

ปัจจัยที่มีผลต่อพฤติกรรมผู้บริโภค: การศึกษาผลิตภัณฑ์ ชะลอวัยสำหรับดูแลผิวหนังรูปแบบ D.I.Y.

FACTORS EFFECTING CONSUMER BEHAVIOR: A CASE STUDY OF D.I.Y. ANTI-AGING FACIAL CARE PRODUCT

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บทคัดย่อ

วัตถุประสงค์ในการจัดทำงานวิจัยครั้งนี้เพื่อสำรวจพฤติกรรมผู้บริโภคหญิงที่มีต่อผลิตภัณฑ์ชะลอวัยสำหรับดูแลผิวหน้าโดยแนวคิดการจัดการเชิงปริมาณ (Quantitative Approach) ได้นำมาใช้สำหรับเก็บข้อมูลเพื่อศึกษางานวิจัยในครั้งนี้ ข้อมูลได้ถูกรวบรวมจากแบบสอบถามจำนวน 450 ชุดจากผู้บริโภคเพศหญิงในกรุงเทพฯ และเขตปริมณฑล ข้อมูลที่เก็บได้ถูกนำมาวิเคราะห์โดยใช้หลักการวิเคราะห์ความแปรปรวนทางเดียว (One way ANOVA) ผลการวิจัยในครั้งนี้แสดงให้เห็นว่าผู้หญิงไทยที่มีรายรับสูงและรายจ่ายสูง มีความเต็มใจที่จะซื้อผลิตภัณฑ์ชะลอวัยสำหรับดูแลผิวหน้ามากกว่า และผู้หญิงไทยที่ดูแลผิวพรรณ ให้ความสำคัญกับภาพลักษณ์ของตนเอง และต้องการเป็นที่ยอมรับของสังคมมีความเป็นไปได้สูงที่จะซื้อผลิตภัณฑ์ชะลอวัยสำหรับดูแลผิวหน้า ทั้งตัวผลิตภัณฑ์และราคามีความสำคัญกับจำนวนสินค้าที่ผู้บริโภคจะซื้อและค่าใช้จ่ายเฉลี่ยที่ผู้บริโภคจะจ่ายแต่ละครั้งต่อการซื้อของผู้บริโภค อย่างไรก็ตามงานวิจัยนี้มีข้อจำกัดบางประการ อันดับแรกงานวิจัยฉบับนี้สามารถขยายกลุ่มตัวอย่างผู้บริโภคในภาคอื่นๆ ในประเทศไทยเพื่อเก็บข้อมูลและได้ผลการวิเคราะห์ข้อมูลที่ถูกต้องมากยิ่งขึ้น อันดับที่สองผลิตภัณฑ์ชะลอวัยสำหรับดูแลผิวหน้าสามารถแยกเป็นประเภทย่อย เช่น เซรั่ม ผลิตภัณฑ์บำรุงรอบดวงตา มาส์ก เป็นต้น ซึ่งจะสามารถให้รายละเอียดของผลการศึกษากับผู้ประกอบการได้มากขึ้น

คำสำคัญ: ชะลอวัย ผลิตภัณฑ์ดูแลผิวหน้า ส่วนประสมการตลาด รูปแบบการดำเนินชีวิต พฤติกรรมผู้บริโภค

Abstract

The purpose of this study is to investigate the determinants of Thai female consumer behavior regarding anti-aging facial care products. Quantitative approach is used to conduct this research. A total of 450 questionnaires are collected from Thai female consumers living in Bangkok and greater Bangkok. The data collected are then analyzed using one way ANOVA method. The findings of this study indicated that Thai women with high salary and high expenses are more willing to purchase anti-aging facial care products. Thai women who care about their skin, value their image and seek for recognition from the society show higher possibility to purchase anti-ageing facial care products. Both product and price are important in determining the number of products purchased and the average amount spent for each purchase. However this research is limited in several points. Firstly the research sample can be extended in number and also to consumers living in other areas of Thailand in order to conduct more accurate analysis. Secondly, anti-aging facial care product can also be fragmented into sub-categories such as serum, eye-cream, mask, etc. This will provide more detailed information to Thai Entrepreneurs.

