

FACTORS AFFECTING DECISIONS TO PURCHASE COSMETICS AMONG FEMALE CABIN CREW OF QATAR AIRWAYS

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Abstract

This study investigates the decision-making process for purchasing cosmetics among female cabin crew at Qatar Airways. It explores how factors like nationality, age, marital status, education, position, and experience influence their choices. Additionally, it examines external factors (subjective norms, brand image, company regulations) and internal factors (perceived usefulness, brand trust, gratification shopping, green cosmetics awareness) on their purchasing decisions. A mixed-method approach was used, combining qualitative and quantitative research methodologies. Qualitative data were collected through semi-structured interviews with 20 cabin crew members (using convenience and quota sampling) segmented by position (F2: 40%, F1: 30%, CS: 20%, CSD: 10%). Quantitative data were collected through surveys from 400 cabin crew members (using purposive and quota sampling) again segmented by position. Statistics for data analysis included the frequency, percentage, mean, standard deviation, and hypothesis testing (t-tests, ANOVA, regression). The qualitative research identified “Company Regulations” as an additional factor. Crew members primarily purchase cosmetics required by the company, with lipsticks (deep red/pink) being the most popular choice due to company guidelines. Additionally, crew members mostly make independent decisions, with colleagues’ recommendations influencing brand selection. Cosmetics are also purchased for stress relief and self-gifting. The quantitative research found that most respondents were Asian, aged 26-30, single, with bachelor’s degrees and no prior flying experience. Age, position, and experience did influence purchasing decisions. External factors (subjective norm, brand image) and internal factors (perceived usefulness, gratification shopping) significantly affected purchasing decisions ($p < 0.05$).

Keywords: Decisions to Purchase, Cosmetics, Cabin Crew

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Introduction

The cosmetics industry is rapidly growing, driven by a rising emphasis on health, skincare, and self-care. Projections suggest the global market will reach \$3.64 billion by 2030, growing annually at 4.2% since 2022, with women currently holding a dominant 62.05% share (Grand View Research, 2023). This growth reflects the increasing importance of cosmetics in daily routines, particularly for professional women in roles that emphasize appearance. A key demographic is female cabin crew, who are required to follow strict grooming regulations, with cosmetics playing a vital role in maintaining their professional appearance.

This study focuses on Qatar Airways' cabin crew, where women make up 78.21% of the crew, compared to 21.79% male. Qatar Airways was chosen due to its diverse nationalities and its global reputation and commitment to excellence, as evidenced by its record 8 Skytrax Airline of the Year awards, including the most recent in 2024 (Skytrax, 2024). These factors provide an ideal population for examining the cosmetic purchasing behavior of professional women, offering insights into consumer preferences in industries where appearance is highly regulated.

Research Questions

1. How do demographic factors such as ethnicity, age, marital status, education level, working position, and work experience as cabin crew influence the cosmetic purchasing decisions of female cabin crew of Qatar Airways?
2. What internal factors influence the cosmetic purchasing decisions of female cabin

crew of Qatar Airways?

3. What external factors influence the cosmetic purchasing decisions of female cabin crew of Qatar Airways?

Objectives

1. To study the decision-making in purchasing cosmetics among female cabin crew of Qatar Airways.
2. To compare cosmetic purchasing decisions among female cabin crew of Qatar Airways based on nationality, age, marital status, education level, position, and prior experience in other airlines.
3. To study the influence of external factors, including subjective norm, brand image, and company regulations, on cosmetic purchasing decisions among female cabin crew of Qatar Airways.
4. To study the influence of internal factors, including perceived usefulness, brand trust, gratification shopping, and green cosmetics awareness, on cosmetic purchasing decisions among female cabin crew of Qatar Airways.

Literature Review

Decision to Purchase

Serirat (2002) analyzed consumer behavior as a study of the characteristics and purchasing behaviors, including how consumers utilize products or services. This study aimed to understand the nature of consumer needs, which helps in managing marketing strategies to appropriately meet consumer satisfaction.

