

## THE EFFECTS OF CONSUMER BEHAVIOURS IN BANGKOK AREA ON PURCHASING DECISION OF FACIAL WHITENING MOISTURIZER AS A RESULT OF MARKETING MIX FACTORS

พฤติกรรมของผู้บริโภคในเขตกรุงเทพมหานครต่อการตัดสินใจซื้อผลิตภัณฑ์บำรุงผิวหน้าขาวที่เป็นผลจากปัจจัยส่วนประสมทางการตลาด

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### Abstract

The objectives of this research were to study the level of “The Effects of Consumer Behaviours in Bangkok Area on Purchasing Decision of Facial Whitening Moisturizer as a Result of Marketing Mix Factors”. The conceptual framework consists of 1) Demographic factors and 2) Marketing mix factors. The target population is facial whitening moisturizer users who decided to buy products from department stores in Bangkok. The samples were 400 consumers. The multi stage random sampling was used, and data were collected by using questionnaire and scale. The statistics for analysis were Independent t-test Analysis, Analysis of Variance (ANOVA) used to determine the relationship between marketing mix and purchase decision behaviours. The results of analysis of marketing mix factors that affect the decision making behaviours of purchasing facial whitening moisturizer consisted of were as follow: The four variables were product, price, place and promotion at the .05 level of significance, the coefficient of correlation was .973. The variance of the decision to purchase facial whitening moisturizer was 94.7%. The price factor most influenced the decision to buy facial whitening moisturizer followed by product, place and promotion respectively.

**Keywords:** Consumer Behaviours; Marketing Mix; Facial Whitening Moisturizer; Bangkok Area

### บทคัดย่อ

วัตถุประสงค์การวิจัยเรื่อง “พฤติกรรมของผู้บริโภคในเขตกรุงเทพมหานครต่อการตัดสินใจซื้อผลิตภัณฑ์บำรุงผิวหน้าขาวที่เป็นผลจากปัจจัยส่วนประสมทางการตลาด” แนวคิดการวิจัยประกอบด้วย 1) ปัจจัยส่วนบุคคล 2) ปัจจัยส่วนประสมทางการตลาด ประชากรเป้าหมาย คือ ผู้ใช้ผลิตภัณฑ์บำรุงผิวหน้าขาวที่ตัดสินใจซื้อผลิตภัณฑ์จากห้างสรรพสินค้าในเขตกรุงเทพมหานคร กลุ่มตัวอย่าง 400 คน ใช้วิธีการสุ่มแบบหลายขั้นตอน การเก็บรวบรวมข้อมูลใช้แบบสอบถามและแบบมาตราส่วน สถิติที่ใช้ตรวจสอบสมมติฐาน ได้แก่ การวิเคราะห์ t-test แบบ independent sample (pooled variance) การวิเคราะห์ความแปรปรวนทางเดียว การวิเคราะห์หาความสัมพันธ์ระหว่างปัจจัยส่วนประสมทางการตลาดกับพฤติกรรมในการตัดสินใจซื้อผลิตภัณฑ์ การหาค่าสัมประสิทธิ์หักความสัมพันธ์ของเพียร์สัน และตรวจสอบข้อตกลงเบื้องต้นของตัวแปร ใช้ค่าสถิติ Multiple Regression Analysis ผลการวิเคราะห์ พบว่า ตัวแปรทั้ง 4 ตัว ได้แก่ ผลิตภัณฑ์ ราคา สถานที่จำหน่ายและการส่งเสริมการขาย ส่งผลต่อพฤติกรรมการตัดสินใจซื้อผลิตภัณฑ์บำรุงผิวหน้าขาว นัยสำคัญทางสถิติ .05 ค่าสัมประสิทธิ์หักความสัมพันธ์พหุคูณ .973 ความแปรปรวนของการตัดสินใจซื้อผลิตภัณฑ์บำรุงผิวหน้าขาว ร้อยละ 94.7 พบร้า ปัจจัยราคาส่งผลต่อการตัดสินใจซื้อผลิตภัณฑ์บำรุงผิวหน้าขาวมากที่สุด รองลงมา คือ สถานที่จำหน่าย ผลิตภัณฑ์ และการส่งเสริมการขาย ตามลำดับ