Keywords: Anti-aging, Facial Care Product, Marketing Mix, Lifestyle, Consumer Behavior

Introduction

According to Kasikornthai (2017), Thailand is the largest market for cosmetics in ASEAN, reaching a market value of USD 4 billion. Among the main cosmetic products, skin care products will keep a high growth rate in the future and anti-aging and slimming products are forecasts to grow significantly (Yang & Chang, 2011). Product with anti-aging effect reached a growth of 14% in 2018 compare to 2017 in the US (Stuart, 2019). Based on Nielson research in 2018, Moisturizer for face with anti-aging additional property, ranks second for both women and men market accounting for THB 3,138,402 and THB 111,161 respectively. According to the Euromonitor International, many factors triggers the growth of products such as anti-UV, cleanser, facial mask, moisturizer and anti-aging. Examples of those factors are: the rising awareness towards prevention of skin deterioration, emphasis of healthy skin maintenance with the adoption of healthier lifestyles and changes in the society are increasing the popularity of anti-aging products. (Assawavichairoj and Taghian, 2017) According to Euromonitor International (2018), Beauty and Personal care industry is luring younger and ageing consumers to identify beauty through healthy ageing and a more juvenile appearance. The considerable and continuous growth of anti-aging products has attracted many researchers to study the determinants of consumer purchase intention towards skincare products. (Assawavichairoj and Taghian, 2017; Chin et al., 2018; Hansen et al. 2012; Hsu, Chang and Yansritakul, 2017).

Considering the higher market share of female consumers in anti-aging facial care product market, this research aims to investigate the key success factors of anti-aging facial care products in women market. More precisely, this research will focus on "Do It Yourself products" known as D.I.Y products meaning people can create their desired products by themselves. For this purpose, this research will study the effect of demographic factors, marketing factors and lifestyle towards Consumer Behavior. The findings of this study will provide information to Thai Entrepreneur in order to develop their business and differentiate themselves from the competitors.

Literature Review

DIY Anti-aging facial care product

The European Commission has defined cosmetics as products that cover daily hygiene products such as soap, shampoo, deodorant, and toothpaste to luxury beauty products such as perfumes and makeup items. (Internal Market, Industry, Entrepreneurship and SMEs - European Commission, 2019) According to Market Research Blog (2019), the new concept of "wellness" has increased the adoption rate among young consumers. Beside pure product innovation, anti-aging skin care is also now focusing on challenges such as story creation or experiences.

Wolf and McQuitty (2011) defined DIY (Do-it-Yourself) as the process of transforming raw materials into desired final products. According to Morais, Brito & Quintão, (2018), DIY cosmetics market is growing significantly showing an increasing desire of self-expression and personalization.

4Ps of Marketing Mix

Bennett (1997) has defined the marketing mix as a tool to execute the marketing plan. Bay, Petrizzi and Gill (2008) stated that businesses applying marketing mix will increase their sales and profits. Cited in Møller (2006), Neil Borden (1964) identified a total of 12 marketing components (Product planning, Pricing, Branding, Channels of Distribution, Personal Selling, Advertising, Promotions, Packaging, Displays, Servicing, Physical Handling and Fact Finding and Analysis) which can help to manage business operations. However, according to Constantinides (2006), Jerome McCarthy reduced Borden’s framework to only four elements. The concept of the “marketing mix” or “4Ps developed by McCarthy in 1964, refers to Product, Price, Place and Promotion.

