

CHAPTER FOUR

RESULTS

The previous chapter explained the subjects, materials, and relevant procedure to find out and analyze the data. This chapter reports the results of data collected from youth at Siam Square. The findings were interpreted to form conclusions related to their perceptions on whitening cream. The chapter begins with descriptive statistics.

After SPSS Version 12.0 processed all the data collection, results were shown. The analysis was divided into four parts:

Part 1: Demographic Information

Part 2: Perception Information

Part 3: Usage Information

Part 4: Cross Tabulation

PART 1: DEMOGRAPHIC INFORMATION

This part describes the general information of the respondents which includes gender, age, level of education, career, and income in the form of numbers and percentages in Table 1 to Table 5.

Table 1. Gender

Gender	Frequency	Percent
Male	48	32.0
Female	102	68.0
Total	150	100.0

Table 1 presents a frequency analysis of the data for gender. The ratio of men to women was 32% to 68%.

Table 2. Age

Age	Frequency	Percent
15	2	1.3
16	5	3.3
17	8	5.3
18	15	10.0
19	22	14.7
20	31	20.7
21	31	20.7
22	24	16.0
23	9	6.0
24	3	2.0
Total	150	100.0

Table 2 shows that most of the respondents were 20-21 years old (41.4%, 20.7% each), followed by the age of 22 years old (16%), and 19 years old (14.7%). The remaining 27.9% of respondents were 15-18 and 23-24 years of age.

Table 3. Level of Education

Education	Frequency	Percent
Undergraduate students	26	17.3
Bachelor's degree	124	82.7
Total	150	100.0

Table 3 represents the majority of the respondents held bachelor's degrees (82.7%) while the remainders were undergraduate students (17.3%).

Table 4. Career

Career	Frequency	Percent
School students	26	17.3
University students	122	81.3
Others	2	1.3
Total	150	100.0

Table 4 shows that 81.3% of the respondents were university students, followed by school students (17.3%). The rest were others (1.3%) who were an employee and a person who was looking for a university to further his study.

Table 5. Income

Income	Frequency	Percent
Less than 2,500	11	7.4
2,501-5,000	62	41.9
5,001-7,500	38	25.7
7,501-10,000	25	16.9
10,001-12,500	8	5.4
More than 12,500	4	2.7
Total	148	100.0

Table 5 shows that the majority of the respondents (62 respondents, 41.9%) had a monthly income of 2,501-5,000 Baht. Thirty eight respondents (25.7%) earned 5,001-7,500 Baht while 25% of all respondents received more than 7,500 Baht a month and 7.4% received less than 2,500 Baht. There were two questionnaires which had no answers on this question.

PART 2: PERCEPTION INFORMATION

In this part, the respondents were asked to state their perceptions on whitening cream.

Table 6. Media Channels

Media	Frequency	Percent
Television	121	80.7
Friend	59	39.3
Beauty Magazine	56	37.3
Newspaper	39	26.0
Brochure	34	22.7
Radio	16	10.7
Salesperson	15	10.0
Others	8	5.3

Table 6 shows which media the respondents learned about whitening cream from. One hundred and twenty one respondents (80.7%) or the majority agreed that they learned about whitening cream from television, followed by 59 respondents (39.3%) who agreed that they learned about whitening cream from their friends. Fifty six respondents (37.3%) agreed that they learned about whitening cream from beauty magazines while the rest learned about whitening cream from other sources.

Table 7. Benefits of Whitening Cream

Benefit	Frequency	Percent
Whiten face	116	77.3
Nourish face	80	53.3
Reduce spot	66	44.0
Protect UV	43	28.7
Others	3	2.0

Table 7 shows benefits of whitening cream the respondents perceived. One hundred and sixteen respondents (77.3%) or the majority agreed that whitening cream could whiten faces, followed by 80 respondents (53.3%) who agreed that whitening cream could nourish faces. Sixty six respondents (44.0%) agreed that whitening cream could reduce spots, followed by 43 respondents (28.7%) who agreed that whitening cream could protect skin from UV. The remaining 3 respondents chose others.

Table 8. Prohibited ingredients in whitening cream

Benefit	Frequency	Percent
Not know	87	58.0
Mercury	53	35.3
Hydroquinone	13	8.7
Retinoic Acid	12	8.0

Table 8 shows prohibited ingredients in whitening cream from the respondents' knowledge. Eighty seven respondents (58.0%) or the majority agreed that they did not know about prohibited ingredients in whitening cream followed by 53 respondents (35.3%) who agreed mercury was one of the ingredients. The rest of the respondents chose hydroquinone and retinoic acid.

