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CONSUMER PROTECTION MECHANISMS AND INFLUENCES IN ONLINE PURCHASES OF THAI HERBAL COSMETICS

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Abstract

This research aimed for study of consumer protection mechanisms and influences in online purchases of Thai Herbal cosmetics. The 386 random samples were calculated followed W.G. Cochran method at confidence level of 95 percent. This exploratory research used questionnaire design, collected and analyzed data by statistic software package in frequency of percentage, mean and standard deviation. Hypothesis testing using t-test, one-way ANOVA and correlation Spearman's Rho at 0.05 significant level with 0.95 confidence interval. The results were occupation; a demographic factor, site; an e-marketing mix and accessibility to information; a consumer protection have found to influence in online purchase of Thai herbal cosmetics. Research results also insisted on decorated herbal cosmetics website, link for more network, product must certify under FDA standard which was required most in buying. The purchases thru internet could provide convenient buying but did not gain much privacy benefits whereas consumers still beware of quality and review comments before buying.

Keywords: Thai Herbal Cosmetics, e-Marketing Mix, Consumer Protection, Online Purchasing

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Introduction

Cosmetics industry considered to be one industry that generates high income to Thailand. Recently cosmetics market trend emphasized on natural ingredients, due to the safe and effective equal to or higher than chemical cosmetics (Moongvicha, 2016). Thailand has abundant of natural resources and a long history of local wisdom using natural substances for health and beauty benefits (Harnvanich, Wanichwecharungruang, Chandrachai & Asawanonda, 2020). Ancient Thai people used to use natural substances for decorate to beautiful bodies, infuse aroma and whitening the skin by using mask. Traditional Thai herbals are as: 1) exfoliating the skin such as turmeric, tamarind, chalk 2) facial and body cream such as turmeric, sesame, cucumber, gotu kola, chili, tamarind, tomato, aloe vera, banana, radish, mangosteen and for odors as flower cologne such as jasmine, rose, ylang ylang, Sai Yut and frank incense and Namop Thai (traditional perfumed popular among Thais elderly) 3) lip paint, including beeswax made from simmering coconut oil or beeswax 4) hair care and hair coloring product such as kaffir lime, som poi, rosary of good buffalo, ginger, bitter gourd, wormwood, *Andrographis paniculata*, coconut, starfruit, morning glory, lemongrass, aloe vera, cassia, butterfly pea, candlestick, butterfly pea, gourami, hibiscus, gourd 5) decorate for eyebrows such as coconut shell charcoal powder 6) apply to cheeks such as cinnabar powder. Thai major exported market for natural and herbal cosmetics are United States, Europe, China and other Asia countries (Department of Science Service, n.d.).

When applying herbal use as cosmetic ingredients even in fresh or extracted form must beware of raw materials sources, botanical and scientific characteristics in order to prevent contamination and inferior efficacy. In central Europe, natural herbs are essential cosmetics ingredients, they are such as: 1) rosemary, a long history Mediterranean for nourish and healing skin, oil condition for hair 2) marigold or calendula for baby powder added with chamomile and comfrey 3) Lavender, cosmetics and perfumes ingredients 4) chamomile as medicine ingredients, cosmetics, essential oils for inflammation 5) Hops ingredient for essential oils, shampoo, hair lotion, cream (Department of Science Service, n.d.).

Thailand is rich of herbal plants with 1,800 local herbal species but only 300 herbs are circulated selling in the market with demand. Under National Master Plan on Thai herbal Development of Year 2017-2021 (Ministry of Public Health, 2016) stated the weaknesses of Thai herbal product are lack of innovation, low product standard, low profile of product image, branding and packaging while cosmetics market demand is expanding and so as those organic products, eco-friendly concepts. Therefore, in order to improve product quality and support for recent internet communication, this paper aims for findings consumer protection thru online purchasing.

Thai herbal cosmetics are under the protection of the Food and Drug Administration, but also there are many government agencies or semi-government together with Ministry of Health open channels direct access to consumer complaints, those are such as Thailand Consumers Council (2022), Foundation for Consumers (2013), NBTC or Office of the Broadcasting Commission Television Business and National Telecommunications (radio-television media). Most cases were exaggeration hype, not registered and no pharmacopoeia endorsement, fake FDA license and some contained steroids.

