

Taghipour & Loh, 2017

Volume 3 Issue 2, pp.1942-1946

Date of Publication: 31st October, 2017

DOI-<https://dx.doi.org/10.20319/pijss.2017.32.19421946>

This paper can be cited as: Taghipour, A., & Loh, A. (2017). A Study of the Factors Related to Purchase Intention of Cosmetics Customers in Thailand. *PEOPLE: International Journal of Social Sciences*, 3(2), 1942-1946.

This work is licensed under the Creative Commons Attribution-Non-commercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0/> or send a letter to Creative Commons, PO Box 1866, Mountain View, CA 94042, USA.

A STUDY OF THE FACTORS RELATED TO PURCHASE INTENTION OF COSMETICS CUSTOMERS IN THAILAND

Amirhossein Taghipour

Business School of Assumption University, Bangkok, Thailand

Amirtg149@gmail.com

Aaron Loh

Business School of Assumption University, Bangkok, Thailand

draaronloh@gmail.com

Abstract

This research strives to examine the factors that are related to the purchase intention of Thai female customers toward Thai cosmetics in Bangkok, Specifically, it focuses on Srichand, one of the most renowned local Thai cosmetic brand in Thailand, with high sales revenues. A total of 30 current customers were interviewed to collect data. The results were analyzed utilizing the descriptive and inferential statistics. The results illustrate that most of interviewees stated that this Thai brand has some features such as affordability, availability even in local grocery shops, good quality in terms of smoothness, strength of whitening, goodness in removing the facial acne, and more importantly the positivity of customer's perception on the ingredients of Srichand brand which contains herbal substances. These all factors are related to purchase intention of Thai female customers. This study will be helpful to Thai local cosmetic manufacturers to have a better understanding of their consumers' behavior.

Keywords

Srichand, Consumer Behavior, Thai Cosmetics, Quality, Availability, Affordability, Quality, Purchase Intention

1. Introduction

In Thailand, commonly domestic cosmetics has affordable price which is lower than imported cosmetics. Obviously, price and demand and have negative association, meaning if there is an escalation in price, it logically results a decrease in demand (Kotler & Armstrong, 2010). Nonetheless, in fact, the greater price of imported cosmetics does not decline the attention and preference of Thais on purchasing imported cosmetics that costs higher. The researchers in this study focus on Thai market because of its greatness in demand. Also, it is high competitive as there are many famous international firms represent in Thailand (Ponbamrungwong & Chandsawang, 2009).

Since there is not much widely studies about this topic, to study about this topic in cosmetics industry in Thai market can be advantageous to marketers in firms (Jinachai, Anantachoti, & Winit-Watjana, 2016). The Thai cosmetic brand which is investigated in study is Srichand which was created in 1942. Since 2006, the company has decided to develop to the global market. Srichand has evolved the products based on its proficiency and advanced science to encounter the customer satisfaction in Thailand market and ASEAN market as well.

After a main rebranding, it seems that the market match with youth tastes is starting to attract attention and have grown (Srichand, 2013). With a new and innovative change in packaging and boxes, it is ascertained to obtain its way into the hearts of the beauty lovers (Sirinyas, 2015). Furthermore, Srichand is available for the customers in many groceries, super market, and department stores such as: 7-eleven, FamilyMart, Watsons, Tesco Lotus, Big C, and MaxValu (Zhao & Thanabordeekij, 2016).

Essentially, Srichand quality feature is aforementioned by the manufacturer which aids to decrease the pigmentation. To inherit domestic herbal medicine in Thailand, Srichand launched a brand called Srichand Osot which encompasses the herbal ingredients that can meet the consumer's need who are accustomed to consume a natural medicine and can assure the safety of usage to consumers (Fadzillah, 2005).

The next objective of Srichand Company is to make the Srichand brand the top cosmetic brand in Thailand while maintaining the quality as the top priority. Amongst the

facial powders, it is believed only Srichand scented powder had a customer base, but the rebranding goals people who are open-minded and health-conscious (Ueacharoenkit, 2013).

Cosmetic is defined by Aowpatanakul (2013) as a substance used on the face and body skin due to make them seem attractive. There are many products which are derived from cosmetic category like: soaps, body cleansing, creams, powders, face masks, and colors for the skin (eyes and lips) (Jansri, 2015).

Furthermore, the researchers tend to investigate what is the perception of customers about the Srichand cosmetics and what factors affect customer purchasing intention.

2. Methodology

In this study, the researchers reached to use the interview as the research tool. The data of this study were collected through primary source. The interview from 30 Srichand brand customers was conducted. The questions were asked from those females who are purchasing and applying Srichand cosmetics in Bangkok in Thailand during January and February of 2017. The demography of this study, the respondents are Thai females aged from 18 years old and over.