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## 1. INTRODUCTION

The cosmetics industry has been growing and expanding steadily. It is also found that the industry exported cosmetics to Laos, Vietnam, Myanmar and Cambodia since the products has been recognized for their high quality. This could be a great opportunity for Thai entrepreneurs to implement good marketing strategies and successfully export these products [1]. Thailand dominates the largest skincare and makeup market in Asean countries at the present. Facial skincare products hold the biggest market share, making up for 68% of the total skincare market [2]. This is because purchasing power of people in the urban areas has increased [3]. There are 2 reasons that consumers purchase skincare products. The first reason is to maintain their appearance and the second reason is for them to have healthy skin and get rid of skin problems such as acne, melasma, and freckles [4]. It is also found that adolescents and working adults want safe facial brightening products [5].

This study also compared and analyzed two main factors with the intention that manufacturers in the cosmetics industry would be able to use the results from this study to formulate their marketing strategies and to offer products that met consumers' demand, and to increase sale growth.

## 2. RESEARCH OBJECTIVES

- 2.1 To investigate the behaviours and purchasing decisions of consumers in Bangkok regarding their purchase of whitening products.
- 2.2 To compare consumer behaviours and decisions to purchase whitening products based on gender, age, education level, occupation, and monthly income.
- 2.3 To compare marketing mix factors according to individual factors such as gender, age, education level, occupation, and monthly income of consumers.
- 2.4 To examine the marketing mix factors that influence consumer behaviours and their decisions to purchase whitening products.

## 3. RESEARCH HYPOTHESES

- 3.1 Consumer behaviours and decisions to purchase whitening products differ according to individual factors.
- 3.2 Marketing mix factors are different according to individual factors.
- 3.3 Marketing mix factors do influence consumer behaviours and their decisions to purchase whitening products.

## 4. CONCEPTUAL FRAMEWORK

The author has reviewed the literature and selected individual and marketing mix factors that influenced consumer decision to purchase whitening products.

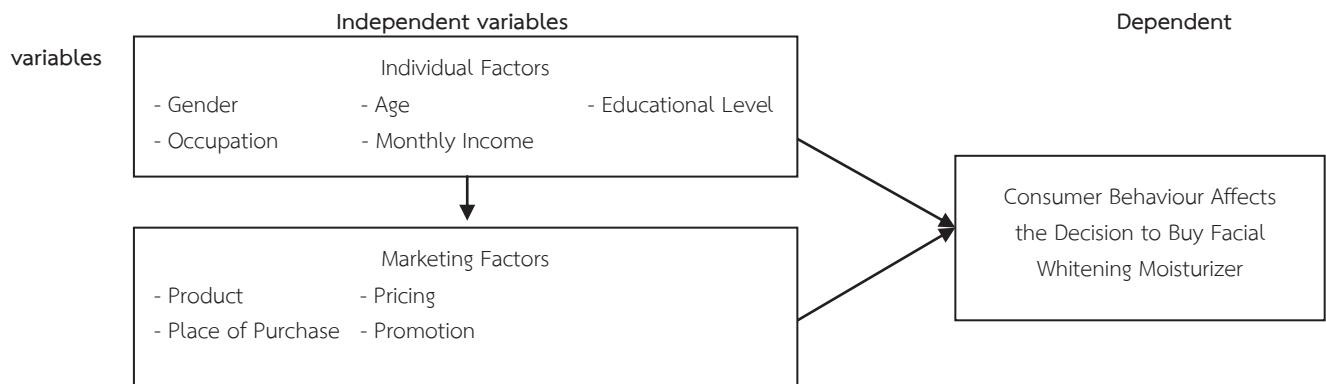


Figure 1: CONCEPTUAL FRAMEWORK OF THIS STUDY

## 5. SCOPE OF THE STUDY

In this study, the author planned to investigate individual and marketing mix factors that influenced consumer decisions to purchase whitening products.

