

**FACTORS INFLUENCING CONSUMERS' DECISION MAKING  
IN PURCHASING MEN'S FACE CARE PRODUCTS**



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Men's Face Care Products

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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,

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# CHAPTER 1

## INTRODUCTION

This chapter is an introduction chapter, where the chapter will give background information necessary for the research, which is categorized into eight sections as listed below:

1. Introduction
2. Objectives
3. Research Question
4. Scope and the Limitation of the Study
5. Conceptual Framework
6. Research Hypotheses
7. Definition of Terms
8. Expected Benefits

### 1.1 Introduction

Recently, Thai society has been focusing on the significance of health and appearance in all action to interact with people. Consumer pay more attention to cosmetic, not just only women but in the recently men also need to take care of themselves more. Good image will have an effect with trust and impression from other people. Skin care products is more popular among men in all age group. They consider it as a part of good personality, and to look younger than their actual age by using skin care products. The changes of consumer behavior results in the growth of skin care products market.

In 2007, the men skin care market value 1,450 million bath, which equal to 5.1% growth. In 2008, the skin care market is expected to value 1,510 million bath which increased 4.2% from the previous. The market value increase slightly due to the inflation in 2008, which affect the consumers' behavior to buy less expensive skin care products. The customers still use necessary cosmetics which are face cleansing and deodorant product. Moreover, at the end of 2008 there is an economic recession that affect employment rate, resulting in a decrease in number of consumers' purchasing skin care products. For the situation in 2009, the men skin care market is expected to value

1,560 million bath. The direction is slightly increasing, 3.5% from economic recession that's effect from decreasing used in the year before. Men consumers is considering that face cleaning and deodorant products are necessary but others are not. This concept is different from female consumer. However, there are factors that makes male skin care market get increasing even the growth is not large but still getting up and the consumer will pay more attention in choosing any skin care product. (Lalita, Nak, & Supada, 2011)

Therefore, the trend of skin care industry provides specific product for individual customer because the consumer consider product functional than variety (male skin care will divide by its use for example, facial foam, lotion, pore tight, whitening cream). Economic crisis has effect with consumer purchase so skin care market needs to do approach strategic marketing for better sale volume and customer extension. Skin care product needs to have more competitive advantage in product quality, price, comfortable channel of distributor and various promotion. The product realizes the significant of social media so they try to make website more attractive to consumer. The cost of social media is low comparing with other advertising and it also indicate visitor to build up more product.

According to the information mentioned above, the researcher become interested and aims to study about factors factors influencing consumers' decision making in purchasing men's face care products in Bangkok, Thailand.

## **1.2 Objective**

1. To identify and analyze factors influencing consumers' decision making in purchasing men's face care products in Bangkok, Thailand. This research will focus only on five factors, which are value for money, brand recognition, product quality, shopping convenience, and promotion.
2. To provide recommendations for people related to men's face care products industry, and for further researches.
3. The findings in this research can be use for designing effective marketing campaign.

## **1.3 Research Question**

What are the factors influencing consumers' decision making in purchasing men's face care products in Bangkok, Thailand?

#### **1.4 Scope and the Limitation of the Study**

The target group of this research are males living in Bangkok, age between 18 and 40 years old. The researcher chose this target group because this is the age group where when tends to be taking good care of themselves meaning that there is a higher percentage for this age group to purchase skin care products. This research is a quantity research, which will use questionnaire as a main instrument to collect data needed for the research. The sample size for this research is 400 people according to Yamane formula in calculating sample size. The detail information about the methodology will be further discuss in Chapter 3.

For the limitation this research will focus on only 4 factors, which are, value for money, brand recognition, product quality, shopping convenience, and promotion. This research aims to study only in Bangkok area, as a result the results from this research can only represent the results for men in Bangkok and not for any other areas. Furthermore, this research will cover only consumers' decision making which will not include consumers' satisfaction.

#### **1.5 Research Hypotheses**

H1: Value of money influences consumers' decision making in purchasing men's face care products.

H2: Brand recognition influences consumers' decision making in purchasing men's face care products.

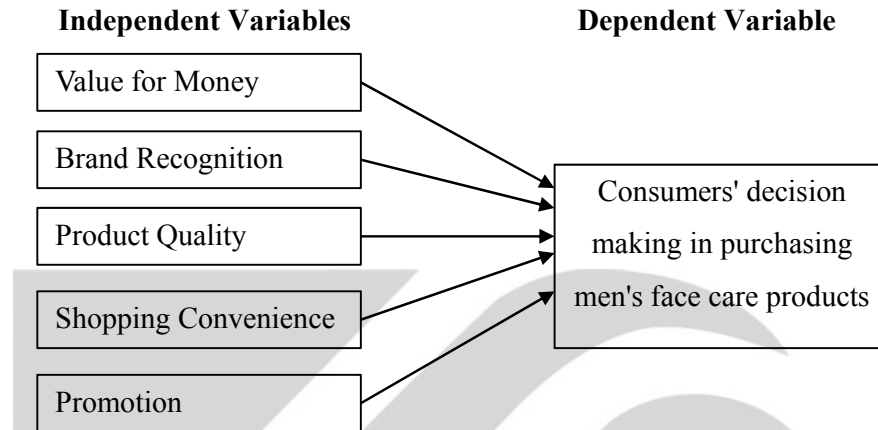
H3: Product quality influences consumers' decision making in purchasing men's face care products.

H4: Shopping convenience influences consumers' decision making in purchasing men's face care products.

H5: Promotion influences consumers' decision making in purchasing men's face care products.

#### **1.6 Conceptual Framework**

The conceptual framework of the research is shown in the figure below



**Figure 1.1** Conceptual Framework

### 1.7 Definition of Terms

**Men's face care product:** Products which design and made especially for men in taking care of their facial skin. There are many type of face care products, which is used for different purpose, for examples, night cream, day cream, and anti-aging cream

**Value for money:** Maximum efficiency and effectiveness in using money in purchasing products or services

**Brand Recognition:** A degree to which consumers can accurately identify a product or service just by seeing the product or service's logo, tag line, packaging or advertising campaign

**Product quality:** The characteristics and features of products or services that able to meet basic requirements, and further meet or exceed consumers' expectation consistently

**Shopping convenience:** The level if easiness being able to purchase the products and services of desire easily. Basically focus on the distribution channel and the convenience of travelling

**Promotion:** One element of marketing mix by designing a marketing campaign for encourages customers to purchasing the products or services. It can be done by various ways such as giving discount coupons and advertising.

### **1.8 Expected Benefits**

According to Nizar & Mariam (2009), despite the fact that metrosexual products is a high growing market trend indicates a massive opportunity to corporations, there is limited study on the factors and motivations that drive to the leverage in men's face care products consumption. The results of this study will help to better understand what variables that stimulates the purchase of men's face care products in Bangkok and will help us gain the insight to better support the mark.

## **CHAPTER 2**

### **LITERATURES REVIEW**

From the research of factors influencing the Metrosexual to Likeliness to Use Face Care Products (Male Grooming) in Bangkok, the researcher has collected information and documents, concepts, theory and related research to make the guideline in the list below,

- 2.1 Basic information about cosmetic and skin care product
- 2.2 Concept and theory about consumer behavior
- 2.3 Marketing mix concept and theory
- 2.4 The theory and concept about decision process
- 2.5 Related research

#### **2.1 Basic Information About Cosmetic And Skin Care Product**

Cosmetic means the product that is made for skin or part of human body by putting directly to skin, spray, massage or sprinkle. The objective of product is to clean human body or creating beauty or changing appearance. The word “cosmetic” came from Greek vocabulary root, *kosmetikos*, which means decorated for beauty and attract other people (the word *kosmos* means decoration). In the past, the use of cosmetic is important because of the nature accordance. (Skin Biotech, 2016)

Evolution or origination in the past, there is evidence in archaeology that they used incense in the religion ceremony for offer sacrifice to the lord Buddha. They can put on their body or the dead body or burning it. They exchange the product from Far East country. They used it at least 5,000 years. The suspect that Egyptian is the first people who use cosmetic and decoration and then expand to Lasseria, Babylon, Persia and Greek. When King Alexander occupied Egypt, some countries in Far East and Europe, the cosmetic knowledge has expanded to those area as well. The center of civilization is in Alexandria City and it flourished until Julius. Caesar won Greek and had got that knowledge and they moved center of civilization into Rome, starting to put on perfume. At the flourish time of Rome, Caesar move troops to fight with Egypt, Cleopatra Period. They got to know how people put on cosmetic with face and body. 2

A.D., Galen: father of pharmacy, anatomy and philosophy built cold cream for the first time. Later, Roma was getting weak so the country that lead cosmetic knowledge was France and had Spain as a competitor.

### **2.1.1 History of cosmetic**

Using cosmetic is one of art since in long time ago. There found that cosmetic began in ancient Egypt, China, India until now. Greek is the first country that separate cosmetic from medical and religion ceremony. The also consider that using cosmetic every day is a appropriate routine. The art of cosmetic and incense is very popular in the first 200 year of Roma and then decay. The Roman Kingdom end up in the 5 A.D. and the cosmetic concept had expanded to Europe. Moreover, Arab was a part of cosmetic development. They improved the recipe for better quality of cosmetic for example condensation for more purify or using alcohol as solvent. When cosmetic using was popular in France, the authority propose to set up cosmetic department separately with others like medical because medical activities are under law in 14- 15 A.D. The proposal were success in 14 A.D. the art of cosmetic totally separate from medical. In 18 A.D. , there are knowledge classifying and knowledge management about cosmetic and set various category like pharmacy, beautician, cosmetic maker who apply cosmetic and pharmacy together. First period, the production is uncertain and cosmetics are sold in drugstore. The production is from people experience and inherit knowledge. At the end of 19 A.D. , there were people who come up with using scientific in production process and showing clear trademark, certain production process so the quality cosmetic had done. Making cosmetic at that time help people have more income and continuing development their product. Later, they apply chemical knowledge for better quality of cosmetic. In production process, it is necessary to have same amount of component, material control and quality checking and complete aging of cosmetic. During this time, there was the first cosmetic course for people in Chicaco, Illinois State, USA, so the student know how to use cosmetic to treat skin and hair. These studied is sharply expand. (Skin Biotech, 2016)

### **2.1.2 Qualification of cosmetic**

In cosmetic production, there is the same preparation and production with medicine but 3 different types, 1) product with attractive smell 2) beautiful appearance in both product and packaging 3) easy to use and carry. Normally cosmetic needs to show their

qualification by regulation or industrial standard for example ingredient, how to use, caution, container and packaging, testing result, weigh or other analysis.

