AN INVESTIGATE OF CUSTOMER BEHAVIORS TO BEAUTY CLINICS BEHAVIORS: THE CASE OF BIG CITY IN THAILAND: BANGKOK SONGKLA CHAING MAI

WORAKAMOL WISETSRI

Abstract: This research has been conducted in terms of forecasting consumer behaviour in their purchasing decisions in relation to skin product buying behaviour, especially in Thailand. Some of the issues which influence purchasing decisions regarding skin's skin cosmetics include value and lifestyle, preference for brand, reference groups, advertising and promotion, marketing mix, and demographics of respondents. The theory of consumer's behaviour and the consumer behaves in a certain way. The theory of consumer purchasing behaviour was then discussed along with a discussion of the factors that influence the consumer. The decision making process was then discussed. Demographics were then considered with a detailed look at the demographic characteristics of respondents (gender, age, marital status, education, occupation, and average monthly income).Four types of buying behaviour were reviewed. Firstly, complex buying occurs when the buyer is highly involved with very expensive and highly self-expressive products. Secondly, dissonance-reducing buying occurs when the buyer is involved with risky purchases. Thirdly, habitual buying occurs when the buyer has low involvement with product information. Lastly variety-seeking buying occurs in situations when the buyer has low involvement but the buyer seems to perceiving brand differentiation in the market. Skin product has been considered to be a high-involvement shopping item which consumers often buy for its symbolic meanings, image reinforcement or psychological satisfaction. The chapter covers a few types of buyer characteristics and consumer decisions making styles and finally addresses what factors influence the purchasing decision in relation to cosmetics. The process of how consumers recognize their preference for brands and differentiate the information on skin's skin products through different sources of information was explored.

Keywords: Customer Behavior, Buying behavior, Skin Products

Introduction: Sunlight has a significant impact on the skin and can cause premature aging, early wrinkles, gradual darkening of the skin, and causes some forms of skin cancer (U.S. Department of Health and Human Services, 2006). Also, release of CFC chemicals has damaged the ozone layer, resulting in an increase in the amount of ultraviolet radiation from the sun reaching the earth's surface, stimulating more melanin growth than normal, which can lead to the gradual blemishing of the skin as well as the appearance of black spots on a person's face (Scheibner & Adrianna, 1999). The contact of these factors is compounded in the Kingdom of Thailand (Thailand) due to its location at the tropical latitudes, meaning it has a long hot season with many days of extended exposure to ultraviolet rays. Furthermore, several factories located around Bangkok and surrounding provinces release CFC chemicals, exacerbating the problem.

Facial skin' skin products cream can reduce the effects of ultraviolet rays and control the growth of melanin as well as adjust facial skin to be whiter, softer and more natural (Nair & Pallai, 2007). The term skin blemish covers a variety of cosmetic methods used to whiten the skin. These cosmetics are most commonly used in parts of Africa and Asia. Facial skin care plays an important role in people's daily lives, especially for females-and those males-that care about their beauty and appearance (Free Dictionary, 2008). Currently, cosmetic products that make the skin white are becoming ever more popular and their use is widespread due to effective advertising and popular pricing (AC Nielsen, 2007).

Literature Review: Historical evidence of facial skin's skin products cosmetics shows that women used herbs, natural plants and henna to beautify, nourish and protect their skin since ancient times. The ancient Egyptians applied the equivalent of zinc oxide to their skin as a skin therapy. In those times natural astringents and moisturizers were commonly used in almost every civilization (Lefell, 2005). Skin ;s skin products had a special effect in keeping women young, healthy, and beautiful with natural made cosmetics which contained many natural ingredients such as vitamin C, vitamin E, almond oil, and avocado oil (Kakita, 2005).

The process that gives skin its natural color and the way that melanin is produced and changes skin coloring can be divided into two groups:

1. The first group is the group of enzyme tyrosinase inhibitors which holds back the building of melanin by the reduction of enzyme formation.