In the year 2019, FDA examined product advertisements through various media then found 1,570 cases in advertising violations and 1,750 cases of consumers complaints most were in health products from all channels. Most offence was found from food product, the ordered to suspend advertising, prosecution against the offender both media owners and advertisers. The offender product owners 280 cases caused damages more than 1.7 million THB; the violence 1,395 items related to non-standard products caused more than 18 million THB (Food and Drug Administration, 2019). A fake FDA certificate of herbal cosmetics was found guilty among

popular skincare and skin-mask products selling at 7-11, the most popular convenient store chain in Bangkok.

In addition to the above statements, the problem of Thai herbal cosmetics tends to come from small manufacturers. There are many attempts to develop products that meet the standards specification for export. The idea of eco-friendly, environment conscious products are similar pathway route but higher and more complicated standard which most enterprise are facing. Also, the opening of ASEAN community has put herbal cosmetics price more competitive due to many ASEAN countries got less production cost compare with Thailand. This research studied is finding for market opportunity in Thai Herbal cosmetics expansion either local or to abroad markets, meanwhile in the age of internet era the dissemination of information, complaints can be viral passed on to each other quickly.

Therefore, to preserve for herbal Thai cosmetics and Thai producers, the study of consumer protection mechanisms and influences in online purchases of Thai herbal cosmetics from large-middle-small scale manufacturers has wonder the differences among demographic data, such as gender, age, occupation and income have influence to the buying. When digital age is coming, the purchasing online for herbal cosmetics product is affected to the purchasing online or not while the buyers did not exactly know the seller? And in terms of gaining producer trust, does electronic marketing mix affect buying product as herbal cosmetics product or not? The objective is to support the emerging of Thai herbal cosmetics market for its sustainable and market expansion. Due to the digital age, product popularity also as the comments will be viral spread among others buyer or its prospects. The reaction and attitude among buyers of herbal cosmetics variety, quality, safety, price, online advertising, raw materials standard was performed trustworthy manners as stated? The advantages and disadvantages of consumer protection are prompt responding while searching information that can react further buying products. Online communication throughout domestic and international markets can link purchasing decisions including after purchasing behavior.

Literature Reviews

Thai Herbal Cosmetics

Typically, Thai herbal cosmetics are continuous product improvement consisting of 2 market segments; those are herbal market and cosmeceutical market. From the demand for natural products that can reduce allergies, less irritation causes manufacturers to turn to use herbs as cosmetics ingredients in order to develop product standards and then develop into cosmeceutical products. Moreover, the emergence of clean beauty products can meet the demand of eco-friendly products in terms of raw materials, production process and packaging used. Global clean beauty product markets are predicted to be US\$14.98 billion with 12.7% annual growth in year 2021-2028 (Thailand Plus Online, 2023). Clean beauty product means organic & natural; natural ingredients or plant base chemical free, vegan; contain no animal or part of animal ingredients, cruelty-free; no animal testing, non-toxic; no harmful chemicals, sustainable packaging; plastic free or biodegradable or recycle packaging.

According to the Food and Drug Administration regulations after Thailand has joined ASEAN agreement in accordance with the provisions of ASEAN (ASEAN Cosmetic Directive: ACD) in the year 2003, which began to be implemented in the year 2008. The Ministry of Public Health together with Food and Drug Administration has therefore revised the existing law governing cosmetics to be consistent with the provisions of ASEAN and issued the Cosmetics Act of 2015 to increase consumer protection measures. Ministry of Public Health issued a law related to the regulation of cosmetics in order to prepare cosmetics information (Product Information File: PIF) regarding criteria, methods, and conditions for manufacturers, importer, contractors, cosmetic details for inspection as entrepreneur requirement (Things to do as requirement) (Food and Drug Administration, n.d.)