### 5.1 POPULATION AND SAMPLE GROUP

The population was defined as consumers who purchased whitening products at department stores in Bangkok. The exact number of the population was not known, but the target group was those who were in the environment and/or situations that might need or want to purchase the products. The sample group was consumers who purchased whitening products. Since the population was big and not exactly known, the size of the sample group was calculated from a formula for an unknown size of population specified at 95% confidence interval and 5% error. The author wanted to sample 50% of the population. The formula for calculating the size of unknown population numbers is as follows [6].

$$n = \frac{P(1-P)Z^2}{e^2}$$

$n$  = Sample size,  $P$  = The percentage needed to be random from the total population,  $e$  = Percentage of sampling error and  $Z$  = Confidence level. The level of confidence that the researcher determines was confidence level of 95% (0.05),  $Z$  was 1.96. The formula yielded a number of 385 samples with 5% or 15 samples as spare, making up for a total of 400 samples by using the multistage random sampling method as follow: Step 1: The Stratified Random Sampling was used as a subdivision. Bangkok is divided into 6 administrative district groups [7].

- 1.1 The Rattanakosin group consists of 9 districts.
- 1.2 The Burapha group consists of 9 districts.
- 1.3 The Srinakarin group consists of 8 districts.
- 1.4 The Chao Phraya group consists of 9 districts.
- 1.5 The South Krung Thon group consists of 8 districts.
- 1.6 The North Krung Thon group consists of 7 districts.

Step 2: The Cluster Random Sampling was used to select district areas within the administrative area in step 1, because the districts in the same subdivision are similar that has random samples from all subdivisions.

Step 3: The Quota Sampling was used to determine the number of samples in each department store representing each district. There are 6 department stores. The sample size is 400 people, and data collection of each department store is 66-67 people.

Step 4: The Convenience Sampling was the use of questionnaires to collect data at the designated department store in step 3 by selecting from convenient and willing customers to complete the data as shown in Table 1.

**Table 1** The sample of data collection

| Subdivision            | District     | Place            | Number of sample customers |
|------------------------|--------------|------------------|----------------------------|
| Rattanakosin Group     | Pathumwan    | Central World    | 66                         |
| Burapha Group          | Ladprao      | Central Ladprao  | 67                         |
| Srinakarin Group       | Suan Luang   | Seacon Square    | 66                         |
| Chao Phraya Group      | Bangna       | Mega Bangna      | 67                         |
| South Krung Thon Group | Bangkae      | The Mall Bangkae | 67                         |
| North Krung Thon Group | Phasicharoen | Seacon Bangkae   | 67                         |

## 5.2 TOOLS

The research tools for investigating the consumer behaviours in Bangkok area that affect purchasing decision of facial whitening moisturizer were the following:

Part 1: a questionnaire querying about the general information of the respondents, and consisting of questions about gender, age, educational level, occupation, and monthly income as a 5-item checklist.

Part 2: a questionnaire consisting of 35 questions querying about marketing mixes in which the responses would be one of a 5-level scale.

Part 3: a questionnaire consisting of 27 questions querying about the behaviours and decisions to purchase whitening products in which the responses would be one of a 5-level scale.

The questionnaire on marketing mix factors and consumer behaviours that affect purchasing decision of facial whitening moisturizer. A 5-level scale in Part 2 and 3 was described below.

5 means that the description in the item was most accurate in reflecting the respondent's true feeling

4 means that the description in the item was highly accurate in reflecting the respondent's true feeling

3 means that the description in the item was moderately accurate in reflecting the respondent's true feeling

2 means that the description in the item was not very accurate in reflecting the respondent's true feeling

1 means that the description in the item was the least accurate in reflecting the respondent's true feeling

## 5.3 VARIABLES

- Independent variables comprised the following:

Individual factors are gender, age, educational level, occupation and monthly income.

Marketing factors are product, pricing, place of purchase and promotion.

- Dependent variables were consumer behaviours that affects the decision to buy facial whitening moisturizer products.

#### 5.4 STATISTICS USED IN DATA ANALYSIS

Analysis for description in general information and level of marketing mix and consumer behaviours in purchasing decision of facial whitening moisturizer in Bangkok area are percentage, arithmetic mean and standard deviation. Literal interpretation of the average score signifying the feelings of the respondents in the sample group toward each item was as follows [6]:

- 4.50 – 5.00 means: The highest level
- 3.50 – 4.49 means: A high level
- 2.50 – 3.49 means: A moderate level
- 1.50 – 2.49 means: A low level
- 1.00 – 1.49 means: The lowest level