Consumer behavior

According to Wongleedee (2015), consumer behavior refers to the purchase and use of goods and services in order to satisfy the needs. Analyzing consumer behavior refers to study of consumers’ pattern of buying, consuming, and using a product. Many researchers studied the determinants of consumer behavior (Assawavichairoj & Taghian, 2017; Chovanovsk et al., 2015; Hsu et al., 2017; Johri & Sahasakmontri, 1988)

Lifestyle

Engel et al. (1986) and Kaynak & Kara (2001) explained that lifestyle is how people live as well as how to use time and money. According to Chen (2018) and Nugroho & Irena (2017), lifestyle can be used to distinguish a group or a society in term of activities, opinions or interest. Consumers’ lifestyles can be affected by different factors such as social status, past experience, beliefs, culture, values, reference groups, friends, family (Dahana et al., 2019; Reynolds and Darden, 1974) Lifestyle is found to affect buying and consumption behavior (Dahana et al., 2019; Gonzales and Bello, 2002)

Socio demographics

Socio-demographical factors are factors such as education, age, religion, ethnicity, occupation, etc. (Abdullahi Farah et al., 2011) Many researchers studied the importance of demographic factors on purchase behavior and observed that higher income will lead to more frequent purchase (Govindasamy and Italia, 1990; Paul and Rana, 2012). Others found that age and education has slight influence on purchase. (Yin et al., 2010)

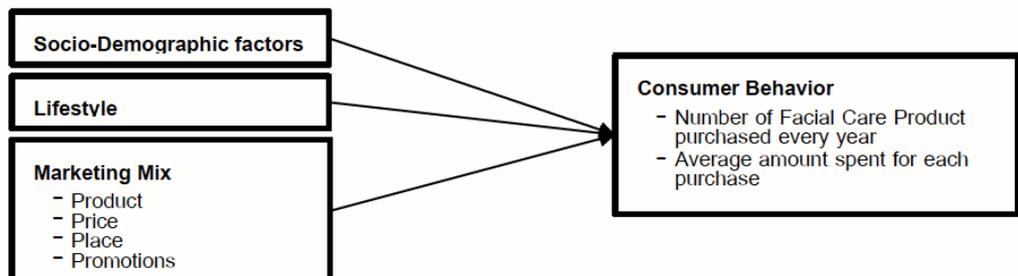


Figure 1 Conceptual framework model in this study

Source: Own complication adopted from Abdullahi Farah et al. (2011); Mahmoud et al. (2017), and Paul and Rana (2012)

Research Objectives

The research objectives of this study are:

- 1) To study the effect of socio-demographic factors towards consumer behaviors
- 2) To study the effect of lifestyle towards consumer behaviors
- 3) To study the effect of marketing mix towards consumer behaviors

Research Methodology

The research period was from January 2019 to May 2019. This study employs the quantitative research approach and uses questionnaire as research tool. This research targets females from 25 years old onwards who are living in Greater Bangkok. Based on Yamane formula and information from National Statistical Office of Thailand, the sample size is calculated as follows.

Formula

$$n = \frac{N}{1+N(e)^2}$$

n = sample size

N = number of females in Greater Bangkok

e = deviation of sampling design

$$n = \frac{5,197,456}{1+5,197,456(e)^2}$$

$$n = \frac{5,197,456}{1+5,197,456(0.05)^2}$$

$$n = 399.96$$

This research will survey 450 respondents to prevent invalid returned questionnaires.

The convenience sample method, a non-probability sampling technique consisting of gathering respondents who are accessible and free to answer the survey, is chosen for this research. In order to study the factors influencing Consumer behavior, the questionnaire of this research is in Thai and consists of 4 parts: Socio-Demographic factors, Lifestyle, Marketing mix and Consumer behavior. The questionnaire blends in different types of questions such as 5 points likert-scale type - strongly disagree (1) to strongly agree (5) , multiple choice type questions and open ended questions. Before deploying the questionnaire online, this research conducted a preliminary test for 50 respondents, to check the understanding of the items in the questionnaire. This research will conduct an descriptive analysis to examine the demographic characteristics and the consumer behaviors of the respondents Then, this research will conduct an one-way ANOVA to study the effect of factors towards consumer behaviors.