Table 9. Dangers of whitening cream

Danger	Frequency	Percent
Irritate skin	89	59.3
Cause blemish on skin	76	50.7
Cause spot on skin	37	24.7
Not know	32	21.3
No danger	2	1.3
Others	8	5.3

Table 9 shows the dangers of whitening cream. Eighty nine respondents (59.3%) or the majority agreed that it could irritate skin followed by 76 respondents (50.7%) who agreed that whitening cream could cause blemishes on the skin. 37 respondents (24.7%) agreed that it could cause spots on the skin followed by 32 respondents (21.3%) who agreed that they did not know what the dangers of the cream were. The remaining of 10 respondents agreed that whitening cream had no dangers (2 respondents, 1.3%) and there were other dangers (8 respondents, 5.3%).

Table 10. Whitening cream brand that the respondents were familiar with the most

Brand	Frequency	Percent
Pond's	51	42.1
Olay	22	18.2
Garnier	14	11.6
Smooth E	12	9.9
Nivea	9	7.4
Loreal	8	6.6
Biore	0	0.0
Others	5	4.1
Total	121	100.0

Table 10 shows the brands which the respondents were familiar with the most. Fifty one respondents (42.1%) agreed that they were familiar with Pond's the most, followed by 22 respondents (18.2%) who were familiar with Olay. Fourteen respondents (11.6%) were familiar with Garnier, followed by Smooth E (12 respondents, 9.9%). The remaining of 22 respondents (18.2%) were familiar with other brands.

Table 11. Relationship between price and quality of whitening cream

Whitening cream	Frequency	Percent
Higher price, higher quality	87	58.0
Higher price, but quality might not match with	44	29.3
Lower price, good quality	22	14.7
No relationship between price and quality	28	18.7
Others	6	4.0

Table 11 shows the perceptions of the respondents in which 87 respondents (58%) agreed that the whitening cream with a higher price might have high quality.

Forty four respondents (29.3%) agreed that whitening cream with a higher price might not have higher quality. Twenty eight respondents (18.7%) agreed that there was no relationship between price and quality. Twenty two respondents (14.7%) agreed that whitening cream with a lower price might have good quality. The remaining of 6 respondents chose others.

Table 12. Acceptance of organization's logo

Organization	Frequency	Percent
Food and Drug	95	70.4
Foreign institutes	19	14.1
Local institutes	15	11.1
Others	6	4.4
Total	135	100.0

Table 12 shows the acceptance of the respondents on organization's logo on the package. Ninety five respondents (70.4%) agreed that they trusted the Food and Drug organization's logo, followed by 19 respondents (14.1%) who agreed that they trusted the logo of foreign research institutes. Fifteen respondents (11.1%) agreed that they trusted the logo of local research institutes. The remaining of 6 respondents (4.4%) agreed that they trusted other institutes.

Table 13. Relationship between perception and decision to use whitening cream

Decision	Frequency	Percent
Have relationship, decide to use	89	60.1
Have relationship, decide not to use	5	3.4
No relationship, already used	12	8.1
No relationship, not use it	36	24.3
Others	6	4.1
Total	148	100.0

Table 13 shows the relationship between perception and decision to use whitening cream. Eighty nine respondents (60.1%) or the majority agreed that their perception on whitening cream had an effect on their use which they already used. Thirty six respondents (24.3%) agreed that their perceptions on whitening cream had no effect because they did not use it. 12 respondents (8.1%) agreed that their perception on whitening cream had no effect because they had already used it. The remaining of 6 respondents (4.1%) chose others.

Table 14. Respondents' recommendation to others

Recommendation	Frequency	Percent
Yes	62	43.1
No	82	56.9
Total	144	100.0

Table 14 shows numbers of the respondents who would recommend other people to use whitening cream and would not. Eighty two respondents (56.9%) agreed that they would not recommend other people to use whitening cream while 62 respondents (43.1%) agreed that they would recommend it.

PART 3: USAGE INFORMATION

In this part, the respondents were asked to state their usage of whitening cream. There were 112 respondents from the total 150 respondents who answered this part. It means that 38 respondents did not use whitening cream.

Table 15. Time that the respondents had used whitening cream

How long	Frequency	Percent
Less than 1 year	35	31.3
1-2 years	33	29.5
3-4 years	11	9.8
More than 4 years	29	25.9
Others	4	3.6
Total	112	100.0

Table 15 shows that 35 respondents (31.3%) had been using whitening cream less than one year, followed by 33 respondents (29.5%) who had been using whitening cream for 1-2 years. Twenty nine respondents (25.9%) had been using whitening cream for more than four years.

Table 16. Frequency of whitening cream using per week

How often	Frequency	Percent
1-2 times a week	23	20.5
3-4 times a week	18	16.1
5-6 times a week	22	19.6
7-8 times a week	23	20.5
9-10 times a week	5	4.5
More than 10 times a week	21	18.8
Total	112	100.0

Table 16 shows that 23 respondents (41.0%) used whitening cream 1-2 times a week and 7-8 times a week (20.5% each) followed by 22 respondents (19.6%) who used whitening cream 5-6 times a week. 21 respondents (18.8%) used whitening cream more than 10 times a week.