Table 1 6Ws, 1H questions and 7Os answers consistent with the research

Questions (6Ws, 1H)	Answers (7Os)	Research-Aligned Explanations
1. Who is the market?	Occupants	Female cabin crew from Qatar Airways
2. What do they buy?	Objects	Cosmetics
3. Why do they buy?	Objectives	Work, Confidence, Self-Satisfaction, Influencers
4. Who influences the buying?	Organizations	Self, Colleagues, Influencers
5. When do they buy?	Occasions	Monthly, New released
6. Where do they buy?	Outlets	Counters, Duty-free, Pharmacies, Online purchases
7. How do they buy?	Operations	The decision-making process

Demographic Factors

Hrimtepathip (2016) examined factors influencing female consumers’ skincare purchases and found that women aged 35-45 prioritize brand loyalty, which directly affects their buying decisions. In contrast, younger consumers (ages 22-34) are significantly influenced by online reviews and peer recommendations, indicating a shift in purchasing motivations related to demographic factors. This difference suggests a need for targeted marketing strategies that cater to varying consumer profiles, as supported by Tippaya-pornkul (2016), who found that age and gender significantly impact online cosmetic purchasing behavior in Bangkok.

Subjective Norm

Zhang and Zhou (2019) conducted research in Uppsala, Sweden, exploring the factors that influence consumer buying behavior of natural cosmetics. Their qualitative study revealed that social pressures, specifically subjective norms from family,

friends, and social circles, positively influence consumer purchasing decisions.

Brand Image

Lavuri et al. (2022) studied the purchase intentions of luxury organic beauty products in India, showing how brand image and consumer perception significantly influenced purchasing decisions. This suggests that a positive brand image fosters favorable attitudes, which in turn leads to purchasing behavior. Similarly, research by Tanti et al. (2020) on Halal cosmetics demonstrated that brand image plays a pivotal role in shaping the purchase decisions of millennial women. Both studies underline that a strong, positive brand image enhances consumer trust and drives purchasing decisions.

Company Regulations

Thummapawat and Pawapootanon Na Mahasarakham (2022) conducted a study on the factors influencing the effectiveness of internal controls in financial and accounting practices within government hospitals in

Maharakham province. Though this study focuses on financial controls, it also highlights how organizational policies (X) can shape decision-making processes (Y) in structured environments, hinting at how company regulations around safety or quality control might affect purchasing behavior in cosmetics.

Perceived Usefulness

Tippayapornkul (2016) found that perceived usefulness was a major determinant of purchasing behavior for online cosmetics shoppers in Bangkok. Consumers valued convenience (X), which directly influenced their decision to purchase (Y). This demonstrates how perceived functional benefits of a product significantly impact consumer behavior.

Brand Trust

Tanti et al. (2020) also examined the impact of brand trust on the purchasing decisions of millennial women buying Halal cosmetics. Their findings showed that trust in a brand builds confidence and reduces perceived risk, which ultimately results in purchasing decisions. This relationship illustrates how trust directly shapes consumers' readiness to invest in a product.

Gratification Shopping

Wattanasatiensin (2018) explored how

gratification motivations influence online impulse buying. The study revealed that both pleasure-seeking and practical shopping benefits directly contribute to impulsive purchasing behavior. This highlights the emotional and rational factors driving spontaneous buying decisions in online settings.

Green Cosmetics Awareness

Ghazali et al. (2017) studied consumer behavior toward organic personal care products, finding that awareness of environmental benefits significantly influences repeat purchase intentions. As consumers become more knowledgeable about eco-friendly products, they are more inclined to make repeat purchases, which underscores the importance of the environmental consciousness in shaping the modern consumer behavior.

In addition, Brand Finance (2023) identified L'Oréal as a leading cosmetics brand, citing its emphasis on environmental responsibility. This growing trend towards sustainability demonstrates how brands aligning with environmental awareness strengthen their market value and consumer loyalty, further influencing purchasing behavior.