Cosmetics classification under product license by its feature from Division of Cosmetics Control, which is under FDA of ministry of public health, divided cosmetics into 3 groups. Those are such as: 1) hair care products include hair dye/hair bleaching, hair perming/straightening, hair styling/hair care, tonic for scalp 2) facial/oral products include facial and eye cleansing/mask/eye care, foundation/sun protection, eye liner/eyebrows, before/after shaving products, products for lips (nourishment/color make-up), product caring for teeth and oral cavity (toothpaste/mouthwash/breath spray) and anti-aging product 3) body care product include bar and liquid soap/deodorant, body cleansing products (salts, foams, oils, gels) talcum powder/foot spray, nail care/polish, sunbathing/sun protecting, darkening/whitening skin product, perfume, cologne, Eau de Toilette, hand/body/foot/leg care product (Food and Drug Administration, n.d.).

While herbal cosmetics market is growing significantly expansion, the studied of herbal cosmetics market can also be targeted their clients under classification by market share and its growth which are 4 types. Those are: 1) facial care product contained of 40% market share with +5% growth rate 2) hair care product contained of 33% market share with 0.8% growth rate 3) facial make-up contained of 16% market share with +8.7% growth rate 4) body care product contained of 11% market share with +5% growth rate (Chaiwiboolvech, 2018). So, the studies on target consumers will be in the area of demographic that affect online purchasing.

H1: Demographic data affect to herbal cosmetics online purchasing

Demographic Data Affect to Herbal Cosmetics Online Purchasing

Nowadays male and female are keen of green beauty, which was developed not only from natural raw materials but also into the emergence of clean beauty with high technology beauty known in term of beauty tech. Beauty tech started with the startups fundraising altogether more than 12,200 companies include B2C commerce, B2B, E-commerce, beauty-services enables, innovative beauty brands, product discovery platforms and content platforms. More than 1,870 companies have raised over US\$14.5 billion in funding, so the growth of the cosmetics market as a catalyst for startups and beauty tech-related companies can raise capital and create significant value for the company. Sky Quest Technology's estimation that the global beauty tech market is expected to reach US\$ 225 billion in 2028, a 332% increase from 2021. Beauty tech are such as AI make-up, deep skin inspection for better skin improvement, beauty surgery and various digital beauty technique with the growing number of beauty clinic, beauty surgery hospital and on street private beauty shop or even the online beauty tech providers. So do the ancient natural cosmetics are affected by the high ended technology, if the issued were studied under demographic data (Money and Banking Online, 2023).

The internet can also induce online buying since the lock-down of covid-19 pandemic, from e-commerce statistics found out that internet buying is increasing by 48% and will continue in future growing of 86% with the personalized shopping (Rainmaker, 2022). The differences in generation are such as Gen Z (9-24 yrs.), millennials or Gen Y (25-40 yrs.), Gen X (41-56 yrs.) and Gen B (57-75 yrs.) (Kasasa, 2021) could be studied for the differences in buying. In 2021, the internet buying age group were 35-44 yrs. of 64% and 18-24 yrs. 19% Anantnakarakul, 2021. Most of the shopping were from female, 62% of which were clothes fashion and 59% were beauty product. In the study of 187 respondents of herbal cosmetics at KolKata, found a significant relationship between age, household income, and education with frequency of purchasing herbal cosmetics while promotion, attributes, worth of purchasing, and demonstration effect influenced the buying of herbal cosmetics (Chattaraj et al., 2018).

H2: E-Marketing mix affected to herbal cosmetics online purchasing

E-Marketing Mix Affected to Herbal Cosmetics Online Purchasing

Online purchasing has become a vital new form of marketing or electronic marketing, buyers make decisions based on information presented through the website without having direct contact to the producer. It was found that some sellers breach contract and some operators

communicate inappropriate messages, fraud selling their product or services caused buyers to cannot obtain the right product. Most sellers do not have to register as entrepreneurs with government agencies as required by law, so government agencies are unable to control and protect consumers. Even if registration was, there are still many related laws, but the enforcement is still inefficient and ineffective. Too low a penalty rate makes entrepreneurs are not afraid of and even though the breach of contract still on, the consumer cannot demand the seller responsible for its damages because there are no damages guarantee. Trading in this form, buyers must bear the risk, moreover the law to protect consumers in this matter are still weak and lack proper proceedings.