### **2.1.3 Benefit of Cosmetic**

1. To make you skin smooth and bright for example make up powder, eye brown pencil or other cream.
2. To maintain the cleanness of hygiene, mouth and teeth for example soap and toothpaste.
3. To cover your wrinkle like natural for example cover mole and blemish.
4. To set up your hairstyle.
5. To make skin comfortable, reduce fag for example talcum powder.
6. To make people fresh because of incense in cosmetic.

### **2.1.4 Cosmetic Category**

We can classify cosmetic in many ways but normally we divide it in 2 types,

1. The cosmetic that not effect with skin color. This cosmetic use for clean or protect the skin from environment for example soap, shampoo, facial cleansing cream, moisturizer cream, skin fitting cream.
2. The cosmetic that effect with skin color. This cosmetic use for makeup and brighter skin from normal for example facial powder, lipstick or blush on.

## **2.2 Concept and Theory About Consumer Behavior**

The objective of studying customer behavior is to know their needs in various way so the business can develop the appropriate campaign for them. The consumer will get encouragement from many ways, business will not know that. The thing that benefit to the business is know more about target buyer because you will know their need and personality. The campaign or marketing strategy that business provide to the customer will be direct need. Customer personality also got the effect from culture, social, individual factor or psychological factor like the provided detail;

1. Cultural factors are the symbol and manmade. Culture is inherited and it also determine and control human behavior in that society. Popularity will determine the character of society and also show the different between each society. Culture is determine people need and behavior.

1.1 Basic culture is people personality in society for example, Thai people characteristic that come from Thai behavior preach so it make people have similar behavior in society.

1.2 Subculture is specific group culture and be together in the big and complex society. Subculture established from basic geography and human personality which contain nationality, religion, local geography, career, age, sexual and society class.

2. Social factors are factors that related with routine and effect with purchasing behavior which contain;

2.1 The reference group is the group of people involve with concept, opinion and popularity which can divide in 2 level;

2.1.1 Primary level which is family, close friend or neighbor.

2.1.2 Secondary level which is idol, folks or related business in society.

2.2 Family, people in family is the most influence in all attitude, opinion and the popularity of family member effect directly to purchasing behavior.

2.3 Role and position, people who are related to family, referent group and organization will have different role and position too.

3. Personal factor, the decision of consumer is influence from human personality in different state which are;

3.1 Age, people in different age will have different demand.

3.2 Family routine, activities in the process influence to members attitude and popularity. These in fluency will create different need and product purchase.

3.3 Individual career will lead customer the different need and product.

3.4 Income is effected with purchasing decision and also related to consumer behavior and payment attitude.

3.5 Lifestyle is depend on individually culture, society class and career. Individual decision of products depend on popularity and lifestyle. The lifestyle will present in set of activities, interesting and opinion.

4. Psychological factor, individual purchasing influence from psychological factor which is inside factor that effect with consumer behavior which contain of;

4.1 Motivation, this means inside drive which create motivation inside but will effect by culture factor.

4.2 Awareness is the process for individual to learn, acknowledge and analysis information. The understanding will transfer to the picture or process of reality. Awareness is individual process that depend on trust, experience, need, emotion and stimulant. They consider as real awareness and translate it as five sense which is sight, smell, hearing, taste, touch.

4.3 Learning means changing of behavior and deviate from the previous learning experience. Individual learning comes from stimulant and reaction. Learning also comes from other influence for example attitude, believe and previous experience.

4.4 Trust is the thought of people with something which come from incident experience in the past.

4.5 Attitude means the evaluation of individual satisfaction or dissatisfaction or opinion with something.

4.6 Personality means different psychological character which lead to reaction with environment in the similar way.

4.7 Self-concept means the idea that people have to themselves or the idea that people think the social had thought about them.

The word “consumer” has definition and separate in 2 types, first individual consumer who buy the product for individual or house hole consumption. The study of this group will focus on microeconomic theory about maximize utility or satisfaction of the consumer. Second type is business or organization who buy the product to finish final product in production process. (Chatyapon, 2007)

Consumer behavior means decision process and physical activity when the evaluating, acquiring, using or consuming goods and products. (Loudon & Della, 1993)

Consumer behavior means the action of a person that related with finding and using product which also including making previous decision process or consumer behavior at the buying time. They also analysis it with psychological process and sociology with a part of shaping attitude and popularity. (Siwarat, Surakit, Parin, 2007)

Consumer behavior means decision behavior and action of consumer that related with purchasing including using product to satisfy their need. (Solomon, 2002)

According to the passages, the conclusion is consumer behavior means people who need the product or service to satisfy their need. They are important in retain market. Recently, retail pay attention to consumer behavior so much because the consumer is

buyer too. Business has to focus base on consumer need and also have knowledge in marketing which plan to be suitable with consumer for example, in summer, people need more drinking water than normal so drinking water is high demand. Besides, soap, cooling powder, shampoo is higher demand than normal. In winter, sweater, socks, stocking, body lotion and lipstick will be best seller. In rainy season, the consumer needs umbrella, rain coat and instant food so the sale volume will be high. So business need to study the need of customer for strategic planning that will lead the customer highest satisfaction.

### **2.3 Marketing Mix Concept and Theory**

Services Marketing mix theory (Adrian, 1993) contain the consider factors for making brand positioning and marketing plan. Each factors of marketing mix will effect each other and need to similar to marketing operation process so the result of operation will success follow the objective. The marketing mix is based on 4Ps which is product, price, place, promotion and 3 extra factors which is people, process and physical; Evidence & Presentation. Therefore, services marketing mix will have more factors like the detail below;

1. Product; service is a part of service business which cover all product and service for customer. The customer is not only want product or service but they also want the utility or other value from product and service. Service business contain;

- 1.1 The core or generic product which is main service or basic service for customer. It can serve the real customer need.

- 1.2 The expected product contain main service and other that customer will get after buying main product.

- 1.3 The augmented product is the extra service that different from competitive service which will serve more need of customer. They named it as “Adding Value” that support main product to be more trust and awareness for customer.

- 1.4 The potential product is ability to add more special awareness and other benefit that customer should get from buying main product and service, over expectation service.

2. Price means value of product in currency. The price will be customer cost. They will compare value and price and decide to buy when value is higher than price.

Setting the strategic pricing need to consider about

- 2.1 The awareness of customer to know that the value is higher than price
- 2.2 Cost of product and related expense
- 2.3 Competition
- 2.4 Other factor for example economic condition

3. Place, first is choosing appropriate location. The location is very important with business especially the customer that get the product or service from the place provided by business only. The location will determine customer group so the location should cover customer area as much as possible and also consider about competitor location too. The location is different significant by business character which can divide into 2 types.

3.1 The customer is getting the product or service from the place provided by business.

3.2 Providing product and service in customer place. This case the place is less important than normal.

3.3 Business and customer meet at the appointment place for service.

3.4 At the place, for business and customer convenient the location is less important with service. Setting distribution channel need to consider about 3 things which is service character, the necessary of middleman and customer. The distribution channel has 4 channels which are

3.5 Direct sale, business will meet customer without middle man

3.6 Agent or broker, there is middleman to manage it

3.7 Seller's and Buyer's Agent and Broker, both sides will have the agent and the agent will negotiate between each other.

3.8 Franchise and contract service deliverers, the customer contact directly with the business and follow the contact from the business.

4. Promotion is the communication about information between seller and buyer for making attitude and purchasing. The communication may use sale person to present product or communicate via machine. Sometimes the machine can be one or more than

one from the integrated marketing communication guideline by considering about customer comfortable or competition approach. The marketing tool will be like the list below;

4.1 Advertising is one of the popular communication in business to create business awareness. It can create customer understanding about product and make customer interested in. The marketing person need to realize the important of advertising and making advertising by considering about objective, budget and channel of advertising.

4.2 Personal selling is one form of communication that sender can send directly information to receiver. It counts as personal communication. Sender can immediately evaluate the receiver which is related to personal selling strategy and sales force management.

4.3 Sales promotion is short time tool for encourage customer reaction. It is related with establishing, using, broadcasting material and technique with advertising and supporting each other. Sale promotion could do by sending catalogue by mail to customer. The objective is to get more effort from sale person, agent and distributor to customer. It support each other with extra motivation is selling.

4.4 Publicity and public relation, broadcasting new is present product or service or company policy via media that can or cannot cause money. News is a part of public relation.

4.5 Public relation is the effort of communication for create good attitude with organization or product, good relationship with the community nearby, good news or image. The message is about good situation or story.

4.6 Word of mouth play important role in business because old customer will know the business from their experience and communicate it to other which may be the future customer. If the recently customers are satisfy, they will communicate the benefit, admiration or impression to others. They also suggest people around them to use product or service. This process can save the cost of promotion or public relation too.

4.7 Direct market is the communication to target customer to get direct action or can be the interaction that sale person communicate directly with customer. They expect to get immediately reaction from the customer for example, direct market via phone call, direct mail, sending catalogue to customer home or on radio, television channel, newspaper to motivate customer reaction.

5. People, from the specific character called “Inseparability” are the important element for product and service. Recently, competition situation is very serious, people is the main factor that create the different for business. It can create value adding and competitive advantage for product. The quality of product and service is depend on selecting, training and motivation staff to satisfy customer better than competition. Therefore, people need to be professional in their career, good attitude and personality to make trust and standard to customer for creating impression of equality. They also can react and solve the problem for customer in the short time. People can be creative and build up popularity for organization.

6. Process is the step of service to deliver quality service for customer, quick and impress. There are 2 consider factors which are complexity and divergence. For the complex process need to focus on step and flow of operation for example, purchasing process or casualty insurance policy. About variety, business need to focus on flexible to change in operation for faster service.

7. Physical evidence means image or physical visual that customer will get. This will present the image of product and service to customer for example, environment nearby, decoration, area allocation, office arrangement, clean, trust and modern office. Marketing meaning (Siwarit, 2004) give the meaning of marketing as the process of barter and business to serve the customer satisfy need by using marketing activity as a tool. The process begin from searching the need of customer, product development, pricing, promotion, production, stock and distribution.

Pornpimol Kabbua (2006) summarizing the meaning of marketing that the planed process or social activity, product management, price, promotion and distribution in bartering product and service. They also add need, willingness and power to buy as objective to serve customer or user for the most satisfaction which is the organization objective as well.

### **2.3.1 Marketing Mix**

Pornpimol Kabbua, 2006 said that marketing mix is the great mixing of marking tools for reaching marketing objective. Wichian Krairiksh, & Chotiros (2007) said that marketing mix is the heart of marketing management. The operation of business will be success or not is depend on the suitable ratio of marketing mix. The factors in marketing mix is controllable. Business can develop or change for better circumstance for business

survivor. Marketing mix is the marketing tool for serve the need of customer, target group and make them satisfy and happy. Marketing mix contain 4 factors calling 4P's which is

1. Product is the selling item for serve the need of targeting customer. The product can be tangible, visible, and touchable or taste good or intangible product for example service or idea. The product that success in the market need to have appearance, quality and other property that serve the customer need. So product is the first factor of 4P's or the marketing mix that make customer to purchase.