1.1 Arbutin mulberry plant is popular in Japan and Asia.

1.2 Vitamin C.

1.3 Liquorice separated from glycyrrhizin glabia which takes out the flavonoids.

1.4 Kojic acid manufactured from the process of the metabolism of kojic mould.

1.5 Mulberry which holds back the formation of flavonoids and tiziterpenoids.

1.6 Melanostat which is the most essential element in making skin whiter by holding back the formation of the enzyme tyrosinase and melanin on the outside of the skin.

2. The second group is the group that removes the outer layer of skin.

2.1 AHA

2.2 BHA

2.3 Vitamin A (Manita Hanpanitchareon, 2003).

As seen in the past and the present, skin care whitening cosmetics have been an important part of women's beauty routines. Thus, without doubt, skin care whitening cosmetics are vital to women (Kakita, 2005).

Cosmetics are a global industry with worldwide sales. In Asian countries the growth of whitening products is increasing as women consider beauty very important to them (Associated Content, 2008).

Beauty is understood to be something very personal that you sense and respond to on a deep level. It is difficult to determine, but when people see it, people feel it very strongly, and are moved by it (Bhattacharya, 2006). Thailand is also an attractive market for the cosmetic manufacturers and distributors. The Thai market for cosmetics is growing every year, and concern for healthy skin is seen to be part of a global trend.

According to a survey conducted by Marilyn (2001), with an ageing population and more information about the long-term effects of the sun, there has been a significant growth in products aimed at taking care of consumers' skin. Examples include items such as face moisturizers, hand and body moisturizers, and sun protection products (Siam Commercial Bank and Research Institute, 2009).

The research assumes that the study will be relevant and important to the ongoing studies of the cosmetics industry and consumers' attitudes toward factors influencing decisions for purchasing skin's skin cosmetics in Thailand.

The assumptions of the study are as follows:

1. The data gathered is valid.

2. The research methodologies are sound.

3. Previous literature provides an appropriate foundation for this research.

4. There is a need for this type of study.

The Methodology and Model: The appropriate sample size for this study was determined by a formula used by Zikmund (2000). The Zikmund equation calculates the minimum sample size as described below.

$n = Z^2 c_1 pq / E^2$

Where

n = the number of items in the sample

Z^2 = square of the confidence interval in standard error units

p = estimated proportion of market share of whitening products

$q = 1-p$ or the estimated proportion of market share untouched by whitening products

E^2 = square of the maximum allowance for error between the true proportion and the sample proportion

The above equation is used to determine the sample size (Zikmund, 2000).

The confidence level is estimated at 95% so $(Z^2 c_1) = 1.96$

The allowance for error is estimated at 5% so E = 0.05

The market share for whitening products is unknown and is estimated to be 50%. Therefore, $p = 0.5$.

$q = 1-p = 1- 0.5 = 0.5$

Inputting the above values into the sample size formula yields

$n = 1.96 * 0.5 * 0.5 / (0.05 * 0.05)$

$n = 385$

From the above it is reasonable to assume that 400 questionnaires are adequate for this research.