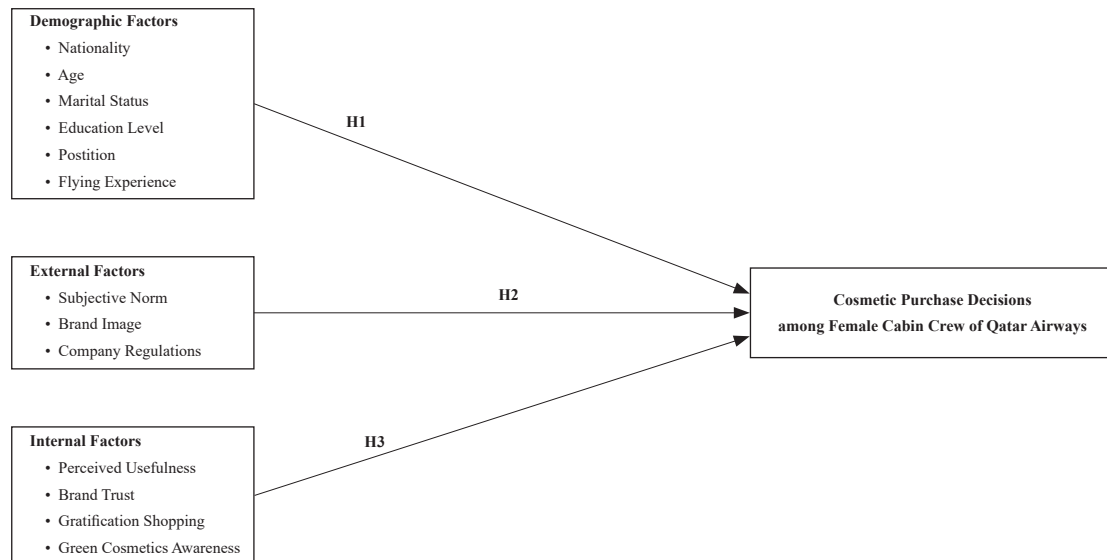


Figure 1 Conceptual Framework

Hypotheses

H1: There is a significant difference in purchasing decisions among female cabin crew of Qatar Airways based on the Demographic factors including nationality, age, marital status, educational level, position, and cabin crew experience.

H2: External factors, including subjective norm, brand image, and company regulations influence the cosmetics purchasing decisions among female cabin crew of Qatar Airways.

H3: Internal factors, including perceived usefulness, brand trust, gratification shopping, and green cosmetics awareness influence the cosmetics purchasing decisions among female cabin crew of Qatar Airways.

Methodology

This research applied a mixed-method approach, incorporating qualitative and quantitative research methods.

Data Providers

The data for this research was provided by female cabin crew of Qatar Airways. The qualitative data was gathered through in-depth interviews, while quantitative data was obtained through structured questionnaires distributed to the sample group.

Population

The target population of this study is the entire female cabin crew of Qatar Airways, approximately 11,884.

Sample Group

In qualitative research, the key informants for the in-depth interview were the female cabin crew of Qatar Airways. Convenience sampling and quota sampling methods were used to select participants, with sample groups allocated according to the cabin crew's positions as follows: 40% or 8 F2, 30% or 6 F1, 20% or 4 CS, and 10% or 2 CSD, making a total of 20 cabin crew.