#### 6. RESULTS OF DATA ANALYSIS

**Table 2** The numbers and percentages of consumers who had purchased whitening products in Bangkok categorized according to gender, age, educational level, occupation, and monthly income

| Variable | Description           | Number | Percentage |
|----------|-----------------------|--------|------------|
| Gender   | Male                  | 71     | 17.75      |
|          | Female                | 329    | 82.25      |
|          | Total                 | 400    | 100.00     |
| Age      | Under 20 years of age | 51     | 12.75      |
|          | 20-29 years of age    | 155    | 38.75      |
|          | 30-39 years of age    | 91     | 22.75      |
|          | 40-50 years of age    | 68     | 17.00      |

**Table 2** (continued)

| Variable          | Description                   | Number | Percentage |
|-------------------|-------------------------------|--------|------------|
| Age               | Over 50 years                 | 35     | 8.75       |
|                   | Total                         | 400    | 100.00     |
| Educational level | Lower than Bachelor's degree  | 247    | 61.75      |
|                   | Bachelor's degree             | 139    | 34.75      |
|                   | Higher than Bachelor's degree | 14     | 3.50       |
|                   | Total                         | 400    | 100.00     |
| Occupation        | Government officer            | 122    | 30.50      |
|                   | Business owner                | 109    | 27.25      |
|                   | Worker in private enterprise  | 32     | 8.00       |
|                   | Factory worker                | 13     | 3.25       |
|                   | Student                       | 95     | 23.75      |
|                   | Others                        | 29     | 7.25       |
|                   | Total                         | 400    | 100.00     |
| Monthly income    | Less than 10,000 baht         | 102    | 25.50      |
|                   | 10,000 – 19,999 baht          | 107    | 26.75      |
|                   | 20,000 – 29,999 baht          | 123    | 30.75      |
|                   | 30,000 – 39,999 baht          | 40     | 10.00      |
|                   | 40,000 – 49,999 baht          | 10     | 2.50       |
|                   | 50,000 baht and over          | 18     | 4.50       |
|                   | Total                         | 400    | 100.00     |

Table 2 showed that most consumers in Bangkok who purchased whitening products were females, 329 persons or 82.25%. There were 71 males who made a purchase or 17.75%. Most consumers were between 20-29 years of age, 155 persons or 38.75%, followed by 30-39 years of age, 91 persons or 22.75%, and over 50 years of age, 35 persons or 8.75%. Most consumers had an educational level of lower than Bachelor's degree, 247 persons or 61.75%, followed by those with Bachelor's degree, 139 persons or 34.75%, and higher than Bachelor's degree, 14 persons or 3.50%. Most worked for the government, 122 persons or 30.50%, followed by those who owned a business, 109 persons or 27.25%. The least number of consumers were factory workers, 13 persons or 3.25%. Most consumers earned between 20,000-29,999 baht of monthly income, 123 persons or 30.75%, followed by those who earned 10,000-19,999 baht, 107 persons or 26.75%. The least number of consumers earned 40,000-49,999 baht of monthly income, 10 persons or 2.50%.

**Table 3** The Correlation between marketing mix factors and behaviours in decision to purchase facial whitening moisturizer products

| Variable              | X <sub>1</sub> | X <sub>2</sub> | X <sub>3</sub> | X <sub>4</sub> | Y     |
|-----------------------|----------------|----------------|----------------|----------------|-------|
| Product               | 1.00           | .415*          | .511*          | .323*          | .567* |
| Pricing               |                | 1.00           | .488*          | .394*          | .426* |
| Place of purchase     |                |                | 1.00           | .378*          | .485* |
| Promotional offerings |                |                |                | 1.00           | .345* |
| Decision to buy       |                |                |                |                | 1.00  |

\*Statistically significant at 0.05 level

Table 3 showed that the marketing mix factors that significantly correlated positively with behaviours and decisions to purchase facial whitening moisturizer products at 0.05 level were the following: product (X<sub>1</sub>) with the Multiple Correlation of 0.567, pricing (X<sub>2</sub>) with the Multiple Correlation of 0.426, place of purchase (X<sub>3</sub>) with the Multiple Correlation of 0.485, and promotional offerings (X<sub>4</sub>) with the Multiple Correlation of 0.345. Every predicting variable significantly and positively correlated with each other at 0.05 level with a range of the Multiple Correlation between 0.323 - 0.511.