Table 17. Period that the respondents used whitening cream during a day

When	Frequency	Percent
In the morning	75	67.0
In the afternoon	7	6.3
In the evening	9	8.0
Before going to bed	74	66.1
Others	4	3.6

Table 17 shows that 75 respondents (50.0%) used whitening cream in the morning and 74 respondents (49.3%) used it before going to bed.

Table 18. Reasons of using whitening cream

Reason	Frequency	Percent
Whitening skin	79	70.5
Nurturing skin	66	58.9
Reducing spots	65	58.0
UV Protection	41	36.6
Increasing confidence	39	34.8
Trying new one	8	7.1
Recommendation from friend	7	6.3
Advertisement	5	4.5
Recommendation from family	3	2.7
Gift from someone	2	1.8
Special budget	2	1.8
Total	112	100.0

Table 18 shows that 79 respondents (70.5%) used whitening cream because they wanted it to whiten their skin, followed by 66 respondents (58.9%) who used whitening cream because it nurtured their skin. Sixty five respondents (58.0%) used whitening cream because it helped reduce spots on their skin.

Table 19. Brand of whitening cream that the respondents used

Brand	Frequency	Percent
One brand	83	76.1
Many brands	20	18.3
Others	6	5.5
Total	109	100.0

Table 19 shows that the majority of respondents (83 respondents, 76.1%) used only one brand of whitening cream. Among the respondents who chose one brand, Pond's had the highest score (20 respondents, 24%), followed by Olay (12 respondents, 14%) and Garnier (10 respondents, 12%).

Table 20. Amount that the respondents pay for whitening cream per month

Amount	Frequency	Percent
Less than 500 Baht	53	47.3
501-1,000 Baht	44	39.3
1,001-1,500 Baht	7	6.3
1,501-2,000 Baht	0	0.0
2,001-2,500 Baht	7	6.3
Others	1	0.9
Total	112	100.0

Table 20 shows that the majority of respondents (53 respondents, 47.3%) spent less than 500 Baht per month for whitening cream, followed by 44 respondents (39.3%) who spent 501-1,000 Baht a month for the cream.

Table 21. Persons who bought the whitening cream

Person	Frequency	Percent
Self	84	77.1
Parents	18	16.5
Brothers, Sisters	2	1.8
Other relative	0	0.0
Friends	5	4.6
Total	109	100.0

Table 21 shows that the majority of respondents (84 respondents, 77.1%) agreed that they bought the cream by themselves.

Table 22. Place where the respondents bought the whitening cream

Place	Frequency	Percent
Cosmetic Counter at Department Store	57	54.8
Supermarket	19	18.3
Convenience Store	8	7.7
Direct Sales	7	6.7
Drug Store	3	2.9
Others	10	9.6
Total	104	100.0

Table 22 shows that 57 respondents (54.8%) agreed that they bought whitening cream from cosmetic counters at department stores, followed by 19 respondents (18.3%) who bought the cream from supermarkets.

PART 4: CROSS TABULATION

This part describes the comparison between men and women in terms of perception and usage.

Table 23. Relationship between perception and decision to use whitening cream among men and women

Decision	Frequency		Total
	Men	Women	
Have relationship, decide to use	30 (62.5%)	59 (59.0%)	60.1%
Have relationship, decide not to use	2 (4.2%)	3 (3.0%)	3.4%
No relationship, already used	3 (6.3%)	9 (9.0%)	8.1%
No relationship, not use	8 (16.7%)	28 (28.0%)	24.3%
Others	5 (10.4%)	1 (1.0%)	4.1%
Total	48 (100%)	100(100%)	100.0%

Table 23 shows that the relationship between perception and decision to use whitening cream among men and women were similar to each other. More than half of both men and women agreed that their perceptions on whitening cream affected their behavior to use the cream (62.5% for men and 59% for women).

Table 24. Frequency of the respondents using whitening cream per week between men and women

How often	Frequency		Total
	Male	Female	
1-2 times a week	9 (24.3%)	14 (18.7%)	20.5%
3-4 times a week	3 (8.1%)	15 (20.0%)	16.1%
5-6 times a week	7 (18.9%)	15 (20.0%)	19.6%
7-8 times a week	6 (16.2%)	17 (22.7%)	20.5%
9-10 times a week	2 (5.4%)	3 (4.0%)	4.5%
More than 10 times a week	10 (27.0%)	11 (14.7%)	18.8%
Total	37(100%)	75 (100%)	100.0%

Table 24 shows that the frequency of whitening cream usage, 5-6 times a week, between men and women was similar to each other (18.9% for men, 20% for women).