This issue raises the problem of how much consumer rights will be protected, therefore a law that requires entrepreneurs to register with government agencies before they can operate the business or liaison their network shall provide security for compensation (Thongchoete, 2015). Since the selling form of invisible providers happening so this research is finding the responses of online consumer protection in herbal cosmetics and the consumer feedback upon internet buying while Thai cosmetics market is expanding and assist market for selling.

Thai cosmetics market is 218 billion THB with 5% growth rate by year 2022, while the world beauty market worth 8 trillion THB with 4.2% growing and Thailand is the largest cosmetics producer and exporter in ASEAN countries. Cosmetics are developed according to local market demand which tends to rely more on natural ingredients and align with foreign export market demand. Thailand is the 19th rank of cosmetic exporter in global market, its expansion of cosmetic exports to foreign markets has increased by 15.6% from 2022 and will continue to grow by about 12-14% per year (TNN Online, 2023). According to digital marketing agency, purchasing through social commerce was increasing by 56% among this 62% got satisfaction (Anantnakarakul, 2021), so purchasing thru social media become a large amount. Thai herbal cosmetics producer should beware of relationship between e-marketing mix in order to sell thru most social commerce.

Local market structure, around 85% of Thai cosmetics produced domestically while 15% of which are imported from Europe, China, South Korea, the United States and Japan. Domestically produced cosmetics are sold locally by 72% and 28% are for export. Major exported markets are ASEAN, Japan, Australia, South Korea and China. Skin care products have the largest market value accounted for more than 41%, followed by hair products 16% and make-up cosmetics 12% of local market value (Thailand Plus Online, 2023)

Thailand exports most in hair products, make-up, skincare, soap, oral-care products, toiletry, shaving cream, bath products, deodorant with the market paying attention to beauty technology and clean beauty market. Export sales in 2018 to China has grown as much as 54.05% Vietnam 49.24%, Australia 28.53%, Myanmar 21.25%, Philippines 20.65%, Japan 14.61% when market was interrupted by COVID-19 pandemic crisis and then later returned back to normal situation. Currently, export markets are expansion mainly to ASEAN, Japan and Australia (Thailand Plus Online, 2023).

Under internet purchasing, the internet marketing strategy based on e-marketing mixed concept consists of 11 parts: 4P's + P2 C2 S3 (Kalyanam & McIntyre, 2002). 4P's are as: 1) product 2) price 3) place 4) promotion (original concept) of herbal cosmetics while done thru online purchasing. While P2 are as: 1) personalization 2) privacy (the belonging privately) through online purchasing. And C2 are as: 1) customer service 2) Community (FAQ, chat room, interaction in website using for rating & review, reputation). S3 are as: 1) status (website or site or site design, home page design) 2) security 3) sales promotion (retail, store online add more IT) of online Thai herbal cosmetics. The idea is to fulfill consumer while they are purchasing through internet surrounding. Consumers may explore the privacy and be separate as special personal treatment while consumer may read community reviewed after using product.

In studied the comparison marketing strategies of Thai and the imported (Australia and USA) herbal cosmetic found out that imported products strategies are concerned with the odor, color, physical appearance, blend of herbs, healthy effective skin-care, revitalized, natural extract contains active ingredients with high technology, specific action deep penetrate with physical appearance non-greasy, non-oily, absorb quickly, smooth texture, packaging design, color, size and shape with eye-catching packaging (Thanisorn & Byaporn, 2013). In terms of comparison the two herbal producers from eastern-western style product aspects can be concluded to the difference in product appearance which selling thru internet may priority with the appearance. H3: Consumer right protection affected to herbal cosmetics online purchasing

Consumer Right Protection Affected to Herbal Cosmetics Online Purchasing

Thai herbal cosmetics in this research emphasized in 4 herbal product those are: 1) Herbal hair care product 2) Herbal facial product 3) Herbal oral product 4) Herbal body care product. Herbal hair care products are such as shampoo/conditioner/hair lotion/hair tonic/hair dye, while most product produce from kaffir lime, butterfly pea, aloe vera, buffalo macadamia and various form of ginseng or rice germ. Herbal facial products are such as soap/lotion/ moisturizer/anti-aging/mask/make-up/facial whitening ingredients are such as aloe vera, sesame, cucumber, tomato, curcumin, honey, tamarind, coconut oil, rice. Herbal oral products are toothpaste/mouthwash which ingredient are from various form such as mint, peppermint, cinnamon, clove, rosemary, natural salt. Herbal body care products are such as bar soap / liquid soap / lotion / moisturizer / scrub / oil massage / anti-aging / sunscreen / anti-inflammatory most ingredients are from ginger, turmeric, plai, centella asiatica, galangal, papaya, mangoes, banana, tomatoes, goji berry, coconut oil, brown rice, millet, cassia leaf, etc.