2. Price is the number that determine product value in currency or the value of barter product. Price setting comes from many factors for suitable with business cost, customer ability to purchase and other circumstance for example, competition or business law.

3. Place or distribution is the process of transferring product from business to customer or market. The activities related to place or distribution are transportation, storing and stocking. The transportation can be done by middleman for example retail, wholesale, agent or broker for better distribution. However, distribution system should carefully plan for the place, time, type of middleman and transportation under the concept of save, comfortable, short time or appropriate storing in process.

4. Promotion is the communication between customer and business or target group. The objective of promotion is to reminding, inform the update motivate the need and purchasing of the product. Promotion contains 5 activities which are

4.1 Advertising which is informing or presenting the update of organization and product to customer via media such as radio, television, newspaper and magazine. There are sponsor to pay for the cost of advertising.

4.2 Persona selling is to inform update, information and motivate the market to purchase. The process is face to face communication for faster purchasing or negotiating.

4.3 Sales promotion is the activity that encourage customer more interesting to try on or buy more product or service in shorter time. Sale promotion apply other activity helping to get more attraction for example discount, free gift or souvenir, free coupon, compete for the prize or reward or trade product in special price.

4.4 Publicity and public relations is to inform update and movement or other activity of the business to create good image. The good image of business lead

impression to business and product for example donation to other foundation will bring positive effect in sale volume.

4.5 Direct market means main channel of product distribution to reach target customer. It also include advertising and promotion broadcast more than one media for a better serve or barter that can evaluate after finish.

4.6 There are various media that can separate as the list below;

4.6.1 Direct mail

4.6.2 Catalog marketing

4.6.3 Telephone marketing

4.6.4 Internet marketing

4.6.5 Direct market by using broadcast media and print media marketing for example television, radio, cable television, newspaper and magazine.

4.6.6 Other media such as outdoor advertising sign

4.6.7 Kiosk

### **2.3.2 Marketing Mix (7P's)**

Generally, administrator and market man will think about 4P's as marketing mix which is product, price, place, promotion. Recently, business situation is getting bigger so 4P's is not enough to build up the different marketing strategy from competition. Marketing mix by Bernard H. Booms and Mart Jo Bitner consider to add more 3P's in which is

1. People which are contain all staff in the organization including owner, administrator and staff in all level. The group of people play significant role with organization management. The owner will define management policy, staff job description, operation service and solution for expected problem. The service staffs are servicing directly to customer and support all service operation of that product such as in restaurant the staff that service directly to customer is parking staff, waiter or waitress. The supporting staff in restaurant is cook, dish washer staff and cashier.

2. Process is counted as important marketing mix and need effective or skillful staff dealing with modern machine to transfer quality service to customer. The normal service contain many steps such as reception, information giving and payment. Each process needs to work coordinating. If there are missing in any process will effect to the whole service. Customer will not satisfy or impress with the product or service.

3. Physical evidence means organization physical environment that indicate quality of service or the image that customer think about business such as office building, tools. Office equipment and supplies; computer, ATM machine, service counter, office decoration, Lobby, car park, garden, restroom, label press and uniform. These appearance will consider as a factor for using product and service. The more luxury, clean environment will lead more trust and impression for example comfortable parking, beautiful lobby, clean restroom or modern reservation system.

According to 4P's and 7P's theory, they are strategic plan base on business. For customer the strategic plan needs to focus on 4C's.

Business provide product by need of customer for the satisfaction. After that communicate to customer and set up the convenience to buy channel and also sell in the expected price.

Chaisompon Chaoprasert (2005) said marketing mix contain 7P's which is

1. Product is good or service. The product can be intangible or can be abstract noun such as convenient, comfortable, relaxation, giving opinion or giving suggestion. Service will have the same quality as good. The quality of product contain many factors for example, knowledge, ability, sale person's experience, modern equipment, time constrain in all process of operation, beautiful office and staff courtesy.

2. Price is determine business income. High price lead high profit, low price lead low profit which will bring lost to business. In customer overview, price is significant with purchasing decision and price also present the quality of product too. Customer expects that high price will be high quality which will cover customer need.

3. Place, there are various place for customer optional,

3.1 Outlet, the business provide the product or service to customer at one building and extend it to other branch for the best approach.

3.2 Delivery to appointment place which can be home or anywhere. There will be staff onsite service for the convenient of customer. The business does not have office but the customer can contact via telephone or fax.

3.3 Provide service via agent or franchise business or set up distributor.

3.4 Service via E-commerce is using technology to help reduce the cost of employment. The system can help business ready to service every day, 24 hours per day.

4. Promotion, there are various of promotion which is advertising, public relation, release the new, discount and bonus, social media. The popular promotion also include loyalty program, discount in each period, membership, cash card or advance booking.

5. People consist of all staff in organization which including owner, administration and employee.

6. Service operation is the important marketing mix. It depends on effective staff or modern equipment to quality process to customer. Normal service contain many processes which are reception, collecting basic information, service customer need and payment. Business need to make all processes related to each other for impression service.

7. Physical evidence is business building, tool, equipment such as computer, service counter, office decoration, lobby, parking, garden, restroom, label press and other form.

### **2.3.3 Promotion**

Wichain Wongwanitchakul (2011) said that promotion means the marketing campaign to reach the organization objective by using one or more tools from the all 5 lists.

1. Advertising is presenting news via media exclude human and broadcast opinion about product and service. Business are sponsor of the media.

2. Sale promotion is short time tool for encourage customer need about product. Promotion can make product sale faster and high volume.

3. Personal selling, from the definition of USA marketing association means selling by using conversation between seller and one or group of customer. The objective of conversation is to sell product or service.

4. Public relations means the objective of communicate for better understanding to general consumer in public. The process is using media to create good attitude about product or organization from them.

5. Direct marketing means the direct communication between business and customer besides personal selling.

Promotion mix or promotion Sub-mix like 5 types above will communicate to customer for better awareness, understanding, recognition, attitude or purchasing.

### **2.3.4 Situation analysis**

Pornpimol Kabbua (2007) said SWOT analysis is about finding strengths and weakness which the business can control. They also analyze about treat which is uncontrollable of the business. The study has the detail like the information below,

1. Strengths analysis is competitive advantage of business such as famous brand or good image for target group, lower price than competitor, better quality, secure financial or applying modern technology in business. The strengths analysis should focus more on customer side than business because customer is the target group. Administration should maintain the higher strengths than competitor for competitive advantage.

2. Weakness analysis is also competitive disadvantage. Weakness are the problem inside business so marketing man need to find the cause and solution. Developing weakness into strengths and make it as market strategy will protect the competitor attack or discredit. There are many weakness in business such as inequality product, price is not suitable for target group, not enough distribution and less promotion.

3. Opportunity analysis is to analyze the environment factors that support business. The environment factors is uncontrollable. Marketing man should looking for opportunity from environment for better competition. The external factors that create opportunity for business for example, government policy, economic growth and product popularity.

4. Treat analysis is to analyze external uncontrollable factor which bring negative effect to business. Treat will lead unsuccessful or using more resource from the business which create more cost. The external factors that cause treat for example, higher energy cost, trade barrier, increasing of tax and recession, high ability marketing man will change obstacles to opportunity or finding opportunity from crisis.

## **2.4 The Theory and Concept About Decision Process**

Consumer decision process will consider about product choice, brand choice, dealer choice, purchasing timing and purchase amount. Decision process consist of these information (Siriwan, Prin, Supron, & Ongart , 2003), need recognition, which is human recognition inside or the encouragement of stimulant. The need inside in appropriate level will change to stimulant. Human learn how to handle with the stimulant. The need of stimulant will created from outside encouragement such as watching advertising from television or awareness of different between need and recent situation. If awareness

is enough then the decision process will happen. (Engel, Roger & Minard, 1995) or it can also mean customer realize the differentiation from the thing they have and the expected items which is first step of decision process. This process consumer making decision of their memory and environmental about social and culture as decision database.

1. Search for information, if the need full encourage and their need is getting close to them, they will serve their need immediately. But sometimes, the need cannot be served in time, so customer keep is as their memory to serve it later. When the encouragement is getting higher and higher, there is one action is to search for the need to serve their demand.

2. Alternative evaluation means customer know basic information, they will understand and evaluate the option. This also means extra purchase which is not their routine purchasing. The choice also made for serve the customer need (Engel, Roger & Minard, 1995). The criteria of evaluation is determine from individual differentiation which consider from phycology, influence from social and culture that transform in motives, value, lifestyle and etc.

3. Purchase decision, from the basic evaluation customer can determine their need of optional product. Generally, customer decides to buy the product that they like the most. This process usually happen when customer purchase in retail market. However, it can also happen in the shop, customer office or social media according to the modern market.

4. Post purchase evaluation or post purchase feeling, after buying and using the product the customer will have satisfaction or disappointed, if they feel satisfy they will buy it again. Or it can also mean checking seller ability by comparing proposal, contact, asking from other customer, finally collecting all seller's mistake and making decision for the next purchase, weather recently seller or the new one.

In the decision making process the researcher sees several factors that consumers often take into consideration, which are

1. Value for money where the consumer will analyze the efficiency and effectiveness in using money in purchasing products or services

2. Brand Recognition where the consumers will take the brand image into consideration such as is the brand is well known for good quality or there are many good consumers review or not.

3. Product quality where the consumers will evaluate the characteristics and features of products or services whether it is able to meet basic requirements, and further meet or exceed consumers' expectation consistently or not

4. Shopping convenience where the consumers will evaluate the level of easiness for being able to purchase the products or services of desire easily. Where most of the time will focus on the distribution channel and the convenience of travelling

5. Promotion where consumers will take marketing campaign for encourages customers to purchasing the products or services in consideration, consumer might make a decision easier when there is a promotions, as it make the products or service look cheaper than normal price with special promotion.

## **2.5 Related Researches**

Kotphan (2012) study about influence factor of buying cosmetic from Korea. The types of skin care in Bangkok, from the study found that individual factors such as sexual, age, education, status, career and salary influence the purchase of skin care cosmetic from Korea in Bangkok. Decision process of buying skin care product from Korea, the factor that effect directly with the decision is individual factor. Marketing mix which contain product, price, place and promotion has no effect with decision process of buying skin care product from Korea.