Reliability test

Serekan (1992) mentioned that a variable should show a Cronbach's Alpha value above 0.6 to be acceptable. Based on this assumption, all our variables are consistent: Lifestyle (Cronbach alpha = 0.687), Marketing factors (Cronbach alpha = 0.878), Consumer Behavior (Cronbach alpha = 0.698).

Result and Analysis

Data analysis transforms the data into information that would support or disprove the objectives. Overall, a descriptive analysis included the frequency and percent are performed to understand the demographic characteristics data (such as age, status and education background and etc.) and the consumer behaviors data. Then, one-way ANOVA are applied to study the effect of factors towards consumer behaviors.

Descriptive analysis

Table 1 Descriptive Statistics of Demographic Characteristics (n=450)

Demographics		Frequency	Percent	Valid Percent	Cumulative Percent
AGE	26 -30	172	38.2	38.2	38.2
	31 - 35	188	41.8	41.8	80.0
	36 - 40	48	10.7	10.7	90.7
	above 40	42	9.3	9.3	100.0
STATUS	Single	336	74.7	74.7	74.7
	Married	108	24.0	24.0	98.7
	Divorced/ Widowed	6	1.3	1.3	100.0
EDUCATION	Bachelor	236	52.4	52.4	52.4
	Master	199	44.2	44.2	96.7
	PhD	12	2.7	2.7	99.3
	TBC	3	.7	.7	100.0
EMPLOYMENT	Government officers	30	6.7	6.7	6.7
	Doctor / nurse / pharmacist	9	2.0	2.0	8.7
	Employees for public Business	15	3.3	3.3	12.0
	Employee for private Business	304	67.6	67.6	79.6
	Private Business owner	69	15.3	15.3	94.9
	Butler / Housewife / Unemployed	9	2.0	2.0	96.9
	Students	14	3.1	3.1	100.0
MONTHLY SALARY	Less than 10,000 Baht	9	2.0	2.0	2.0
	10,000 – 20,000 Baht	47	10.4	10.4	12.4
	20,001 – 30,000 Baht	119	26.4	26.4	38.9
	30,001 – 40,000 Baht	116	25.8	25.8	64.7
	40,001 – 50,000 Baht	69	15.3	15.3	80.0
	Above 50,000 Baht	90	20.0	20.0	100.0
MONTHLY EXPENSES	Less than 10,000 Baht	42	9.3	9.3	9.3
	10,000 – 20,000 Baht	175	38.9	38.9	48.2
	20,001 – 30,000 Baht	137	30.4	30.4	78.7
	30,001 – 40,000 Baht	57	12.7	12.7	91.3
	40,001 – 50,000 Baht	24	5.3	5.3	96.7
	Above 50,000 Baht	15	3.3	3.3	100.0

From table 1, all respondents are female and most are aged 31-35 years (41.8%). Most of the respondents are single (74.7%) and graduated with a bachelor level at 52.4%. In terms of employment, most respondents worked as an employee for private business (67.6%). Lastly, most females got their salary at 20,001-30,000 Bahts per a month at 26.4% comparing to their most expenses were around 10,000-20,000 Baht monthly at 38.9%.

Table 2 Descriptive Statistics of Consumer behavior (n=450)