Herbal cosmetics are under FDA requirement, in general most product complaints issues need more guidance, providing advice Buakong & Boromtanarat, 2016. The study of unfair online cosmetics advertisements Soongsathitanon, 2019 indicated that FDA should increase public relations guideline thru various medias such as television, clarify consumer misunderstanding using influencers on social media, improve stricter legal measures or fast track proceeding and facilitate official information search. But with its organic, eco-friendly like so consumers may unnoticeably select when confront for buying.

The Consumer Protection Act 1979, as amended by (No.2) 1998, mentioned consumer protection. Regarding to the product problem of consumers that being restricted by consumer rights, there are 5 issues according to the rights that consumers should be entitled to according to the Consumer Protection prescribes the rights of consumers to be protected by law as follows: 1) the right to access accurate and sufficient information and descriptions of product quality or services, i.e., the right to receive advertisements or labeling that are true and harmless to consumers, including the right to acquire accurate information about products or services and sufficient to not be misled in buying products or obtain services unfairly 2) the right to have freedom in choosing goods or services, i.e., the right to select goods or receive services voluntarily by the consumer and without unfair persuasion 3) the right to receive safety information from the use of goods or services, i.e., the right to receive goods or services that are safe, in good condition and of standard quality suitable for use. Do not cause harm to life, body or property in the case of use according to instructions or caution according to the condition of the product or service. 4) The right to be solicited and compensated for damages, i.e., the right to be protected and compensated when the consumer's rights under items 1, 2, 3 and 4 are violated. 5) The right to receive fair contracts, i.e., the right to receive contract terms without being taken advantage of by business operators (has not applied to this research due to the buying decision was normally done through purchasing without contract).

The legal matter comparison in term of cosmetics consumers protecting between Thai with USA and British cosmetics law by legal articles found the unfair compensation problem issues

in Thai cosmetics law. They are such as advertising, compensation suing upon responsible of the permission granting of cosmetics producer (Norasingha & Buchitchon, 2020).

Consumer Decision Making

Consumer Decision Making compose of 5 steps, those are: 1) need recognition or problem awareness 2) prepurchase search or information search 3) evaluation of alternatives or alternative assessment (post decision behavior) 4) purchase decision 5) post-purchase evaluation or after purchase behavior (Schiffman & Kanuk, 2004). All variables are shown below as figure 1.

