

CHAPTER FIVE

CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS

This chapter presents (1) a summary of the study, (2) a summary of the findings, (3) discussions of perceptions of Thai youth at Siam Square on whitening cream, (4) conclusions, and (5) recommendations for further research.

5.1 SUMMARY OF THE STUDY

5.1.1 Objectives of the Study

The purposes of this research were to study perceptions of Thai youth at Siam Square on Whitening Cream and to identify the problems of misperceptions the youth have on whitening cream and to obtain their suggestions in order to educate youth in terms of perceptions.

5.1.2 Subjects, Materials, and Procedures

The subjects in this study consisted of 48 men and 102 women Thai youth at Siam Square. A questionnaire was used as the research instrument to collect primary data. The questionnaire was divided into 4 parts: demographic information, perception information, usage information and suggestions.

The data derived from the questionnaires were analyzed using the SPSS program.

5.2 SUMMARY OF THE FINDINGS

The results of the study can be summarized as follows:

5.2.1 General Information of the Respondents

The 150 Thai youth students were randomly selected from all the youth on the day the questionnaire was distributed. All respondents were between 15-24; most of them were 20-22. Moreover, 68% of the respondents were female and 82% of all the respondents were studying in Bachelor's degrees. Most of them earned 2,500-7,500 Baht per month.

5.2.2 Perception Information

From the study, 80.7% of the respondents knew whitening cream from television while information from friends and beauty magazines played a less important role. Most of the respondents agreed that the benefit of using the cream were whitening and nourishing their face.

Most of the respondents or 58% did not know what prohibited ingredients in whitening cream were which could damage their face. However, at least 35% of all respondents knew that mercury was one of the prohibited ingredients.

The findings of this research show that the youth perceived that the whitening cream can irritate and cause blemishes on their skin. Most of them (42.1%) knew Pond's whitening cream the most followed by Olay (18.2%). 58% perceived that whitening cream which had a higher price would have higher quality while the cream with a higher price but quality may not match with played a less important role.

Most of the respondents trusted the Food and Drug organization's logo while other foreign and local research institutes did not play an important role. The findings of this research also show that perception had an effect on their usage in that if they perceived whitening cream in the positive way, they would decide to use it.

5.2.3 Usage Information

One hundred and twelve respondents of total 150 respondents answered this part. It means that 38 respondents did not use whitening cream.

The findings of this research showed that most of the respondents had used whitening cream less than one year, followed by 1-2 years. Moreover, the majority of the respondents used it 1-2 or 7-8 times a week in the morning and before going to bed.

The main reasons for using whitening cream were to whiten their face and to nourish their skin which was the same as their perceptions. Most of them used

only one brand rather than many brands. Pond's had the highest score, followed by Olay.

The findings show that most of the respondents spent less than 500 Baht per month on whitening cream, followed by 501-1,000 Baht per month. Cosmetic counters at department stores were the places where the majority of the respondents went to buy the cream, followed by supermarkets.

5.2.4 Cross Tabulation

From the study, the majority agreed that their perceptions on whitening cream affected their behavior to use the cream.

The study also shows that the frequency of whitening cream usage, 5-6 times a week, between men and women was similar to each other.

5.3 DISCUSSION

This section concerns how the findings of the study match the theories and the earlier research. Therefore, the discussions are as follows:

5.3.1 The results showed that the majority of the respondents knew whitening cream from television while information from friends and beauty magazines played a less important role. The literature indicates that marketers have to work hard to attract consumers' notice, selective attention (Kotler & Keller, 2006). The findings in this study and the theory were related because whitening cream was advertised on television which could grab attention from many consumers.

5.3.2 The findings of this research shows that Pond's was the brand the respondents were familiar with the most. According to Kotler and Keller (2006), perception is a process by which an individual selects, organizes, and interprets information input to create a meaningful picture of the world. This can relate to the paragraph above that the respondents knew the cream from television. Pond's was one of many brands which had been advertised on television very often. So the respondents selected, organized and interpreted Pond's information in their mind.

5.3.3 The findings of the study show that the majority of the respondents were familiar with Pond's or perceived information about Pond's the most and also used Pond's the most. According to Dana Dickman, the consumer must first have a perceived need or want, and then actively experiences an advertisement in the product category where the need or want exists. It is a catalyst for the model if this advertisement occurs at strategic timing in the process. After exposure, the consumer forms an opinion about the product. This perception becomes the reality of that product to the consumer.

5.4 CONCLUSIONS

The following conclusions can be drawn from the discussion above.

5.4.1 Based on the results from the study, most respondents were female.

5.4.2 The majority of the respondents knew of whitening cream from television.

5.4.3 The first priority that Food and Drug organization should improve was to educate people to know prohibited ingredients of whitening cream.

5.4.4 Perceptions of the respondents on whitening cream affected their behavior to use the cream.

5.4.5 Frequency of whitening cream usage, 5-6 times a week, between men and women was similar to each other.

5.5 RECOMMENDATIONS FOR FURTHER RESEARCH

Based on the findings and conclusions of this study, the following recommendations are made for further research.

5.5.1 In the absence of a larger base of data, a large sample size may extend some degree of generalization. The generalization of the study is limited to Thai youth at Siam Square. It is recommended that further research should be done on a larger scale in order to make it more valid and reliable.

5.5.2 This study does not account for respondents' attitude toward whitening cream. There are only perception part and usage part. It would be better if there is an attitude part which relates to those two parts.