Consumer behavior		Frequency	Percent	Valid Percent	Cumulative Percent
REASON OF PURCHASE	Need	307	68.2	68.2	68.2
	Popularity	6	1.3	1.3	69.6
	Lower Price	9	2.0	2.0	71.6
	Higher quality	128	28.4	28.4	100.0
DECISION INFLUENCER	Yourself	339	75.3	75.3	75.3
	Friends/ colleagues	81	18.0	18.0	93.3
	Family members	15	3.3	3.3	96.7
	Celebrities	15	3.3	3.3	100.0
PLACE OF PURCHASE (ONLINE)	Convenience stores	42	9.3	9.3	9.3
	Department stores	194	43.1	43.1	52.4
	Supermarkets / hypermarkets	72	16.0	16.0	68.4
	Specialized stores	125	27.8	27.8	96.2
	Other types of store	12	2.7	2.7	98.9
	I do not purchase offline	5	1.1	1.1	100.0
PLACE OF PURCHASE (OFFLINE)	E-commerce Platform	175	38.9	38.9	38.9
	Social media	119	26.4	26.4	65.3
	Other types of platform	24	5.3	5.3	70.7
	I do not purchase online	132	29.3	29.3	100.0
NUMBER OF FACIAL CARE PRODUCT BOUGHT YEARLY	1 – 5 PCS	152	33.8	33.8	33.8
	6 – 10 PCS	150	33.3	33.3	67.1
	11 – 15 PCS	95	21.1	21.1	88.2
	Above 15 PCS	53	11.8	11.8	100.0
AVERAGE EXPENSE FOR EACH PURCHASE	1 – 500 BAHT	41	9.1	9.1	9.1
	501 – 1000 BAHT	149	33.1	33.1	42.2
	1001 – 1500 BAHT	71	15.8	15.8	58.0
	1501 – 2000 BAHT	72	16.0	16.0	74.0
	Above 2000 BAHT	117	26.0	26.0	100.0
PAYMENT METHOD	Cash	197	43.8	43.8	43.8
	E- payment	73	16.2	16.2	60.0
	Credit card	180	40.0	40.0	100.0

This table shows that the main reason of purchasing anti-aging product is because of actual need (frequency = 307). The consumers mainly made decision on their own to buy an anti-aging product (frequency = 339). Most of the consumers buy facial care products in the department stores (frequency = 194). Consumers buy on e-commerce platform such as Lazada, Shopee, etc. (Frequency=175). Most of the consumers buy 1 – 5 pcs of facial care per year (Frequency= 152). The average expense per time is 501 – 1000 (Frequency= 149). Most of the customers pay by cash (Frequency=197).

One way ANOVA

Table 3 Results of demographic factors effecting to consumer behaviors (the need of anti-aging effect)

	Sum of Squares	df	Mean Square	F	Sig.
Age	4.156	4	1.039	1.216	.303
Salary	17.759	4	4.440	2.473	.044*
Expenses	42.780	4	10.695	8.471	.000*

*. The mean difference is significant at the 0.05 level.

The results show that Salary (sig= 0.044) and Expenses (sig=0.000) are significantly related to the need of anti-aging effect. Consumers who have high salary and high expenses tend to search more for anti-aging effect while purchasing facial care product.

Table 4 Results of demographic factors effecting to consumer behaviors (the number of Facial Care Products purchased per year)

	Sum of Squares	df	Mean Square	F	Sig.
Age	24.231	3	8.077	10.001	.000*
Salary	40.839	3	13.613	7.824	.000*
Expenses	4.780	3	1.593	1.185	.315

*. The mean difference is significant at the 0.05 level.

Table 4 shows that Age (sig=0.000) and Salary (sig= 0.000) significantly affected the number of Facial Care Product purchased per year. Consumers who are older in age and earning more salary tend to purchase more Facial Care Product per year.

Table 5 Results of demographic factors effecting to consumer behaviors (the average purchase amount of Facial Care Product per time)

	Sum of Squares	df	Mean Square	F	Sig.
Age	2.284	4	.571	.665	.617
Salary	107.301	4	26.825	16.824	.000*
Expenses	70.752	4	17.688	14.744	.000*

*. The mean difference is significant at the 0.05 level.

The above table shows that Salary (sig=0.000) and Expenses (sig= 0.000) significantly affected the average purchase amount of Facial Care Product per time. Consumers who have high salary and high expenses tend to spend more on Facial Care Product.

Table 6 Results of Lifestyle effecting to consumer behaviors (the number of Facial Care Products purchased per year)

	Sum of Squares	df	Mean Square	F	Sig.
Lifestyle	5.535	3	5.535	5.533	.019*

*. The mean difference is significant at the 0.05 level.