Lalita et al.(2012) study about factors influencing the male use skin care products in Bangkok. Target group is male who are over 20 years old and used to buy skin care product. All population is 400 people by using questionnaire to collect information. The statistic for information analysis is percentage, average, standard deviation, T analysis, ANOVA, Chi-square, multiple regression analysis, coefficient and Pearson's correlation. The result found that the answerer age is between 20-27, single bachelor degree, employee, average income is between 7,401-14,800 bath. The influence purchasing factor of male skin care are product, price, place, promotion, advertising and public relation. The result of evaluation is good. The inside factor (phycology factor) result is high. From specify consideration found that people who are open up has high level. People who are instable, the result is in middle level. The outside factor influencing the male use skin care products purchase is good result. Most of answerer use facial cream for better skin. The popular brand is Nevia. The highest price is 1,001.43 bath per item. Average cost for

one purchasing is 2,214.89 bath. The frequency of purchasing is 4<sup>th</sup> or 6<sup>th</sup> a month. They will buy more product when the previous purchase almost gone. The most important thing for them to purchase is product quality. The popular place is in modern trade. The influence media is television. The trend of buying product is maximum potential. The evaluation of introduce other is in fair level.

Cataliya (2011) study about factor influencing the female use facial sunscreen products in Pratumthani province. The population is female in Pratumthani in 4 district which is Lamlukka, Klonglaung, Thanyaburi and Pratumthani. The total of population is 420. The result found that majority age is between 21-25, undergrad and bachelor degree, average income between 10,000-20,000 bath per month, single. The popular sunscreen brand is Nevia. The cost of product less than 300 bath. The number of purchasing is three times a month and 3 items for each purchasing. The influence factor is friend. Customer pay attention to product quality which is best protection from sunlight and whitening skin. Answer focus on price that suitable with product quality. The also interesting in promotion and outstanding product composition on shelf. The result of hypothesis analysis is customer with different individual factor will buy the different sunscreen product too. The customer with different individual factor acknowledge no different with promotion and place but pay attention with others.

Tassanai (2006) study about factor influencing the cosmetic purchasing of undergrad in Burapa University. The conclusion from the research found that the most impact factor is product quality. The highest impact factor about price is price is suitable with product. The highest impact factor about place is good product composition and easy to find. The highest impact factor about promotion is discount. The highest impact factor about sale person is friendly and cheerfully. The impact factor of cosmetic purchasing is depend on product, price, place, promotion and sale person. The customer consider to buy cosmetic from all factor equally. From the research, the result of purchasing cosmetic is based on price. Cosmetic also count as luxury good because discount can bring more purchasing but if the price is increasing, the sale volume may decrease.

Aunriya (2013) study about factors influencing buying decision to purchase facial skin care products of the metrosexual men in Bangkok. The objectives of this research are 1) to study demographic characteristic of the metro sexual men in Bangkok, 2) behavior on information perception about facial skin care products Of the metro sexual

men in Bangkok, 3) to study buying behavior of the facial skin care products of the metro sexual men in Bangkok, and 4) to study the factors influencing buying decision to purchase facial skin care products of metro sexual men in Bangkok. The population cluster used as sample in this research is men aged between 23-45 year old, living in Bangkok. According to data from the Department of Justice, Ministry of Interior, which was compiled by the Department of Statistics and Information Archive, Nation Statistical Office, it indicated that there are 954,420 male populations aged 23-45 living in Bangkok. Instrument used to collect data for this survey research was a self-administered questionnaire, the samples had to respond on their own, containing closed-ended questions, with multiple-choice, and open-ended question. The research found that 1) behavior on information perception about skin care products from television, magazine, and advertising media in shops or department stores in number of 16.2%, 13.3%, and 8.9%, respectively, are concordance with Winita Suriham's research, on demographic characteristic and behavior on investment and information perception, and Wilbur Schramm's, described the relationship between social variables e.g. gender, age, income, education, family communication patterns, and dwelling, and behavior on information perception, 2) buying behavior of facial skin care products 1 – 2 times per month in number of 51.8% was concordance with the concept of Engel, Blackwell, and Miniard on consumer's buying decision-making process as a sequence activity in one moment. Of such products should give precedence to suitable quality for men, and 3) the research found that the most purchasing place is cosmetic counter in department stores such as Central, The Mall, and Robinson, so the producers of such products should consider to place male skin care products in such location.

Moungkhem & Surakiatpinyo (2010) study about A Study of Factors Affecting on Men's Skin Care Products Purchasing, Particularly in Karlstad, Sweden. This study examines in some depth the influences of marketing mix, social factors, emergence of the metrosexual, evolution of femininity and masculinity, self-esteem and customer decision making on the male consumer behavior in purchasing skin care products in Sweden, particular in Karlstad. In do so, the theories of masculinity and femininity, customer behavior theory, customer decision making's theory, theory of metrosexual and theory of the four Ps in marketing mix strategy are employed as a theoretical framework and also adapted with theory of the self esteem involvement. It also endeavors

to find out the reasonable impacts of perception on the relationship between variables and consumer behaviors. A questionnaire was developed and distributed to men who are in the age range between 15-45 years old and living in Karlstad, Sweden. The total sample consists of 94 respondents. Further, the returned questionnaires were analyzed by using factor analysis, correlation and path analysis in SPSS version 16.0. The results of the study indicated that the numbers of 'men who use skin care products' and 'who do not use' is not so much different. Most of male customers who using skin care products reveal that, the main reasons behind their using skin care products are for improving skin, personal care, attractiveness and self confident orderly. As a result, principally men's skin care products purchasing obtain the effects of the interaction between their personal demographics and attitude, the emergence of metrosexual and marketing mix (especially quality and attribute of products, price, product's ingredient, product brand and package of products). In contrast with men who do not use skin care products, there are two main reasons behind. Firstly products are not necessary in their point of view. Secondly this kind of products is expensive and lavish.

Fan, Cheng & Ding (2010) study about factors affecting consumption behavior of metrosexual toward male grooming products. This study investigates the effect of self image, social expectation and celebrity endorsement on the consumption of metrosexuals toward male grooming products in Malaysia. It also attempts to determine the moderating impacts of perceptions on the relationship between the variables and consumption behavior. A questionnaire was distributed to men living in the Klang Valley. The total sample consists of 281 respondents. Reliability test, hierarchical moderated regression and multiple regressions was used to test the hypotheses. Perception does affect the interaction between self-image, celebrity endorsement and social expectation on the consumption behavior of metrosexuals toward male grooming products. The result of this study provides evidence and insights about the relationship between self-image, celebrity endorsement and social expectation, and the consumption behavior. : The study reveals the major variables that affect metrosexuals' consumption behavior and attitude toward male grooming products. Apart from that, the study also provides valuable insight toward the understanding on how perception moderates the relationships between the variables studied and its influence on the consumption behavior of metrosexual toward male grooming products.

Sangeeta & Simple (2013). study about Factors influencing the Consumption Pattern of Male Cosmetics in Delhi by an Urban Male. This study appraise in depth the pursuance of self image, societal expectations and media (celebrity endorsement and advertisements) on the consumption pattern of urban male towards male cosmetics in Delhi. Also, this study endeavours to find out the reasonable impact of perception on the association of various variables and consumption pattern. The primary data was collected through administration of questionnaire which was circulated to the men who fall in the category of age between 15-45 years living in Delhi. The sample consists of 162 respondents. The study reveals the sizeable variables that affect urban male consumption pattern and attitude towards male cosmetics. The result of the study reinforced an existence of the relationship between self-image, media (celebrity endorsement and advertisements) and societal expectation and consumption pattern. Apart from this, the study also provides valuable insight towards the understanding on how perception balanced the relationships between the variables studied and its influence on the consumption pattern of urban male toward male cosmetics products.

Krithika & Sara Selvaraj (2014) study about men in mirror - male grooming buying behavior. At the turn of the millennium, india was poised for change. Liberalization was in full flow and the markets were blooming. Men are becoming extra conscious about their appearance. The male cosmetic industry in India is growing at a compound annual growth rate of 15 to 20 per cent. The Indian male cosmetics market, which was traditionally a stronghold of a few major players, has seen a lot of foreign entrants in recent times. This study examines in some depth the influences of self-esteem and customer decision making on the male consumer behavior in purchasing skin care products in Chennai. It also endeavors to find out the reasonable impacts of perception on the relationship between variables and consumer behaviors. A questionnaire was developed and distributed to men who are in the age range between 20-50 years old and living in Chennai. The total sample consists of 130 respondents. Further, the returned questionnaires were analyzed by using factor analysis and chi square analysis. Most of male customers who using skin care products reveal that, the main reasons behind their using skin care products are for improving self-confident, and to feel better.

Caroline. (2005) study about men, beauty and senses – a snapshot of the effectiveness of sensory branding in the japanese men's cosmetics market. This study

delves into the application of sensory branding in Japanese men's cosmetics (including skincare and color cosmetics) following the growing metrosexual market segment. A qualitative study was carried out to provide a generic snapshot of the application of sensory and emotional branding strategies in men's cosmetics among Japanese male consumers; their perceptions, experiences and reasons that drove their consumption decisions. The study also reflected that consumerism can develop from popular (and traditional) culture. The findings indicated that sensory branding has not been fully exploited by men's cosmetics, hence, there is plenty of room for corporations and brands to work on and develop strategies to fully capture the market.

Tiainen (2010) study about marketing male cosmetics, a review of lumene for men products success to date and ideas for improvement. The dissertation was made in co-operation with the Finnish cosmetics company Lumene Oy. The main purpose was to study Finnish men as consumers of cosmetics. The idea was to find out possible reasons for the fact that the men's consumption of cosmetics in Finland has not reached the previous expectations. The focus was on Lumene and their For Men product range. In addition, another purpose was to investigate if there was any change compared to the previous Lumene study. Only a small part of Finnish men uses different cosmetics so basically, there are possibilities to increase the amount of users. The main objective was to find suggestions for Lumene to develop and improve their business in the future. Another purpose was to find out, what kind of cosmetic products are the most essential to men and what kind of sales and marketing approaches are the most appropriate for them. In addition, the third purpose was to explore the men's general beliefs and attitudes towards cosmetics and possible motives concerning the usage. Both quantitative and qualitative research methods were used for the study. The data was collected with online questionnaire, answered by 99 men and also by interviewing personally five men of different age categories. It appeared that attitudes and opinions had not changed much after the previous Lumene study. Principally, the men were interested in cosmetics but the product selection was found too broad. Lumene For men products were stated to be functional, good looking, stylish and suitable for men. Also the opinions of the For Men advertisements were very positive. Basically, the main problems appeared to be generally low awareness of cosmetics, particularly For Men products, low amount of suitable points-of-sale, lack of advertising and too high pricing. According to this, Lumene

should concentrate on evaluating their For Men product assortment. In addition, they should consider new pricing, put more efforts on more efficient and suitable placement and strive for improving the awareness and image of the range by increasing advertising and promotion.