**Table 4** The Variables that were independent of each other and affected the behaviours and decisions to purchase facial whitening moisturizer products of consumers in Bangkok

| Model<br>Collinearity | X <sub>1</sub> | X <sub>2</sub> | X <sub>3</sub> | X <sub>4</sub> |
|-----------------------|----------------|----------------|----------------|----------------|
| Tolerance             | .694           | .686           | .627           | .790           |
| VIF                   | 1.440          | 1.459          | 1.594          | 1.266          |

Table 4 showed that the VIF of every variable was not more than 10 while the tolerance was not near 0, signifying that every variable affecting the behaviours and decisions to purchase facial whitening moisturizer products of consumers in Bangkok was independent from each other.

**Table 5** The results of Enter Multiple Regression of marketing mix factors affecting the behaviours and decisions to purchase facial whitening moisturizer products of consumers in Bangkok

| Item | Predicting variable   | b    | SE <sub>b</sub> | β    | t       |
|------|-----------------------|------|-----------------|------|---------|
| 1    | Product               | .186 | .011            | .242 | 16.727* |
| 2    | Pricing               | .455 | .019            | .543 | 23.953* |
| 3    | Place of purchase     | .244 | .020            | .283 | 11.883* |
| 4    | Promotional offerings | .030 | .015            | .027 | 2.098*  |

$R = 0.973$ ,  $R^2 = 0.947$ ,  $F = 1765.160$ ,  $SE_{est} = .117$ ,  $a = 0.355$

\*Statistically significant at 0.05 level

Table 5 showed that the Enter Multiple Regression was 0.973 for the marketing mix factors affecting behaviours and decisions to purchase facial whitening moisturizer products of consumers in Bangkok: product ( $X_1$ ), pricing ( $X_2$ ), place of purchase ( $X_3$ ), and promotional offering ( $X_4$ ) which could explain 94.7% of the variance of decisions to purchase facial whitening moisturizer products.

**Table 6** The results of mean, standard deviation, level of variables

| Variables       | $\bar{X}$ | SD  | level of variables |
|-----------------|-----------|-----|--------------------|
| Marketing Mix   | 4.25      | .42 | High               |
| - Product       | 4.09      | .74 | High               |
| - Price         | 4.30      | .46 | High               |
| - Place         | 4.37      | .54 | High               |
| - Promotion     | 4.30      | .45 | High               |
| Decision to buy | 4.24      | .79 | High               |

Table 6 showed that the marketing mix was at a high level ( $\bar{X} = 4.25$ ,  $SD = .42$ ). The highest average is place. The average was at high level ( $\bar{X} = 4.37$ ,  $SD = .54$ ), followed by the average price ( $\bar{X} = 4.30$ ,  $SD = .46$ ), the average promotion ( $\bar{X} = 4.30$ ,  $SD = .45$ ), the average product ( $\bar{X} = 4.09$ ,  $SD = .74$ ) and found that the average decision to buy facial whitening moisturizer products of consumers was at high level ( $\bar{X} = 4.24$ ,  $SD = .79$ ).

## 7. DISCUSSION

7.1 Analysis of marketing factors and consumer behaviours and decisions that influenced consumers to purchase facial whitening moisturizer products showed the following:

7.1.1 Consumers were highly likely to purchase facial whitening moisturizer products because the mean was high. This is because women have now entered the workforce and they want to maintain professional appearance for their career [8]. Thai women at the ages of 18-64 years old used whitening products up to 58 and they spent about 2,000 baht per month for products [9].

7.1.2 Consumers were greatly influenced by the product aspect of the marketing mix factors which in their decision to purchase facial whitening moisturizer products [10].

7.1.3 The element of pricing in marketing mix factors greatly influenced consumer decision to purchase facial whitening moisturizer products since a price is the value of service or product in monetary term. A price is a cost for consumers, and if a product offers more value than the price, they will decide to purchase it [8].

7.1.4 The element of place of purchase in marketing mix factors greatly influenced consumer decision to purchase facial whitening moisturizer products since it offers convenience and makes consumers want to buy the product [11]. The selection of place of purchase strongly impacts consumer decision to make a purchase [12].