Table 2 The key informants' demographic data

Informants	Nationality	Age	Marital Status	Education Level	Working Position	Work Experience as Cabin Crew
1	Ugandan	21	Single	Bachelor's	F2	First flying job
2	Filipino	22	Single	Bachelor's	F2	First flying job
3	Sri Lankan	24	Single	Bachelor's	F2	First flying job
4	Malaysian	24	Married	Bachelor's	F2	First flying job
5	Filipino	25	Single	Bachelor's	F2	First flying job
6	Thai	26	Single	Bachelor's	F2	First flying job
7	Thai	26	Single	Bachelor's	F2	First flying job
8	South Korean	28	Single	Bachelor's	F2	First flying job
9	Italian	28	Single	Bachelor's	F2	First flying job
10	Indian	28	Married	Bachelor's	F1	Prior Experience
11	Thai	28	Single	Bachelor's	F1	First flying job
12	Japanese	28	Single	Bachelor's	F1	First flying job
13	Costa Rican	30	Married	Bachelor's	F1	First flying job
14	Kazakhstani	32	Single	High School	F1	Prior Experience
15	Brazilian	36	Single	Bachelor's	F1	First flying job
16	Thai	31	Single	Master's	CS	First flying job
17	Serbian	32	Married	Bachelor's	CS	First flying job
18	Moroccan	36	Married	Bachelor's	CS	First flying job
19	Chinese	33	Single	Bachelor's	CSD	Prior Experience
20	Moldovan	38	Married	Master's	CSD	First flying job

Position abbreviation

F2: cabin crew in the economy cabin

F1: cabin crew in the premium cabin

CS: cabin senior or flight manager

CSD: cabin services director or senior flight manager

For the quantitative research, a sample group consisting of 400 female cabin crew of

Qatar Airways was selected. The samples were chosen using both purposive and quota sampling methods, with data collection segmented by working positions as follows: 40% or 160 F2, 30% or 120 F1, 20% or 80 CS, and 10% or 40 CSD, resulting in a total of 400 cabin crew.

Variables

This research study examines the

influence of 3 independent variables on the dependent variable. The independent variables consist of:

- Demographic factors, including nationality, age, marital status, education level, position, and work experience as cabin crew.
- External factors, including subjective norm, brand image, and company regulations.
- Internal factors, including perceived usefulness, brand trust, gratification shopping, and green cosmetics awareness.

The dependent variable is the decision to purchase cosmetics among female cabin crew of Qatar Airways.

Research Instrument

For qualitative research, a semi-structured interview was utilized as the research instrument. This process involved studying and gathering ideas, theories, and related research to guide the formulation of questions. The interview questions were organized into three parts: 1) Participants' profile, 2) Information about cosmetics purchasing behavior, and 3) Information about the factors affecting decisions to purchase cosmetics.

In conducting quantitative research, a questionnaire was utilized as the research instrument to collect data from the sample group. This process involved studying and gathering ideas, theories, related research, and insights from qualitative research interviews to guide the questionnaire development. The questionnaire is divided into four sections: 1) Demographic information, 2) Cosmetic Purchasing Behavior, 3) Factors influencing cosmetics purchasing decisions, and

4) Cosmetics purchasing decisions.

Prior to surveying the 400 cabin crew members, a pilot test was conducted with a group of 30 participants to assess the reliability of the questionnaire. Results from the pilot test indicated a Cronbach's Alpha coefficient of .918, surpassing the acceptable threshold of .7 (Tavakol & Dennick, 2011).

Table 3 Cronbach's alpha values before questionnaire collection

Cronbach's Alpha	N of Items
0.918	42

Both the interview questions and questionnaire were translated into English and subsequently back-translated into Thai (Back Translation) to ensure accurate content equivalence and fidelity in cross-language document translation (Mohatlane, 2014) before being used in practice.

Data Analysis Method

Data was analyzed using both descriptive and inferential statistics, including One-way ANOVA, Independent Samples T-Test, and Multiple Linear Regression, with a significance level of 0.05.

Results

Qualitative Research Results

From a sample of 20 interviewees, including cabin crew across various position aged between 21 and 38, most held bachelor's degrees and working as cabin crew for the first time. They were from various nationalities, detailed in Table 1.

The interviews also identified an additional factor, “Company Regulations”, emerging from the initial hypothesis. This highlighted the requirement for cabin crew to use cosmetics specified by company guidelines, with deep red and deep pink lipsticks being popular choices meeting the company standards.

Moreover, cabin crew typically made independent decisions when buying cosmetics, colleague recommendations also playing a secondary role. They emphasized the brand image of the cosmetics, with colleague endorsements reinforcing brand perception and significantly influencing their purchasing decisions. Online cosmetics purchasing was also a frequently chosen due to its convenience, accommodating their irregular work schedules. Additionally, cabin crew often purchased cosmetics to alleviate stress or as self-rewards for various occasions.