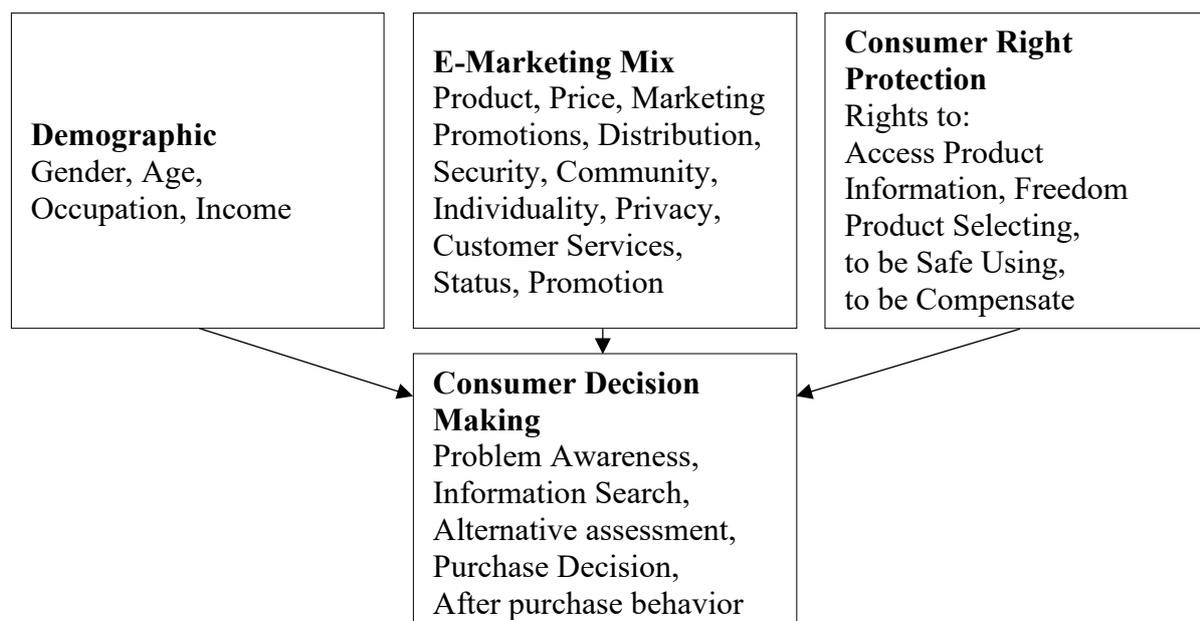


Figure 1 Conceptual Framework

Research Methodology

The objectives of this research are for study consumer protection mechanisms and influences in online purchases of Thai Herbal cosmetics with the factors of demographic, e-marketing mix and consumer protection done thru online purchasing. Scope of variables for this study are as follows: Independent variables composed of 3 factors, those are 1) demographic data, 2) e-marketing mix, and 3) consumer right protection. Dependence variables composed of consumer decision making.

Independence Variables: Demographic data contained of 4 variables, those were: 1) gender 2) age 3) occupation and 4) income. E-marketing mix composed of 11 variables: 1) product 2) price 3) marketing promotions 4) distribution 5) security 6) community 7) individuality 8) privacy 9) customer services 10) status and 11) promotion. Consumer protection is composed of 4 variables: 1) right to access to product information 2) right to select product freely 3) right to be safe while using product and 4) right to be compensated while was damaging.

Dependence Variables: Consumer decision making composes of 5 variables: 1) problem awareness 2) information search 3) alternative assessment 4) purchase decision and 5) after purchase behavior.

Population & Sample

Population of this research are consumer living in Bangkok both male and female with the age above 20 years old which are around 4,569,951 (National Statistical Office, 2022). The studies were conducted in quantitative research method, population were divided into 4 areas: 1) outer

Bangkok 2) inner Bangkok 3) outer Thonburi and 4) inner Thonburi. Samples were done by stratified sampling while selecting area base and purposive survey method being applied at research field. Samplings data were collected through questionnaire survey being screened by questions of the frequency purchasing herbal cosmetics through online purchasing in proportion data sample as stated above.

Sample size was determined under statistical error no more than 5 percent at a significance level of 0.05 when the proportion of the population is 0.05 based on estimates from population statistics by area, population density and number of houses showing the total population is 4,569,951 (National Statistical Office, 2022). Samples were calculated following the formula of W.G. Cochran at confidence level of 95 percent or a significance level of 0.05 while online herbal cosmetics purchasing was predicted at proportion of 0.5. The calculation followed the method is as: $n = P(1-P)Z^2/d^2$ or $n = (0.5 \times (1 - 0.5) \times 1.96 \times 1.96) / (.05 \times .05)$ so then $n = 384.16$. From sample size calculation, the number of samples in this research was around 386 samplings. Proportion consuming for Thai herbal cosmetics are increasing rapidly due to Department of International Trade Promotion, Ministry of Commerce so the expected proportion using are around 0.50 (Bangkok Biz News, 2020).

These 386 samplings composed most of female (71.1%) with ages were in between 21-25 years old (20.2%). Most occupations were students (22.79%). Income was below 15,000 THB (40.67%).