7.1.5 The element of promotional offering in marketing mix factors greatly influenced consumer decisions to purchase facial whitening moisturizer products. It is also used to persuade consumers to buy a product and remind consumers of the product [13]. It is a particular plan of marketing to win the market and customers [14].

7.2 Comparison of individual factors and consumer behaviours and decisions to purchase facial whitening moisturizer products in Bangkok showed the following:

7.2.1 Gender and marketing mix factors had significantly different influences on behaviours and decisions to purchase facial whitening moisturizer products at 0.5 levels. This was probably because men and women are different in their physique, emotions, thoughts, and behaviours [15].

7.2.2 Consumers at different ages had statistically different behaviours and decisions to purchase facial whitening moisturizer products and put different weights to different marketing mix factors at 0.05 level probably because age determines or indicates experiences and perspectives of a person [16]. As females were 20-35 and 40-60 year-old, so they tend to buy facial skin care products as females also have regular income [17].

7.2.3 Different educational levels influenced statistically different purchase decisions and put different weights to marketing mix factors at 0.5 levels probably because education shape thoughts [18]. Different education and careers can create the way of marketing which is suitable for education and career path [19].

7.2.4 Consumers with different occupations had statistically different decisions to purchase facial whitening moisturizer products and put different weights on different marketing mix factors at 0.05 levels probably because different occupations lead to different needs of different kinds of products and services [20]. The type of careers has affected online shopping [21] as career and economic status affect consumer behaviours [22].

7.2.5 Consumers with different monthly income had statistically different behaviours and decisions to purchase facial whitening moisturizer products and put different weights to various marketing mix factors at 0.05 levels. In the same vein, a study on skin-whitening product purchasing behaviours of female students at Walailak University, Nakhon Sri Thammarat province, Thailand, found that students with different monthly incomes had statistically different behaviours of purchasing skin-whitening products at 0.05 levels [23]. As female consumers who have high income often purchased cosmetic products [24].

In conclusion, marketing mix factors that influenced consumers in Bangkok to purchase facial whitening moisturizer products consisted of 4 elements: product ( $X_1$ ), pricing ( $X_2$ ), place of purchase ( $X_3$ ), and promotional offering ( $X_4$ ). These 4 elements have significant impacts on consumers in Bangkok in their purchasing facial whitening moisturizer products at 0.05 levels with the multiple correlation of 0.973 which could explain the variance in decisions to buy facial whitening moisturizer products for 94.7%.

## 8. RECOMMENDATIONS

8.1 Since price is the biggest factor that influences consumers' purchase decisions, eye-catching price tag should be attached to products and the price should be properly set according to the value. In the same way marketing has components about "4 Ps" which refer to product, price, place or distribution and promotion [25].

8.2 Since place was ranked second in the factors that influenced consumers' purchase decisions and consumers preferred to buy products that were available near their house, workplace, or university, distribution channels should be readily accessible and widely distributed covering all areas for consumer convenience. The factor of location, price, product and promotion will affect consumer behaviours in buying products [26].

8.3 Product should offer consumers confidence and trust. Consumers put due weights on products that were supported by a supporting center or public relation center, that were guaranteed, and good post-sale service. Therefore, business enterprise should focus on strategies of giving enticing guarantee after sale, providing a number of call centers sufficient for needs of all targeted consumers, adding more quality products. In addition, marketing mix is a modern idea which it is a tools used to pursue target of marketing [27].

8.4 Although promotional offering was ranked last among the 4 marketing mix factors, consumers did put a considerable weight to it. The score it achieved was high. In particular, they put weights on product demonstration by experts and the opportunity to try the product before buying in that order. Therefore, business enterprise should organize product promotion through various media channels with demonstration by experts, and give out the product for free trial so that consumers can be confident in the product. Also, promotional offerings should be arranged consistently and constantly. The important factors for customers were product, price, distribution, and promotion [28].

## 9. RECOMMENDATIONS for NEXT RESEARCH STUDY

9.1 The region of this kind of study should be expanded from only in Bangkok here to cover regions such as in the central and northern parts of Thailand.

9.2 The sample groups should include other nationalities in the ASEAN countries, and the results of the study should be compared with this one to explore the similarities and differences. For example, the study should extend to the population of the People's Democratic Republic of Laos.

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