Cheh (2014) study about an exploratory study of men's facial care products: malaysian gen y males. This research paper aims to explore the factors ( price consciousness, credibility, selfconcept and brand personality) and investigates how these factors influence the attitude of Malaysian Gen Y males and their purchase intention towards men's facial care products. More specifically, this research also examines the relationship between each factor (i.e. price consciousness, credibility, self-concept and brand personality) and attitude, between each factor (i.e. price consciousness, credibility and brand personality) and purchase intention. The mediating effect of attitude between dependent variable (purchase intention) and independent variable(s) (i.e. price consciousness, credibility, self-concept and brand personality) is determined as well. The convenience sampling method is used to collect primary data. A total of 517 sets of survey questionnaire were distributed to all target respondents at chosen universities and colleges situated in the Klang Valley area. The survey is conducted using investigator- administered technique. Only 400 of them are valid responses and accepted for data processing. The top three leading brands (Garnier Men, L'Oreal Paris Men Expert and Gatsby) are selected out of six brands to explain the behaviour of most Gen Y males. Garnier Men shows that credibility and self-concept significantly influence attitude. L'Oreal Paris Men Expert indicates that price consciousness, credibility and self-concept significantly influence attitude. Gatsby reports that only price consciousness significantly influences attitude. The results also reveal that price consciousness, credibility and self-concept directly influence purchase intention. The mediator 'attitude' is also reported of having indirect effect between dependent (purchase intention) and independent variables (price consciousness, credibility and brand personality), but 'attitude' does not have a significant mediation between selfconcept and purchase intention. The paper provides benefits to brand managers some ideas and marketing insights by understanding the attitudes and behavioural patterns of local Gen Y males towards men's facial care products. The research limitations are convenience samples which may lack generalization power to Malaysian population. Some extended concepts are suggested for further studies.



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This chapter will discuss about the methodology a researcher used in collecting data for this research. The information will be categorized into the following sections.

- 3.1 Research Design
- 3.2 Population and sample selection
- 3.3 Research tool
- 3.4 Data collection
- 3.5 Data analysis

#### **3.1 Research Design**

This research is an exploratory research, the researcher conducted this research to find out more information about factors influencing consumers' decision making in purchasing men's face care products, and uses quantitative research method. According to Creswell (1994) and the marketing research donut, a quantitative research method is when set of questions are being asked in a structure way to large group of respondents to collect data necessary for the research, and the information will be further analyzed statistically using statistical technique to find the conclusion for the research.

#### **3.2 Population and sample**

##### **3.2.1 Population**

The questionnaires will be distributed to 400 males age between 18 – 40 years old living in Bangkok, the sample size and the sampling technique are discussed in the following section. The researcher chose mass target group because men's face care products in this research is for mass market. The products didn't aim to target certain specific target group and is not a premium product. As, the result the area chose in distributing questionnaires is at Siam area due to the variety of people shopping around Siam area, and the place is well known for being one of the most famous shopping center.

### 3.2.2 Sample size

According to the official registration statistics in 2559 the approximate total number of people living in Bangkok according to the official Bangkok province statistics there is about 5,696,409 people. The researcher further uses the number in Yamane (1967) sample size formula to calculate the sample size for the research as shown below.

$$n = \frac{N}{1 + Ne^2}$$

n = the sample size

N = population size, which is 5,696,409

e = level of precision, which is 0.05

The calculation using Yamane's formula is shown below,

$$\begin{aligned} n &= \frac{5,696,409}{1 + 5,696,409(0.05)^2} \\ &= 399.97 \text{ people} \end{aligned}$$

The calculation results indicated that the research sample size was equal to 399.94 samples. To avoid error derived from incompleteness of questionnaires, the researcher set the sample size as 400 people.

### 3.2.3 Sampling method

The sampling technique that the researchers chose for this study is purposive sampling method, which is a type of non-probability sampling method (Palys, 2008). The researcher will not choose the respondents randomly without any criteria, but will only distribute the questionnaire to males age between 18 – 40 years old people living in Bangkok, which is the target group for this research to be able to get accurate conclusion for this research.

### 3.3 Research Tool

This research will use questionnaires as the main instrument. The questionnaires will only be distributed to men age between 18- 40 years old living in Bangkok. The questionnaires will use easy understanding English for respondents to understand the questions easily. The questionnaires consist of four sections and have only two types of questions, which are of close-end questions in a form of multiple choices and likert scale. The detail about the questionnaires is described below.

The first sections of the questionnaire will be multiple-choice questions about demographic factors of the respondents. The questions will ask about gender, age, status, education level, career and average income per month.

The second section contains questions about the five factors mentioned below.

1. Value for money
2. Brand recognition
3. Product quality
4. Shopping convenience
5. Promotion

The third section contains questions about decision making in purchasing men face care products. Next, the fourth section will be an additional study that the researcher on the following topics.

1. The purposed for purchasing face care products
2. The influential person in decision making for purchasing men face care products
3. Place for purchasing men face care product

#### 3.3.1 Instruction of questionnaire

The questions in the first section will be are in a form of multiple choices (nominal), which the results can be directly used to further analyze by using percentage and frequency. However, the second and third section the questions will be in a form of likert scales (interval scale) which the meaning of the scores or levels are described below.

- |         |                              |
|---------|------------------------------|
| Level 1 | represents not important     |
| Level 2 | represents less important    |
| Level 3 | represent moderate important |
| Level 4 | represents high important    |
| Level 5 | represents most important    |

The researcher uses the formula shown below to calculate the class interval and class limit of the questionnaires. The details are shown below.

$$\begin{aligned}\text{Class interval} &= \frac{\text{Highest data value} - \text{Lowest data value}}{\text{Number of classes}} \\ &= \frac{5 - 1}{5} \\ &= 0.80\end{aligned}$$

Score interval descriptions:

1.00 – 1.80	Strongly Disagree
1.81 – 2.60	Disagree
2.61 – 3.40	Neutral
3.41 – 4.20	Agree
4.21 – 5.00	Strongly agree

### 3.3.2 Testing Questionnaire

The questionnaires will be tested using Content Validity Test (IOC) and Reliability Test for its reliability and validity, before using the questionnaires to collect data.

#### 1. Content Validity Test (IOC)

The Item Objective Congruence Index test or in short the IOC test to test the is conducted by distributing questionnaires to at least three experts. The three experts will then evaluate the validity of the questionnaires in a form of score -1, 0, and +1 (Rovinelli & Hambelton, 1977). The detail about meaning of the score will be discussed below.

Scoring +1 = Accepted

Scoring 0 = Fair

Scoring -1 = Not accepted

The researcher then further use the formula below to calculate the total value of IOC for each question in the questionnaires.

$$\text{IOC} = \frac{\text{The sum up scores of experts}}{\text{The number of all experts}} \quad \text{or} \quad \frac{\sum R}{N}$$

Questions will be accepted to use for collecting data for this research when the average score is over 0.5, and if the mean is below 0.5 that question will be considered as lack of congruence and will be rejected.

## 2. Reliability Test

To conduct reliability test the questionnaires will be distribute to the target group equals to 10% of the total sample size (Zikmund, 2000). Then the data collected will be further analyzed using statistical program, with the calculation of Cronbach's alpha if item deleted in statistical programs to calculate the reliability score.

The score are categorized into five levels, the meaning for each level are explained below:

0.00 – 0.60	represents poor
0.60 – 0.70	represents fair
0.70 – 0.80	represents good
0.80 – 0.95	represents very good
0.95 – 1.00	represents excellent

The questionnaire will be accepted and consider as reliable when the total mean score and the score for each questions is more than 0.70, on the other hand the researcher will have to adjust the questions in the questionnaire, that the reliability score is below 0.7.

## 3.4 Data Collection

There are two type of data used in this research, which are primary data and secondary data. The researcher used information both primary data and secondary data to analyze and conclude the findings this research.

### 3.4.1 Secondary Data

Secondary data are data that other researchers have collected and used for other researches, which can be call as a second hand data. The example are data such as books, article, journal, website, and more. The pros about the secondary data are that cost for

collecting secondary data are cheaper than collecting primary data, used less time than conducting a research to collect primary data, and more information available. However, the cons are the reliability and accuracy of the data as the data were collected by other people, and some data might be out of date (Management study guide, n.d.).

It is common that researchers will gather secondary data first for the general information to understand the research topics and gain basic information, then further collect primary data for specific data need for the research.

#### **3.4.2 Primary data**

The primary data or first hand data, are data that the researcher collect from conducting experiments such as observing the target group, using survey/ questionnaires, conduct a focus group, or conduct an interview. The primary data are more specific controllable and collect specifically to for the research. However, the drawbacks of primary data are expensive, time consuming; sometime the feedback is inaccurate causes the researcher to use more than resource (Curtis, n.d.).

The steps in collecting the primary data are:

1. Distribute the questionnaires to 400 respondents at the shopping malls.
2. Collect questionnaire back after respondents complete the questionnaire.
3. Transfer the data into statistical program and analyze the data.

### **3.5 Data analysis method**

After After the researcher collected all the data from the questionnaires, the researcher will then transfer the data into a statistical program and use statistical technique to interpret the data. The two type of statistic applied in this research are descriptive statistic and inferential statistics, which are explain in the section below.

#### **3.5.1 Descriptive Statistics**

Descriptive Statistics are technique applied to analyze and present the large raw data that have been previously collected in a summarized and meaningful way. Descriptive statistics consist of frequency counts, ranges (high and low scores for values), means, modes, median scores and standard deviations. Different variables need to use different statistical tools, so the researchers have to take type of variables into consideration for choosing the statistical tools to analyzed the data. There are three types of variable Nominal, Ordinal and Interval. Frequency and Percentage are the appropriate statistical

tools to use with Nominal or Ordinal variable, on the other for variables that are interval or ratio scale the appropriate statistical tools will be mean and standard deviation (Trochim, 2006). The descriptions of the four statistical tools are described below.

1. Frequency represents how often or the number of times the data value were answered repeatedly by the respondents (Frequency). Generally used for presenting the demographic of the respondents.

2. Percentage is the statistic tool which present the data in a form of parts per hundred. Percentage is calculated by dividing the number with the total amount and multiplies a hundred. This tools can also be use to present the demographic data of the respondents.

3. Mean calculation is the calculation the average score among the group. Calculate by adding all the data value and divided by the amount of data used. Can use to show the result of marketing mix and consumer's decision-making.

4. Standard deviation represents the extent of deviation of the data.

### **3.5.2 Inferential Statistics**

The inferential statistic is technique used to study the relationship between each variables to test the hypothesis. The examples of inferential statistic are T- test, ANOVA, chi-square, correlation, and regression (Trochim, 2006). The technique will be use appropriately according to the type of variable. The inferential statistics techniques used in this study are spearman correlation and multiple linear regressions.