Regarding environmentally friendly cosmetics, while awareness was high among cabin crew, only a quarter of interviewees expressed willingness to purchase them if priced higher than regular cosmetics.

Quantitative Research Results

Demographic Data

From a survey of 400 cabin crew, the majority were Asian (45.0%), followed by African (22.5%), European (21.25%), South American (6.25%), North American (4.25%), and Oceanian (0.75%). The largest age group was between 26 and 30 years (51.3%), followed by ages 21 to 25 (34.0%), 31 to 35 (11.3%), and 36 years and older (3.5%). Most respondents were single (72.5%), followed by married (21.0%)

and divorced (4.8%). In terms of education, the majority held bachelor’s degrees (78.5%), while 15.5% held master’s degrees. Regarding positions, the majority were in F2 roles (40.0%), followed by F1 (30.0%), CS (20.0%), and CSD (10.0%). Experience-wise, the majority had no previous experience as cabin crew (83.25%).

Cosmetics Purchasing Behavior

Most of the respondents purchased cosmetics once or twice a month (46.3%), with others purchasing once every two to three months (36.0%) or less frequently (17.8%), ranging from once every four to six months or even less often. Lipstick was the most frequently purchased cosmetic (31.3%), followed by foundation (21.5%), eyeshadow (20.5%), mascara (15.8%), and other products like blush, eyeliner, and skincare items (11.0%). The majority preferred purchasing at malls (48.5%), followed by online platforms (43.0%), and duty-free shops at airports (8.5%).

Factors Influencing Cosmetics Purchasing Decisions

External Factors

- Subjective Norm

Most of the respondents purchased cosmetics based on recommendations from colleagues and friends, and they are influenced by social media platforms like Instagram, Facebook, and YouTube.

- Brand Image

Most respondents agreed that they purchase cosmetics based on the brand’s image and reputation and they prefer brands that are well-known and have been in the market for a long time.

- Company Regulations

Most respondents agreed that they purchase cosmetics required by the company, and they follow the company's guidelines for makeup application.

Internal Factors

- Perceived Usefulness

Most respondents prefer to purchase cosmetics online for their convenience, usefulness, and ability to meet their needs easily. They enjoy purchasing cosmetics through accessible channels that do not involve waiting in queues.

- Brand Trust

Most respondents agreed that they purchase cosmetics from brands they trust, and they prefer brands that are known for their quality and safety.

- Gratification Shopping

Most respondents agreed that they purchase cosmetics to alleviate stress and reward themselves. They also enjoy shopping cosmetics as a form of self-care.

- Green Cosmetics Awareness

Most respondents were aware of environmentally friendly cosmetics, but only one-fourth of the respondents would support their purchase if they were priced higher than regular cosmetics.

Results of Hypothesis Testing

H1: There is a significant difference in

purchasing decisions among female cabin crew of Qatar Airways based on the demographic factors including nationality, age, marital status, educational level, position, and cabin crew experience.

The study found that demographic factors like nationality, marital status, and educational level did not significantly influence purchasing decisions among female cabin crew at Qatar Airways at a significance level of 0.05. However, age, position, and cabin crew experience did show significant differences in purchasing decisions at the same level of significance. Pairwise comparisons using the Least Significant Difference (LSD) method revealed that cabin crew in different age groups made significantly different purchasing decisions for cosmetics at a statistical significance level of 0.05. Specifically, cabin crew aged 21-25 years made fewer cosmetic purchasing decisions compared to those aged 26-30, 31-35, and 36-40 years. Similarly, comparisons by working position indicated that cabin crew in position F2 made fewer cosmetic purchasing decisions compared to those in positions F1 and CSD.

H2: External factors, including Subjective Norm (SN), Brand Image (BI), and Company Regulations (CR), influence the cosmetics purchasing decisions among female cabin crew of Qatar Airways.

