

## **ABSTRACT**

This research aimed to study perceptions of Thai Youth at Siam Square on whitening cream (facial cream). In addition, this study set out to identify the problems of misperceptions the youth may have on such cream and to obtain their suggestions in order to provide accurate information to other youth.

The samples were 150 Thai youth at Siam Square in Bangkok. This was a descriptive cross-sectional study. Non-probability sampling method, purposive sampling, will be used to include the samples into the study. Youth, both male and female, who frequent Centre Point at Siam Square were approached and asked for their willingness to participate in this study. A questionnaire was the instrument of the study.

According to the results of the study, it can be concluded that most respondents were female and the majority were aged 20-21 years old, knew whitening cream from television and also bought the cream from cosmetic counters at department stores for less than 500 Baht per time. The study also showed that their perceptions on whitening cream affected their behavior to use the cream. However, the majority of the respondents did not know Mercury, Hydroquinone and Retinoic Acid which were prohibited ingredients in whitening cream.