## CHAPTER 4

### RESEARCH FINDINGS

This chapter will be about the result and analysis of the results for this research. This research uses many descriptive statistic techniques to analyzed and explain the results of this study, which are percentage, standard deviation, mean, and frequency follow by using T-test the test the hypotheses. The symbols that will be used in this chapter are shown below.

N	=	Frequency
$\bar{x}$	=	Mean score
S.D.	=	Standard Deviation
t	=	t-stat
F	=	F-stat
Sig.	=	P-value
R	=	Correlation Coefficient
*	=	Significant at 0.05 level
H0	=	Main hypotheses
H1	=	Minor hypotheses

This chapter will consist of sections as listed below

1. Demographic Background
2. Factors influencing consumers' decision making
3. Decision making
4. Additional study
5. Testing hypotheses

#### 4.1 Demographic Background

**Table 4.1** Frequency and percentage classified by Age

Age	Frequency	Percent
18-25 Years old	109	27.30
26-32 Years old	188	47.00
33-40 Years old	103	25.80
<b>Total</b>	<b>400</b>	<b>100.0</b>

Table 4.1 above shows the demographic information about the respondents' age. According to the results the majority of the respondents 188 persons (47%) are 26-32 years old, followed by 109 persons (27%) are 18-25 years old, and only 103 (25%) are 33-40 years old.

**Table 4.2** Frequency and percentage classified by Status

Status	Frequency	Percent
Single	191	47.80
Married	188	47.00
Widower	10	2.50
Divorced	11	2.80
<b>Total</b>	<b>400</b>	<b>100.0</b>

Table 4.2 above shows the demographic information about the respondents' status. The results show that most of the respondents 191 persons (47.8%) are single, followed by 188 persons (47%) are married, 11 persons (2.8%) divorced, and last 10 persons (2.5%) are widower.

**Table 4.3** Frequency and percentage classified by Education

Education	Frequency	Percent
Below high school	13	3.30
High School / Vocational Certificate	12	3.00
Below Bachelor's Degree / diploma certificate	185	46.30
Bachelor's Degree	179	44.80
Higher than Bachelor's Degree	11	2.80

Table 4.3 above shows the demographic information about the respondents' education. The results show that majority of the respondents 185 persons (46%) are at diploma certificate level, next 179 persons (44.8%) are at bachelor's degree, 13 persons (3.3%) are below high school level, 12 persons (3%) are at high school level, 11 persons (2.8%) are at higher level than bachelor's degree.

**Table 4.4** Frequency and percentage classified by Occupation

<b>Occupation</b>	<b>Frequency</b>	<b>Percent</b>
Private Company's Employee	122	30.50
State Enterprise Employee	193	48.30
Government Official	81	20.30
Self employed business	4	1.00
<b>Total</b>	<b>400</b>	<b>100.0</b>

Table 4.4 above shows the demographic information about the respondents' occupation most of the respondents 193 persons (48.3%) are state enterprise employee, next 122 persons (30.5%) are private company's employee, 81 persons (20.3%) are government official, and last 4 persons (1%) are self employed business.

**Table 4.5** Frequency and percentage classified by Average Monthly Income

<b>Average Monthly Income</b>	<b>Frequency</b>	<b>Percent</b>
15,000 –20,000 Baht	166	41.50
20,001–30,000 Baht	202	50.50
30,001–40,000 Baht	17	4.30
40,001-50,000 Baht	15	3.80
<b>Total</b>	<b>400</b>	<b>100.0</b>

Table 4.5 shows the demographic information about the respondents' average monthly income. The majority of the respondents 202 person (50.5%) received an average monthly income of 20,001–30,000 Baht followed by 166 persons (41.5%) received an average monthly income of 15,000-20,000 Baht, 17 persons (4.3%) receive an average monthly income of 30,001–40,000 Baht, and last 15 persons (3.8%) receive an average monthly income of 40,001-50,000 Baht.

## 4.2 Factors Influencing Decision Making in Purchasing Men Face Care Product

This section shows the results about factors influencing decision making in purchasing men face care product. Table 4.6 below summarized the results for all factors. According to the table the results show that all five factors fall in highest level of importance, which means that majority of the respondents perceive that all factors are important to take into consideration when purchasing face care product. The level of each factor can be rank as following value for money ( $\bar{x} = 4.58$ ), shopping convenience ( $\bar{x} = 4.17$ ), discount ( $\bar{x} = 4.13$ ), high quality ( $\bar{x} = 4.11$ ), and brand recognition ( $\bar{x} = 4.08$ ).

**Table 4.6** Factors influencing decision making in purchasing men face care product

<b>Factors influencing decision making in purchasing men face care product</b>	$\bar{x}$	<b>S.D.</b>
Value for money	4.58	0.33
Brand Recognition	4.08	0.47
Product Quality	4.11	0.53
Shopping Convenience	4.17	0.57
Promotion	4.13	0.47
<b>Total</b>	<b>4.21</b>	<b>0.36</b>

The detail information for each factor will be further show in tables below.

**Table 4.7** Value for money factor that influences consumers' decision making in purchasing the product

<b>Value for Money</b>	$\bar{x}$	<b>S.D.</b>
Price is suitable for quantity.	4.00	0.78
Price is suitable with product quality.	4.17	0.83
Price is suitable with product brand	4.07	0.76
<b>Total</b>	<b>4.58</b>	<b>0.33</b>

Table 4.7 above shows the detail information for value for money factor. The overall results show that value for money factor falls in highest level of importance, which means that majority of the respondents perceive that value for money factor is important to take into consideration when purchasing face care product. The level of importance for each item in value for money factor can be rank as following price is

suitable with product quality ( $\bar{x} = 4.17$ ), price is suitable with product brand ( $\bar{x} = 4.07$ ), and price is suitable for quantity ( $\bar{x} = 4.00$ ).

**Table 4.8** Brand recognition factor that influences consumers' decision making in purchasing the product

<b>Brand Recognition</b>	<b><math>\bar{x}</math></b>	<b>S.D.</b>
Famous or well-known brand	4.00	0.78
Brand familiarity by advertising	4.17	0.83
Product packaging is easy for recognition	4.07	0.76
<b>Total</b>	<b>4.08</b>	<b>0.47</b>

Table 4.8 above shows the detail information for brand recognition factor. The overall results show that brand recognition factor falls in highest level of importance, which means that majority of the respondents perceive that brand recognition factor is important to take into consideration when purchasing face care product. The level of importance for each item in brand recognition factor can be rank as following brand familiarity by advertising ( $\bar{x} = 4.17$ ), product packaging is easy for recognition ( $\bar{x} = 4.07$ ), and famous or well-known brand ( $\bar{x} = 4.17$ ).

**Table 4.9** Product quality factor that influences consumers' decision making in purchasing the product

<b>Product Quality</b>	<b><math>\bar{x}</math></b>	<b>S.D.</b>
Product imported from aboard	3.68	0.70
Product made from natural material	4.02	0.75
Product is suggested to customer by professional person	4.24	0.80
Product that you decided that is suitable for you	4.21	0.84
Product that bring the result by customer expectation	4.26	0.79
Product has no irritation	4.15	0.85
Product guarantee by standard institute	4.21	0.82
<b>Total</b>	<b>4.11</b>	<b>0.53</b>

Table 4.9 above shows the detail information for product quality factor. The overall results show that brand recognition factor falls in high and highest level of importance, which means that majority of the respondents perceive that product quality factor factor is

important to take into consideration when purchasing face care product. The level of importance for each item in brand recognition factor can be rank as following product that bring the result by customer expectation ( $\bar{x} = 4.26$ ), Product is suggested to customer by professional person ( $\bar{x} = 4.24$ ), Product that you decided that is suitable for you ( $\bar{x} = 4.21$ ), product guarantee by standard institute ( $\bar{x} = 4.21$ ), product has no irritation ( $\bar{x} = 4.15$ ), product made from natural material ( $\bar{x} = 4.02$ ), Product imported from aboard ( $\bar{x} = 3.68$ ).

**Table 4.10** Shopping convenience factor that influences consumers' decision making in purchasing the product

<b>Shopping Convenience</b>	<b><math>\bar{x}</math></b>	<b>S.D.</b>
The store looks big and luxury	4.19	0.83
The store location is easy to find (high visibility)	4.03	0.77
Convenient to travel to the store	4.25	0.79
The products can be purchase at many places	4.20	0.83
<b>Total</b>	<b>4.17</b>	<b>0.57</b>

Table 4.10 above shows the detail information for shopping convenience factor. The overall results show that shopping convenience factor falls in highest level of importance, which means that majority of the respondents perceive that shopping convenience factor is important to take into consideration when purchasing face care product. The level of importance for each item in shopping convenience factor can be rank as following convenient to travel to the store ( $\bar{x} = 4.25$ ), the products can be purchase at many places ( $\bar{x} = 4.20$ ), The store looks big and luxury ( $\bar{x} = 4.19$ ), The store location is easy to find (high visibility) ( $\bar{x} = 4.03$ ).

**Table 4.11** Promotional factor that influences consumers' decision making in purchasing the product

<b>Promotional factor</b>	<b><math>\bar{x}</math></b>	<b>S.D.</b>
Free sample promotion	4.02	0.76
Discount during special occasion	4.24	0.79

**Table 4.11** Promotional factor that influences consumers' decision making in purchasing the product (cont.)

Promotional factor	$\bar{x}$	S.D.
Discount coupon for the next purchase	4.23	0.80
Collecting point each time purchase for discount	4.02	0.75
<b>Total</b>	<b>4.13</b>	<b>0.47</b>

Table 4.11 above shows the detail information for promotional factor factor. The overall results show that promotional factor factor falls in highest level of importance, which means that majority of the respondents perceive that promotional factor is important to take into consideration when purchasing face care product. The level of importance for each item in promotional factor can be rank as following discount during special occasion ( $\bar{x} = 4.24$ ), discount coupon for the next purchase ( $\bar{x} = 4.23$ ), collecting point each time purchase for discount ( $\bar{x} = 4.02$ ), free sample promotion ( $\bar{x} = 4.02$ ).

### 4.3 Decision Making in Purchasing Men Face Care Products

**Table 4.12** You have experience in purchasing men face care product?

experience in purchasing men face care product	Frequency	Percent
Yes	397	99.30
No	3	0.70
<b>Total</b>	<b>400</b>	<b>100.0</b>

Table 4.12 above shows the results for decision making in purchasing men face care products the results shows that 397 respondents or 99.3% have experienced in purchasing men face care products, on the other hand 3 respondents or 0.7% have no experience in purchasing men face care products.