Table 4 Multiple linear regression analysis of external factors

External Factors	Beta	t	Sig.	VIF
Constant		6.141	<0.001*	
SN	0.244	4.988	<0.001*	1.044
BI	0.138	2.836	0.005*	1.035
CR	0.017	0.349	0.727	1.054

$R^2 = 0.167$ Adjusted $R^2 = 0.132$ $F = 13.004$ Sig. <.001

*at a statistically significant level of 0.05

After conducting multiple linear regressions on external factors, it was found that all 3 factors: Subjective Norm, Brand Image, and Company Regulations positively influenced the cosmetics purchasing decisions of female cabin crew at Qatar Airways, indicated by positive Beta values. Multicollinearity analysis showed VIF values ranging from 1.035 to 1.054, indicating no significant intercorrelation issues among the independent variables.

Further analysis revealed that 2 out of the 3 external factors were statistically significant. Subjective Norm had a Beta value of 0.244 with a P-value below 0.001, and Brand Image had a Beta value of 0.138 with a P-value of 0.005.

These findings suggest that external factors notably influence purchasing decisions among female cabin crew at Qatar Airways, partially confirming Hypothesis 2. Among these factors, Subjective Norm had the most significant impact on purchasing decisions, followed by Brand Image and Company Regulations.

The regression equation is:

$$\text{Cosmetics Purchasing Decision} = 2.047 + (0.310 \times \text{SN}) + (0.165 \times \text{BI}) + (0.020 \times \text{CR})$$

H3: Internal factors, including Perceived Usefulness (PU), Brand Trust (BT), Gratification Shopping (GS), and Green Cosmetics Awareness (GA), influence the cosmetics purchasing decisions among female cabin crew of Qatar Airways.

Table 5 Multiple linear regression analysis of internal factors

Internal Factors	Beta	t	Sig.	VIF
Constant		6.305	<0.001*	
PU	0.179	3.673	<0.001*	1.137
BT	0.087	1.729	0.085	1.210
GS	0.263	5.241	<0.001*	1.199
GA	0.054	1.087	0.277	1.189

$R^2 = 0.262$ Adjusted $R^2 = 0.221$ $F = 20.528$ Sig. <.001

*at a statistically significant level of 0.05

After analyzing multiple linear regressions of all 4 internal factors, it was found that each factor exhibited a positive influence, indicated by positive Beta values. This suggests these factors play a role in shaping the purchasing decisions of female cabin crew at Qatar Airways. Multicollinearity analysis showed VIF values ranging from 1.137 to 1.210, indicating no significant issues with intercorrelation among the independent variables.

Among the internal factors analyzed, 2 were found to be statistically significant: Perceived Usefulness and Gratification Shopping. Perceived Usefulness had a Beta value of 0.179 with a P-value less than 0.001, while Gratification Shopping had a Beta value of 0.263 with a similarly significant P-value of less than 0.001. These results indicate that certain internal factors significantly influence the cosmetics purchasing decisions of female cabin crew members at Qatar Airways, partially confirming Hypothesis 3. Among these factors, Gratification Shopping emerged as the most influential on purchasing decisions, followed by Perceived Usefulness, Brand Trust, and Green Cosmetics Awareness.

The regression equation is:

$$\text{Cosmetics Purchasing Decision} = 1.665 + (0.178 \times \text{PU}) + (0.093 \times \text{BT}) + (0.252 \times \text{GS}) + (0.050 \times \text{GA})$$

Yet, the multiple linear regression analysis Showed that the external factor of Company Regulations, and the internal factors of Brand Trust and Green Cosmetics Awareness, did not have a statistically significant influence on the purchasing decisions of female cabin crew of Qatar Airways at a significance level of 0.05.

Discussion

The findings align with research by Phantipha (2016) on factors influencing facial skincare purchases among female consumers, emphasizing age-related differences in brand loyalty and influence sources such as online reviews. Similarly, the insights from Porntape's (2016) study on factors influencing online cosmetics purchases in Bangkok resonate, particularly regarding demographic factors like age and their impact on consumer behavior.