Data Collection and Data Analysis

The research questionnaire was closed-ended questions, which have been tested for accuracy and reliability and collected thru internet survey. Questionnaires composed of 4 parts; 1) demographic data 2) e-marketing mix 3) consumer protection and 4) purchasing decision. Statistic using statistic software program, data were collected, analyzed under average, mean, variance, standard deviation while hypothesis testing using t-test, F-test and Spearman's Rho showing the comparison of correlation between variables. In order to protect the condition of un-normal distribution, which may be due to herbal cosmetics that were not popular among internet teenagers and the adult who keen on herbal recipe, Spearman's Rho was in best fit.

Data integrity testing is done by the following steps: 1) questionnaire reliability test using the Index of item Objective Congruence (IOC) test, three experts and academics were presented, consisting of consumer protection experts. Leave comments and suggestions, after that determine the consistency using equation; $IOC = (\sum R)/N$ try out for 54 samples. 2) Determine the discriminant power by using t-test (independence), take the results then compiled questionnaires according to conceptual framework. Questionnaires questions were in both checklist and rating scale, therefore, to ensure their reliability and validity the 30 sets of questionnaires were try out. Analyzed using alpha coefficient which results were greater than 0.70, then the questionnaire was valid.

Research Results

The results in terms of herbal cosmetics popularity thru internet purchasing among 386 respondents were hair care product with 32.12% purchasing while body care and facial product were similar proportion of 27.47% and 25.64% in ordered. Oral herbal product was in the least popularity of 14.77% as figures stated in table 1.

In generally of 386 respondents were agreeable in online herbal cosmetics purchasing for the overall satisfaction in moderate range ($\bar{\chi} = 3.5776$). The e-marketing mix in online herbal cosmetics purchasing were such as product in term of product varieties, place in term of its convenient for buying, security in term of product FDA certified, community in term of enable reading users' reviews, services in term of easy payment had highly agreeable for their responses ($\bar{\chi} = 4.0603, 4.2371, 4.444, 4.3664$ and 4.0129). For consumer right protection in term of enable access to product information was highly agreeable on online herbal cosmetics

purchasing ($\bar{\chi} = 4.0129$). For consumer decision making for information search in term of online provide most convenient searching data was highly agreeable ($\bar{\chi} = 4.0991$). The overall e-marketing mix, consumer right protection, and consumer decision making, the respondents were agreeable in term of online selling in moderate range, all figures were shown in table 2.

Table 1 Herbal Cosmetics Popularity thru Online Purchased

Herbal Items	Frequency	Percent
Hair Care	124	32.12%
Body Care	106	27.47%
Facial Product	99	25.64%
Oral Herbal Product	57	14.77%
Total	386	100%

Table 2 The Average/S.D. of E-Marketing and Consumer Protection thru Online Purchasing

	($\bar{\chi}$)	(S.D.)
Overall satisfaction	3.5776	0.79665
Online offer variety items	4.0603*	0.89044
Too expensive	3.3405	0.85305
Rating for price/quality	3.5043	0.82702
Buying due to promotion	3.8836	0.90658
Buying due to free delivery	3.7888	1.0375
Buying from internet search	3.3534	1.06705
Convenient not travel around	4.2371*	0.82693
Buy only FDA certified	4.444**	0.78754
Quality fit to confidence	3.8319	0.82819
Read review every time	4.3664*	0.85751
Always believe the reviews	3.457	1.0055
Online sell specialty herbal	3.375	1.02854
Online give private service	3.5302	0.97098
Not have to confront	3.7414	1.0032
Provide secret information	3.7186	1.04821
Easy payment	4.1207*	0.85943
Good services	3.6207	0.80211
Most online keen on clients	3.5302	0.89682
Most online provide trust	3.6681	0.79893
Buy from adv/never known	3.3491	1.06238
Buy from Academic results	3.7845	0.924
Quality fit to adv. (con right)	3.7586	0.76866
Clarify using direction	4.0129*	0.80303
Buying without obligation	3.444	1.0092
Provide many choices	3.7931	0.82721
Most pass product standard	3.8578	0.85864
Raw material standard	3.9784	0.8898
Can be refund	3.6466	1.16778
Could be redeem	3.5345	1.21983
Herbal better than chemical	3.6207	0.99484
Easy finding thru internet	3.7543	0.99565
Most convenient searching	4.0991*	0.87959
Herbal idea best alternative	3.7112	0.86703

Best after trail	3.6034	0.97926
Cheap and fit quality	3.671	0.91603
Will never change using	3.4397	0.97402
Continue buy from internet	3.3664	1.03585
Not return to use chemical	3.5108	1.0294
No chem/switch herbal seller	3.5948	0.94871

Hypothesis testing using t-test and one-way ANOVA for testing the correlation, the result was occupation has an affected to online herbal cosmetics purchasing as of Sig. value was 0.006 which was less than 0.05 significant level with 0.95 confidence interval, and the correlation was 4.66 as figures show in table 3 below.