### 4.4 Additional Study

The researcher also did additional studies asking respondent on the following topics

1. The purposed for purchasing face care products

2. The influential person in decision making for purchasing men face care products
3. Place for purchasing men face care product

**Table 4.13** The main purpose for purchasing face care products

<b>Main purpose for purchasing face care products</b>	<b>Frequency</b>	<b>Percent</b>
I want to look younger	162	40.5
I want to be whiter	121	30.3
My face is too oily	63	15.8
My face is too dry	54	13.5
Other, please specify	162	40.5
<b>Total</b>	<b>400</b>	<b>100.0</b>

Table 4.13 above shows the information from the respondents about the purpose in purchasing face care products. The results can be concluded that most of the respondents 162 persons (40.5%) buy face care products because they want to look younger, follow by 121 persons (30.3%) want to be whiter, 63 persons (15.8%) buy face care product because their face is too oily, and last 54 persons (13.5%) buy face care product because their face is dry. For other, there are many reasons such as purchase face care products according to the recommendation from doctor, need to face sunlight for a long period, as a gift, want to maintain the good skin, and purchase as a trend or followed friends.

**Table 4.14** The influential person in decision making for purchasing men face care products

<b>The influential person in decision making for purchasing men face care products.</b>	<b>Frequency</b>	<b>Percent</b>
Myself	199	49.8
Product's Presenter	47	11.8
My friends	70	17.5
My parents	18	4.5
Doctor	66	16.5
<b>Total</b>	<b>400</b>	<b>100.0</b>

Table 4.14 above shows information about influential person in decision making for purchasing men's face care products. Most of the respondents 199 persons (49.8%) responded that themselves is the most influential person, followed by 70 persons (17.5%) answered that friends are the most influential person, then 66 persons (16.5%) answered doctor, next 47 persons (11.8%) answered product's presenter, and last 18 persons (4.5%) answered parents.

**Table 4.15** Place for purchasing men's face care product

Place for purchasing men's face care product	Frequency	Percent
Department store	60	15.0
Convenient store	60	15.0
Supermarket	245	61.3
Market / market fair	29	7.3
Product agent	6	1.5
Other, please specify	60	15.0
<b>Total</b>	<b>400</b>	<b>100.0</b>

Table 4.15 above shows information about place for purchasing men's face care product. According to the table most of the respondents 245 (61.3%) purchase the face care product at supermarket, followed by 60 persons (15%) purchase the product at department store and convenient store, then 29 persons (7.3%) purchase the product at the market/market fair. For other there are many different reasons, which are purchase from overseas, from internet, purchase directly from the company, and from social media.

#### 4.5 Hypothesis Testing

The results for Spearman Correlation test are shown below in table 4.16 – 4.20

**H1: Value of money influences consumers' decision making in purchasing men's face care products.**

H<sub>01</sub>: Value of money has no influences consumers' decision making in purchasing men's face care products.

H<sub>1</sub>: Value of money influences consumers' decision making in purchasing men's face care products.

**Table 4.16** Testing hypothesis1 value of money influences consumers' decision making in purchasing men's face care products

Value of money	Agree		Strongly Agree		Spearman Correlation Sig. = .11
	N	Percent	N	Percent	
Yes	44	97.78	322	90.70	
No	1	2.22	33	8.50	
<b>Total</b>	<b>45</b>	<b>100.00</b>	<b>355</b>	<b>100.00</b>	

\* At 0.05 significant level

The researcher applied Spearman correlation technique to find the result for testing value of money influences on consumers' decision making in purchasing men's face care products. The results are shown in table 4.16 above Sig. = 0.11 > 0.05, as a result can be conclude that H1 is rejected or value of money has no influences consumers' decision making in purchasing men's face care products at 0.05 significant level.

**H2: Brand recognition factor influences consumers' decision making in purchasing men's face care products.**

H02: Brand recognition factor has no influences on consumers' decision making in purchasing men's face care products.

H2: Brand recognition factor influences consumers' decision making in purchasing men's face care products.

**Table 4.17** Testing hypothesis 2 brand recognition factor influences consumers' decision making in purchasing men's face care products

Brand Recognition Factor	Neutral		Agree		Strongly Agree		Spearman Correlation Sig. = .24
	N	Percent	N	Percent	N	Percent	
Yes	37	88.10	165	90.66	164	93.18	
No	5	11.90	17	9.34	12	6.82	
<b>Total</b>	<b>42</b>	<b>100.00</b>	<b>182</b>	<b>100.00</b>	<b>176</b>	<b>100.00</b>	

\* At 0.05 significant level

The researcher applied Spearman correlation technique to find the result for testing brand recognition factor influences on consumers' decision making in purchasing

men's face care products. The results are shown in table 4.17 above Sig. = 0.24 > 0.05, as a result can be conclude that H2 is rejected or brand recognition factor has no influences on consumers' decision making in purchasing men's face care products at 0.05 significant level.

**H3: Product quality factor influences consumers' decision making in purchasing men's face care products.**

H0<sub>3</sub>: Product quality factor has no influences on consumers' decision making in purchasing men's face care products.

H3: Product quality factor influences consumers' decision making in purchasing men's face care products.

**Table 4.18** Testing hypothesis 3 product quality factor influences consumers' decision making in purchasing men's face care products

Product Quality Factor	Neutral		Agree		Strongly Agree		Spearman Correlation Sig. = .40
	N	Percent	N	Percent	N	Percent	
Yes	15	93.75	186	89.89	165	93.22	
No	1	6.25	21	10.14	12	6.78	
<b>Total</b>	<b>16</b>	<b>100.00</b>	<b>207</b>	<b>100.00</b>	<b>177</b>	<b>100.00</b>	

\* At 0.05 significant level

The researcher applied Spearman correlation technique to find the result for testing product quality factor influences on consumers' decision making in purchasing men's face care products. The results are shown in table 4.18, Sig. = 0.40 > 0.05, as a result can be conclude that H3 is rejected or Product quality factor has no influences on consumers' decision making in purchasing men's face care products at 0.05 significant level.

**H4: Shopping convenience factor influences consumers' decision making in purchasing men's face care products.**

H0<sub>4</sub>: Shopping convenience factor has no influences on consumers' decision making in purchasing men's face care products.

H4: Shopping convenience factor influences consumers' decision making in purchasing men's face care products.

**Table 4.19** Testing hypothesis 4 shopping convenience factor influences consumers' decision making in purchasing men's face care products

Shopping Convenience Factor	Neutral		Agree		Strongly Agree		Spearman Correlation Sig. = .10
	N	Percent	N	Percent	N	Percent	
Yes	31	88.57	141	89.24	194	93.72	
No	4	11.43	17	10.73	13	6.28	
<b>Total</b>	<b>35</b>	<b>100.00</b>	<b>158</b>	<b>100.00</b>	<b>207</b>	<b>100.00</b>	

\* At 0.05 significant level

The researcher applied Spearman correlation technique to find the result for testing shopping convenience factor influences on consumers' decision making in purchasing men's face care products. The results are shown in table 4.19 above Sig. = 0.10 > 0.05, as a result can be conclude that H4 is rejected or shopping convenience factor has no influences on consumers' decision making in purchasing men's face care products at 0.05 significant level.

**H5: Promotional factor influences consumers' decision making in purchasing men's face care products.**

H05: Promotional factor has no influences on consumers' decision making in purchasing men's face care products.

H5: Promotional factor influences consumers' decision making in purchasing men's face care products.

**Table 4.20** Testing hypothesis 5 promotional factor influences consumers' decision making in purchasing men's face care products

Promotional Factor	Neutral		Agree		Strongly Agree		Spearman Correlation Sig. = .50
	N	Percent	N	Percent	N	Percent	
Yes	20	86.96	156	91.23	190	92.23	
No	3	13.04	15	8.77	16	7.77	
<b>Total</b>	<b>23</b>	<b>100.00</b>	<b>171</b>	<b>100.00</b>	<b>206</b>	<b>100.00</b>	

\* At 0.05 significant level

The researcher applied Spearman correlation technique to find the result for testing promotional factor influences on consumers' decision making in purchasing men's face care products. The results are shown in table 4.20 above  $\text{Sig.} = 0.50 > 0.05$ , as a result can be conclude that H5 is rejected or promotional factor has no influences on consumers' decision making in purchasing men's face care products at 0.05 significant level.

The results for Spearman correlation technique shows that the 5 factors selected for this research is not correspond with the hypotheses, to confirm the result a researcher further test the data with multiple linear regression.

**Table 4.21** The analysis of the five factors with multiple linear regression technique

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	1.12	0.23		4.82	0.00
Value of money	0.03	0.04	0.03	0.67	0.50
Brand recognition factor	-	0.04	-0.01	-0.14	0.89
	0.01				
Product quality factor	0.04	0.05	0.07	0.76	0.45
Shopping convenience factor	-	0.05	-0.15	-1.56	0.12
	0.07				
Promotional factor influences	0.00	0.05	0.00	-0.03	0.98

\* At 0.05 significant level

a. Dependent Variable: experience in purchasing men face care product (Section3)

According to table 4.21 from the analysis using multiple linear regression technique the results show that all the five factors receive sig value  $> 0.05$ , which is correspond with the result from Spearman correlation. 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.



## **CHAPTER 5**

### **CONCLUSION AND RECOMMENDATIONS**

Recently, Thai society has focus the significance of health and appearance in all action to interact with people. Consumers pay more attention to cosmetic, not just only women but in the recently men also need to take better care themselves. Good image has an effect on trust and impression from other people in the society. Skin care products become more popular among men in all age group. They consider it's a part of good personality, to look younger than usual by using skin care products. The changes of consumer behavior support the growth of skin care products market. Due to the rapid increase in popularity for men's face care products the researcher become curious and want to study more about factors influencing consumers' decision making in purchasing men's face care products in Bangkok, Thailand.

The objectives of this research are

1. To identify and analyze factors influencing consumers' decision making in purchasing men's face care products in Bangkok, Thailand. This research will focus only on the five factors, which are value for money, brand recognition, product quality, shopping convenience, and promotion.
2. To provide recommendations for people related to men's face care products industry and for further researches.

However, there are still some limitation for this research. First this research will focus on only 4 factors, which are, value for money, brand recognition, product quality, shopping convenience, and promotion. This research aims to study only in Bangkok area, as a result the result from this research can only represent the results for men in Bangkok and not for any other area. Furthermore, this research will cover only consumers' decision making not include consumer satisfaction.

Take the five factors into consideration the researcher came up with the following hypotheses.

H1: Value of money influences consumers' decision making in purchasing men's face care products.

H2: Brand recognition influences consumers' decision making in purchasing men's face care products.

H3: Product quality influences consumers' decision making in purchasing men's face care products.

H4: Shopping convenience influences consumers' decision making in purchasing men's face care products.

H5: Promotion influences consumers' decision making in purchasing men's face care products.

For the methodology this research will use questionnaires as the main instrument. The questionnaires will only be distributed to 400 men living in Bangkok. The questionnaires will use easy understanding English for respondents to understand the questions easily. The questionnaires consist of four sections and have only two types of questions, which are of close-end questions in a form of multiple choices and Likert scale. The detail about the questionnaires is described below.