Subjective norms significantly influence cosmetics purchasing decisions among female cabin crew at Qatar Airways, consistent with Zhang and Zhou's (2019) findings on consumer behavior in natural cosmetics. This contrasts with Ghazali et al.'s (2017) research on organic personal care products, which found no impact of subjective norms on repeat purchasing intentions.

Brand image was as another significant factor affecting purchasing decisions, consistent with studies by Lavuri et al. (2022) on luxury organic beauty products and Tanti et al. (2020) on Halal cosmetics. In contrast, company policies do not affect purchasing decisions, which differs from the conclusions drawn in studies on organizational control studies like Thummapawat and Pawapootanon Na Mahasarakham's (2022) research.

Overall, while brand image and shopping gratification significantly influence decisions, green cosmetics awareness does not, despite global sustainability trends in the cosmetics industry. This underscores a gap between environmental awareness and actual consumer

behavior among Qatar Airways' cabin crew, who prioritize practicality and effectiveness in their cosmetic choices over environmental considerations.

Conclusion

Analysis of demographic factors among female cabin crew of Qatar Airways including nationality, age, marital status, education level, position, and cabin crew experience revealed significant influences of age, working position, and cabin crew experience on purchasing decisions at a significance level of 0.05. Cosmetic categories such as foundation, lipstick, mascara, powder, and blush offer diverse options in color shades, and distribution methods, crucially shaping purchasing decisions. There is also a noticeable trend towards diverse makeup application and skincare routines, reflecting the varied needs of female cabin crew who use makeup professionally.

Furthermore, variability in cabin crew positions correlates with work experience and performance in each role, typically spanning 20 to 80 months on average, contingent on individual competencies and job demands. Consequently, as age and previous airline experience increase, so too do positions, influencing diverse choices in makeup product purchases. Analysis of cosmetics purchasing behavior among female cabin crew of Qatar Airways reveals lipstick as the most frequently bought item, typically purchased monthly with an average spend of 101 to 200 Qatari Riyals. Multi-brand stores are preferred shopping destinations, driven by professional

needs. Decision-making largely hinges on self-determination, heavily influenced by online reviews.

Emerging Knowledge

Demographic factors such as nationality, marital status, and educational level did not influence the cosmetics purchasing decisions of female cabin crew of Qatar Airways. These factors are becoming less significant in today's market, where the information accessibility is widespread across various industries, including cosmetics.

While brand image played a crucial role in influencing the purchasing decisions of cabin crew, trust and brand loyalty did not have a substantial impact. Many female cabin crew prioritized brand image but did not exhibit strong loyalty or trust toward brands. Therefore, they may consider switching to other brands if factors influencing brand image change or if superior alternatives emerge.

In the cosmetics industry, brands prioritize environmental promotion and social responsibility to gain a competitive edge. While cabin crew show awareness of these initiatives, their purchasing decisions are primarily influenced by price and concerns about skincare compatibility. They are willing to support environmental awareness but may hesitate when faced with higher prices or unfamiliar ingredients that could impact skin health or product effectiveness. As a result, they frequently opt for conventional cosmetics over environmentally-friendly alternatives.

Recommendations

1. For Academic Work

This study aims to enrich existing academic theories by addressing gaps in understanding market influences on purchasing decisions among airline cabin crew, specifically in the cosmetics and skincare sectors. It offers potential for new scholarly contributions by offering insights into consumer needs and behaviors in unique contexts, including daily life and specialized environments such as aircraft.

2. For Business and Industry

The findings can help businesses in the cosmetics and skincare industry identify

important factors influencing customers' purchasing decisions. This knowledge can guide businesses in product improvements, adaptation to market trends, and overall enhancement of competitiveness in the industry.

3. For Future Research

Future studies could benefit from stratifying samples according to specific cosmetic types used, offering deeper insights into the preferences and behaviors of various segments. Additionally, exploring a wider range of airlines could illuminate how diverse makeup policies influence purchasing choices among cabin crew.

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