product and brand value. Moreover, various researchers can study the consumer behaviors of Thai teenagers when they purchase Korean cosmetics, as the result is expected that Thai teenagers often purchase Korean cosmetics as many times as 2-3 times per/month. This means that Korean cosmetics can get repurchases from customers which lead to customer loyalty. Moreover, Thai teenagers always spends at the price around under 1,000 baht for Korean cosmetics, which mean that Korean cosmetics' price is not set that high for Thai teenagers and they have the ability to buy at their budget. So, the customer's behavior of Thai teenagers will determine that Korean cosmetics also meet their need as well. So, with this research the researcher better understands the perception and attitude of Thai teenagers toward Korean cosmetics that they prefer to purchase because the Korean products and brand value actual meet their expectations and needs. So, with this research the researcher already knew and understood the point of view of customers and their decision-making process. In future studies, the researcher recommends expanding the study to include more research subjects, that way greater understanding can be obtained on why Thai people prefer Korean cosmetics.

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