Two main questions are asked from the interviewees regarding the Srichand cosmetics:

- What products of Srichand are you applying currently?
- Why are you interested in Srichand cosmetics?
- What factors affect you to purchase this brand of cosmetics?

3. Results

In this current study, five out of 30 interviewees' statements are brought and at the end, the researchers have concluded from the interviewees' perception. they provided a reflection of the Thai cosmetic consumers and expressed their opinion on key factors that affect their purchasing intention comprising affordability, availability even in local grocery shops, good quality in terms of smoothness, strength of whitening, goodness in removing the facial acne, and more importantly the positivity of customer's perception on the ingredients of Srichand brand which contains herbal substances. Furthermore, the limitation and future study are also given. Approximately 78% of respondents were at least under graduates. While the occupation of respondents was dominated by student (82%). Since most of the respondents were students,

Some interviews are brought as the widely-held income of the respondents was less than baht 25,000 (65%). follows:

Interviewee 1: *In 7/11 store, I identified Srichand from its distinguishable pretty packaging. I am accustomed to apply Srichand Translucent Face Powder. I have to emphasize that it was the packaging that attracted my attention to these in the first place; the vintage look boxes house a cute plastic pot inside containing the very fine loose powder.*

Interviewee 2: *I am applying the Original Scented Powder to setup my makeup during the past few weeks and I like it very much although I'm not applying it the way it was intended. The scent is pretty good, the pretty flowery packaging is an attractive addition to any makeup drawer. Having not been a big fan of loose powder, this has somewhat converted me!*

Interviewee 3: *I put some of the fine, Gold Colored Powder. I apply to my ready cleansed face. You can sleep in this as it dries really quickly but I have to say my skin felt lovely and soft and my pores appeared reduced. I will try sleeping in it when our bedding is changed to cream from the current dark grey and report back.*

Interviewee 4: *All in all, I really like both products and still can't really get over the bargain prices and let's face it, being able to pick up a decent beauty product in a 7/11 makes life that little bit easier! This is a great Thai brand to try if you can get your hands on it. I am going to try and purchase the Translucent Powder as I think I'll like that too, and if I don't it will look very pretty in my makeup drawer.*

4. Conclusion

It can be summarized that the respondents' purchasing intention factors like quality, demand condition, packaging, availability, and affordability are related and supporting cosmetic industries and they are positive factors related to Thailand cosmetic industry competitiveness. Nevertheless, an immediate action is required to improve regulatory process efficiency, especially export only products. Other important strategies that could Bottom of Form enhance Thailand cosmetic industry competitiveness are promotion of R and D, emphasis on product quality, sale cosmetic couple with famous services, and looking for niche and high-ended markets.

4.1 Limitations of the Study

The sample of this research is limited in the definite time and district. This study covers only the female who are the users of imported cosmetics in Bangkok region. The females with the age is in the range of 18 and over years old. Therefore, the results of this

study cannot be used to generalize the condition broader target market in other areas in Bangkok since the adolescents are overlooked in this study. The result of the study may vary depends on the dominant respondents of the study.

References

- Aowpatanakul, K. (2013). A Study of Thai Natural Cosmetics Industry and Proposition of Marketing Strategy for Japanese Market.
- Fadzillah, I. (2005). The Amway Connection: How Transnational Ideas of Beauty and Money Affect Northern Thai Girls'. *Youthscapes: The popular, the national, the global*, 85.
- Kotler, P., & Armstrong, G. (2010). Principles of marketing. pearson education.
- Jansri, W. (2015). The Influence of Perceived Value, Personal Values, And Salespeople towards Repurchase Intention: A Study on Luxury Natural Product (Doctoral dissertation, Universiti Sains Malaysia).
- Jinachai, N., Anantachoti, P., & Winit-Watjana, W. (2016). Exploring competitiveness of Thailand's cosmetic industry using Porter's diamond model. *Thai Journal of Pharmaceutical Sciences*, 40(4).
- Ponbamrungwong, A., & Chandsawang, S. (2009). The impact of brand on Thai female consumer in purchase decision of foreign makeup product.
- Uecharoenkit, S. (2013). Experiential marketing—A consumption of fantasies, feelings and fun. An investigation of the relationship between brand experience and loyalty within the *context of the luxury cosmetics sector in Thailand* (Doctoral dissertation, Brunel University Brunel Business School PhD Theses).
- Zhao, Y., & Thanabordeekij, P. (2016). Online Marketing Strategy for Thai Cosmetics in China. *วารสาร ปัญญา วิจัย นวัตกรรม*, 8(1), 14-23.

<https://srichand.co.th/en/about-us/>

<http://www.sirinyas-thailand.de/2015/09/01/srichand-thai-beauty-brand/>