The first sections of the questionnaire will be multiple-choice questions about demographic factors of the respondents. The questions will ask about gender, age, status, education level, career and average income per month.

The second section contains questions about the five factors mentioned below.

1. Value for money
2. Brand recognition
3. Product quality
4. Shopping convenience
5. Promotion

The third section contains questions about decision making to buy face care products. Next, the fourth section will be an additional study that the researcher on the following topics.

1. The purposed for purchasing face care products
2. The influential person in decision making for purchasing men face care products
3. Place for purchasing men face care product

The data collected from the questionnaires will then be further transfer into statistical program using the find the results through the use of descriptive statistics and inferential statistics. The results for this research can be conclude as following.

## 5.1 Research Conclusions

The results for the demographic background of the respondents shows that most of the respondents are male age between 26-32 years old, single, has an education level of diploma degree, is a state enterprise employee, and receive an average monthly income of 20,001–30,000 Baht.

In addition, the results also show that all five factors fall in highest level of importance, which means that majority of the respondents perceive that all factors are important to take into consideration when purchasing face care product. The level of each factor can be rank as following value for money ( $\bar{x} = 4.58$ ), shopping convenience ( $\bar{x} = 4.17$ ), discount ( $\bar{x} = 4.13$ ), high quality ( $\bar{x} = 4.11$ ), and brand recognition ( $\bar{x} = 4.08$ ).

For value for money factor the level of importance for each item in value of money factor can be rank as following price is suitable with product quality ( $\bar{x} = 4.17$ ), price is suitable with product brand ( $\bar{x} = 4.07$ ), and price is suitable for quantity ( $\bar{x} = 4.00$ ).

For brand recognition factor the level of importance for each item in brand recognition factor can be rank as following brand familiarity by advertising ( $\bar{x} = 4.17$ ), product packaging is easy for recognition ( $\bar{x} = 4.07$ ), and famous or well-known brand ( $\bar{x} = 4.17$ ).

For product quality factor the level of importance for each item in brand recognition factor can be rank as following product that bring the result by customer expectation ( $\bar{x} = 4.26$ ), Product is suggested to customer by professional person ( $\bar{x} = 4.24$ ), Product that you decided that is suitable for you ( $\bar{x} = 4.21$ ), product guarantee by standard institute ( $\bar{x} = 4.21$ ), product has no irritation ( $\bar{x} = 4.15$ ), product made from natural material ( $\bar{x} = 4.02$ ), Product imported from aboard ( $\bar{x} = 3.68$ ).

For shopping convenience factor the level of importance for each item in shopping convenience factor can be rank as following convenient to travel to the store ( $\bar{x} = 4.25$ ), the products can be purchase at many places ( $\bar{x} = 4.20$ ), The store looks big and luxury ( $\bar{x} = 4.19$ ), The store location is easy to find (high visibility) ( $\bar{x} = 4.03$ ).

For promotional factor the level of importance for each item in promotional factor can be rank as following discount during special occasion ( $\bar{x} = 4.24$ ), discount coupon for the next purchase ( $\bar{x} = 4.23$ ), collecting point each time purchase for discount ( $\bar{x} = 4.02$ ), free sample promotion ( $\bar{x} = 4.02$ ).

Moving on to the result for testing the hypotheses according to the results shown in table 4.16-4.21 from the analysis using multiple linear regression technique the results show that all the five factors receive sig value  $> 0.05$ , which is correspond with the result from Spearman correlation. 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.

The researcher also did additional studies asking respondent on the following topics

1. The purposed for purchasing face care products
2. The influential person in decision making for purchasing men face care products

3. Place for purchasing men face care product

The results for the purposed for purchasing face care products can be concluded that most of the respondents 162 persons (40.5%) buy face care products because they want to look younger, follow by 121 persons (30.3%) want to be whiter, 63 persons (15.8%) buy face care product because their face is too oily, and last 54 persons (13.5%) buy face care product because their face is dry. For other, there are many reasons such as purchase face care products according to the recommendation from doctor, need to face sunlight for a long period, as a gift, want to maintain the good skin, and purchase as a trend or followed friends.

The results for the influential person in decision making for purchasing mean face care products can be concluded that most of the respondent 199 person (49.8%) made decision by themselves, followed by 70 persons (17.5%) answered that friends are the most influential person, then 66 persons (16.5%) answered doctor, next 47 persons (11.8%) answered product's presenter, and last 18 persons (4.5%) answered parents.

The results for place for purchasing men face care product can be concluded that most of the respondents 245 (61.3%) purchase the face care product at supermarket, followed by 60 persons (15%) purchase the product at department store and convenient store, then 29 persons (7.3%) purchase the product at the market/market fair. For other

there are many different reasons, which are purchase from overseas, from internet, purchase directly from the company, and from social media.

## **5.2 Recommendations**

Next for the recommendations a researcher would like to provide following recommendations for all people related to men's face care product industry

1. Invest on research and development department to make continuous improvement on product quality make sure that the quality reach consumers' expectation. As the product quality is the most important factor. Especially focus on the anti-aging product.

2. Make sure that the distribution channel is accessible for the target market. Beside the quality the product should also be easy and convenience to purchase. The company might want to take online channel into consideration, allowing consumers to purchase the products through company's website.

3. The company should launch promotions during special occasion. For example, giving discount coupon or purchase as a set for special price.

For the recommendations for further studies. Due to the limitation of time there are still many aspects that the researcher hasn't covered, which anyone who is interested in doing research related to men's face care products might want to consider study on area such as, consumers' satisfactions for using men's face care products of certain brand, effective advertising for men's face care products, or other factors that might have an influence toward consumers' decision making in purchasing men face care products. 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.

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**APPENDIX A**  
**SURVEY QUESTIONNAIRE**



**Section 2: Questionnaire about factors influencing decision making in purchasing men face care product**

**Instruction:** Please mark (✓) at the most appropriate response

5 = Strongly agree    4 = Agree    3 = Neither agree nor disagree    2 = Disagree

1 = Strongly Disagree

Questions	Score				
	5	4	3	2	1
<b>Value for money factors that influence my decision making in purchasing men's face care products.</b>					
1. Price is suitable for quantity.					
2. Price is suitable with product quality.					
3. Price is suitable with product brand					
<b>Brand recognition factors that influence my decision making in purchasing men's face care product</b>					
4. Famous or well-known brand					
5. Brand familiarity by advertising					
6. Product packaging is easy for recognition					
<b>Product quality factors that influence my decision making in purchasing men's face care product</b>					
7. Product imported from abroad					
8. Product made from natural material					
9. Product is suggested to customer by professional person					
10. Product that you decided that is suitable for you					
11. Product that bring the result by customer expectation					
12. Product has no irritation					
13. Product guarantee by standard institute					
<b>Shopping convenience convenience factor that influence my decision making in purchasing men's face care product</b>					
14. The store looks big and luxury					
15. The store location is easy to find (high visibility)					

Questions	Score				
	5	4	3	2	1
16. Convenient to travel to the store					
17. The products can be purchased at many places					
<b>Promotional factors that influence my decision making in purchasing men's face care product</b>					
18. Free sample promotion					
19. Discount during special occasion					
20. Discount coupon for the next purchase					
21. Collecting point each time purchase for discount					

### Section 3: Questionnaire about decision making in purchasing men face care products.

**Instruction:** Please mark (✓) at the most appropriate response

1. You have experience in purchasing men face care product?  
 Yes                       No

### Section 4: Additional Questions

**Instruction:** Please mark (✓) at the most appropriate response

1. What is the main purpose you purchased face care products?  
 I want to look younger  
 I want to be whiter  
 My face is too oily  
 My face is too dry  
 Other, please specify .....
2. Who influence your decision making in purchasing men face care products?  
 Myself  
 Product's Presenter  
 My friends  
 My parents  
 Doctor

## 3. Place that you often go buy face care product

- Department store
- Convenient store
- Supermarket
- Market / market fair
- Product agent
- Other, please specify.....





**APPENDIX B**  
**INDEX OF ITEM OBJECTIVE CONGRUENCE RESULT**

### INDEX OF ITEM OBJECTIVE CONGRUENCE RESULT

Question	List of Experts			ER	IOC	Result
	1	2	3			
<b>Part 1</b>						
1	1	1	1	3	1.00	Excellent
2	1	1	1	3	1.00	Excellent
3	1	1	1	3	1.00	Excellent
4	1	1	1	3	1.00	Excellent
5	1	1	1	3	1.00	Excellent
<b>Part 2</b>						
1	1	1	1	3	1.00	Excellent
2	1	0	1	2	0.67	Excellent
3	1	1	1	3	1.00	Excellent
4	1	1	1	3	1.00	Excellent
5	1	1	0	2	0.67	Excellent
6	0	1	1	2	0.67	Excellent
7	1	1	1	3	1.00	Excellent
8	1	1	1	3	1.00	Excellent
9	1	1	1	3	1.00	Excellent
10	1	1	1	3	1.00	Excellent
11	1	1	1	3	1.00	Excellent
12	1	1	1	3	1.00	Excellent
13	1	0	1	2	0.67	Excellent
14	1	1	1	3	1.00	Excellent
15	1	1	1	3	1.00	Excellent
16	1	1	1	3	1.00	Excellent
17	1	1	0	2	0.67	Excellent
18	0	1	1	2	0.67	Excellent
19	1	0	1	2	0.67	Excellent
20	1	1	1	3	1.00	Excellent


Question	List of Experts			ER	IOC	Result
	1	2	3			
21	1	1	1	3	1.00	Excellent
<b>Part 3</b>						
1	1	1	1	3	1.00	Excellent
<b>Part 4</b>						
1	1	1	1	3	1.00	Excellent
2	1	1	1	3	1.00	Excellent
3	1	1	1	3	1.00	Excellent
Total					27.69	

$$\begin{aligned} \text{IOC} &= \frac{27.69}{30} \\ &= 0.92 \end{aligned}$$



**APPENDIX C**  
**LIST OF EXPERTS**

**LIST OF EXPERTS**

1. Ms. Thunkamon Tiwsuwan      General Manager  
Siamese intercom Co.,Ltd.
  
  2. Ms. Tun Kusolwong            Managing Director  
Maganet Universal Agency
  
  3. Dr. Olarn Thinbangtiao        Assistant Professor  
Burapha University
- 



**APPENDIX D**  
**RELIABILITY TEST**

**Reliability Test**

<b>Factors Influencing Decision Making</b>	<b>Cronbach's Alpha</b>	<b>N of Items</b>
Value for Money	.812	3
Brand Recognition	.804	3
Product Quality	.814	7
Shopping Convenience	.824	4
Promotion	.816	4

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