Lifestyle (sig= 0.019) has a significant effect to the number of Facial Care Products purchased per year. Consumers who value more their image show a higher tendency to purchase more Facial Care Products.

Table 7 Results of Lifestyle effecting to consumer behaviors (the average purchase amount of Facial Care Product per time)

	Sum of Squares	df	Mean Square	F	Sig.
Lifestyle	8.030	4	2.008	8.635	.000*

*. The mean difference is significant at the 0.05 level.

It also can be observed that lifestyle (sig= 0.000) has a significant effect to the average purchase amount of Facial Care Product per time. Consumers who value more their image and need recognition from the society are more willing to spend more on Facial Care Product.

Table 8 Results of Marketing Mix effecting to consumer behaviors (to the number of Facial Care Products purchased per year)

	Sum of Squares	df	Mean Square	F	Sig.
Product	1.708	3	.569	2.263	.080
Price	2.912	3	.971	3.665	.012*
Place	3.076	3	1.025	2.587	.053
Promotion	2.057	3	.686	1.703	.166

*. The mean difference is significant at the 0.05 level.

Among the 4 marketing factors, only price (sig= 0.012) significantly affected the number of Facial Care Products purchased per year.

Table 9 Results of Marketing Mix effecting to consumer behaviors (the average purchase amount of Facial Care Product per time)

	Sum of Squares	df	Mean Square	F	Sig.
Product	4.736	4	1.184	4.826	.001*
Price	3.500	4	.875	3.313	.011*
Place	1.170	4	.292	.728	.573
Promotion	2.389	4	.597	1.483	.206

*. The mean difference is significant at the 0.05 level.

Two factors of the Marketing Mix significantly affects the average purchase amount of Facial Care Product per time: Product (sig=0.001) and Price (sig=0.011).

Conclusion and Discussion

The results of this study show that the salary and the expenses of the consumers are significantly related to the desire of anti-aging effect in Facial Care product. Therefore people who earn higher salary and spend more would be more willing to buy and spend more on anti-aging Facial Care product. Zhang et al. (2018) & Farah et al. (2011) found that expenditure & household income significantly influences consumption.

This study also found that people who value their image and seek for recognition of the society, care more about their skin and therefore are more willing to spend more on anti-aging Facial Care product. Similarly, Assawavichairoj and Taghian (2017) mentioned in their study that self-image and social acceptability are motivation factors that influence the purchase of anti-aging products. Anti-aging products are meant to take improve one's self ge and reach higher social acceptability.

The product and the price hve significant impact on both number of facial care product purchased per year and the amount spent for facial care product. These results match with the findings of other researchers. The study of Ghali (2019), which found that price is a determinant of consumer purchase intention. Zhang et al. (2018) also mentioned that price and packaging determine the purchase intention and also the willingness to pay for a premium price. Farah et al. (2011) found that features of the product are the main factor shaping customer purchase intention.

Implication

Anti-aging facial care product should focus more on female customers with high salary and high expenses, who are seeking for social recognition. Thai Entrepreneurs should reach these consumers using interpersonal and mediated sources such as word-of-mouth, traditional advertising and digital advertising as mentioned in the study of Meng and Pang, (2012). As packaging is also one part of the product and also a growing brand communication mean (Rundh, 2009), Thai Entrepreneur can also communicate the social image of their product through the packaging in order to trigger purchase motive.

Limitation & recommendations

This research surveyed in central of Thailand. However there are other regions which are also highly populated, therefore the researched population can be extended to other regions. Young female consumers cannot represent the entire population in cosmeceutical industry, therefore male consumers and other age segments should also be studied (Meng and Pang, 2012). Besides anti-aging effect, there are also other effects such as moisturizing, anti-UV, whitening, oil control, etc. Therefore future researches can also focus on these effects.

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