

**Title:** Factors Influencing Consumers' Decision Making in Purchasing Men's Face Care Products

**Researcher:** Kesorn Rodyue **Student ID:** 014130003

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**Advisors:** Dr. Apitep Saekow

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### **Abstract**

A researcher conducts this research with the objectives to identify and analyze factors influencing consumers' decision making in purchasing men's face care products in Bangkok, Thailand by focusing only on the five factors, which are value for money, brand recognition, product quality, shopping convenience, and promotion. Then to further provide recommendations for people related to men's face care products industry and for further researches. For the methodology this research will use questionnaires as the main instrument.

From the results of the two technique it can be conclude that H1-H5 are rejected or value of money, brand recognition factor, product quality factor, shopping convenience factor and promotional factor influences has no influences on consumers' decision making in purchasing men's face care products at 0.05 significant level.

Also, even though the results for all the five didn't correspond with the hypotheses, however the results might change if look into each factors in depth. For an example instead of analyzing only promotion the future research might study the whole marketing mix 4Ps.

**Keywords:** Value for Money, Brand Recognition, Product Quality, Shopping Convenience, Promotion,