Table 3 Correlation of Demographic Data and Purchasing Decision

Demographic Data	Correlation	Sig*
Gender	2.4	0.319
Age	2.31	0.127
Occupation	4.66*	0.006*
Income	2.02	0.140

Hypothesis testing using Spearman’s Rho at 0.05 significant level with 0.95 confidence interval, the results were most of e-marketing mix have affected to online purchasing with significant level less than 0.05, while correlation (r) of price, promotion, place, personalization, privacy, customer service and site (website) were $r = 0.32, 0.305, 0.308, 0.313, 0.379, 0.367$ and 0.41 in ordered. Most correlations were in low range except site (website) has highest correlation with 0.41 which was in an average correlation as figures show in table 4 below.

Table 4 Correlation Between E-Marketing and Purchasing Decision

E-Marketing	Correlation	Sig*
Product	0.242	0.000*
Price	0.32*	0.024*
Promotion	0.305*	0.000*
Place	0.308*	0.000*
Personalization	0.313*	0.003*
Privacy	0.379*	0.001*
Customer Service	0.367*	0.000*
Community	0.260	0.032*
Site (Website)	0.41*	0.000*

Hypothesis testing using Spearman’s Rho at 0.05 significant level with 0.95 confidence interval, the results were consumer right protection have significant in buying at significant level at 0.000 and 0.0018. The correlation (r) of enable to access to product information were 4.0 which was the highest that the enable to access to product information has an average relation to the purchasing decision as figures show in table 5.

Table 5 Correlation Between Consumer Protection and Purchasing Decision

Consumer Protection	Correlation	Sig*
Access to Information	0.400*	0.000*
Freedom choosing Goods	0.345*	0.000*
Ensure Product Safety	0.388*	0.000*
To be Compensate	0.377*	0.0018*

Conclusion and Discussion

Conclude from this research show that herbal hair care product was popular among sampling buyers. Online herbal cosmetics selling provided adequate items selections, great convenience in purchasing and with prompt payment, ease for information search and post-purchasing evaluation comments or reviews. Most sampling indicated the need for FDA certify on herbal cosmetics product quality standard which gained satisfaction in highest average 4.44 while other e-marketing mix and consumer protection factors.

Testing hypothesis: occupation, site or website and the assessment to information affected to the herbal cosmetics purchasing. Herbal cosmetics studies found out that occupation, site or website, the access to herbal information were highly affected to the buying decision. The occupation who favors buying herbal cosmetics most are factory working group which many of buyers' order product both online and direct contact to the seller's shop stores. Site or herbal cosmetics website, buyers prefer decorated for more eyes-catching appearance as from the studies of the comparison marketing strategies of Thai and the imported (Australia and USA) herbal cosmetic, research results show that Thai marketing strategies emphasized on only 4P's such as packaging, new product launching, pricing, cash discount and decorated place for selling but did not pay much attention in product information such as characteristics of product, blend of herbs, the effectiveness, care for healthy, revitalized, natural extracts, technology, product platform (Thanisorn & Byaporn, 2013). Herbal cosmetics website should provide product information, the accessibility link for interact more networks and eligible for herbal cosmetics information, hazardous materials which accordingly to the studied of Buakong & Boromtanarat, 2016 and Soongsathitanon, 2019 who suggested that government should support on more herbal cosmetics information campaign thru public relation media. The purchases thru internet could provide convenient buying but did not gain much privacy benefits, whereas consumers still beware of quality and review comments before buying. As referred to the literature reviews also stated about the unclear herbal benefits, lack of herbal cosmetics expertise to provide guidance or insist for product properties and no support from the government.

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