Research Model: The proposed research model is illustrated in Figure 1. This model is widely used in consumer research and is designed to meet the research objectives of this study.
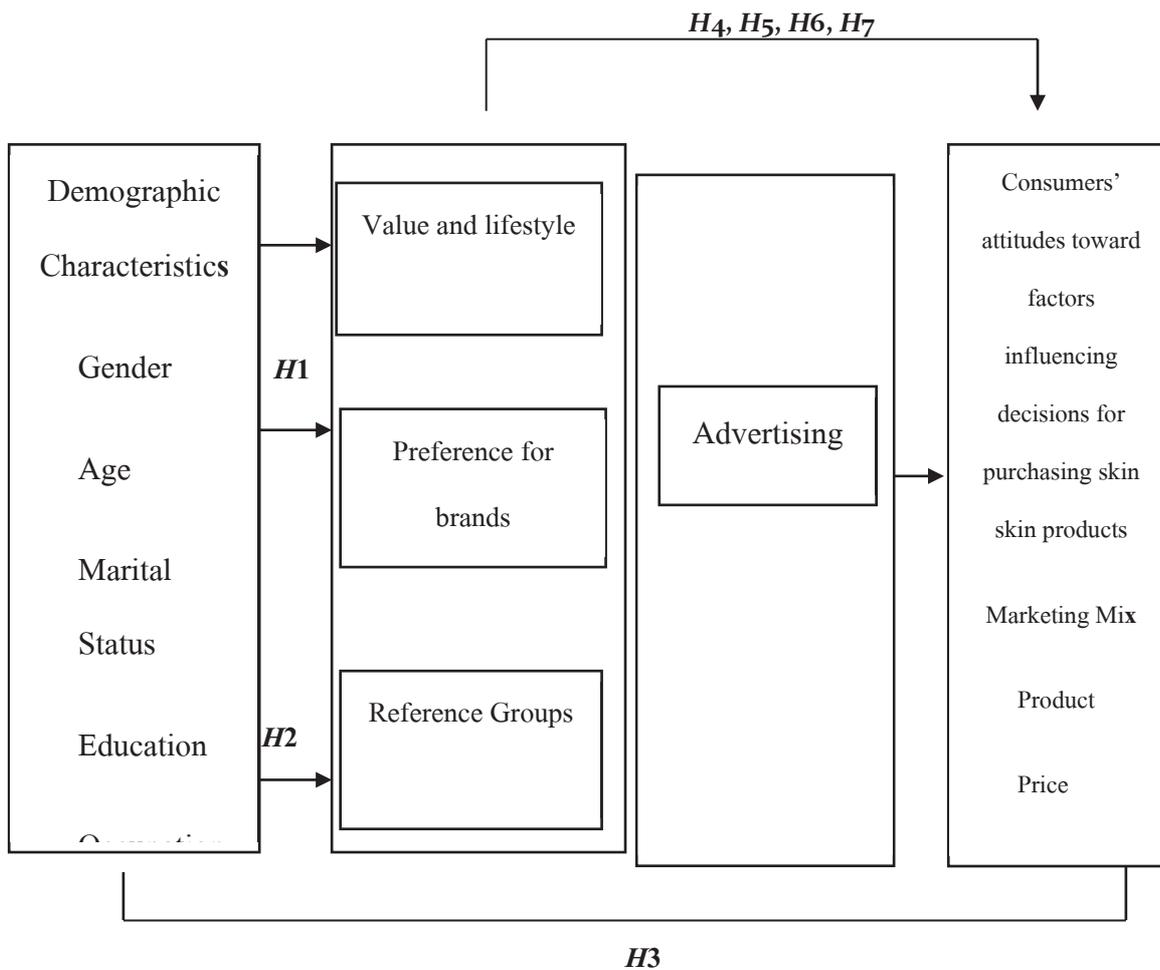
Figure 1 Research model and hypotheses.

Research Hypotheses: Global Hypothesis 1: There is no difference between means of preference for brands when grouped or factored by demographic characteristics

Ho_1: There is no difference between means of preference for brands when grouped by gender.

HA_1: There is a difference between means of preference for brand when grouped by gender.

Ho_2: There is no difference between means of preference for brands when factored by age.

HA_2: There is a difference between means of preference for brand when factored by age.

Ho_3: There is no difference between means of preference for brands when grouped by marital status.

HA_3: There is a difference between means of preference for brand when grouped by marital status.

Ho_4: There is no difference between means of preference for brand when grouped or factored by educational level.

HA_4: There is a difference between means of preference for brands when factored by educational level.

Ho_5: There is no difference between means of preference for brand when factored by occupation.

HA_5: There is a difference between means of preference for brands when factored by occupation.

Ho_6: There is no difference between means of preference for brands when factored by average monthly income.

HA_6: There is a difference between means of preference for brands when factored by average monthly income.

Global Hypothesis 2: There is no difference between means of reference groups when grouped or factored by demographic characteristics

Ho_1: There is no difference between means of reference groups when grouped by gender.

HA_1: There is a difference between means of reference group when grouped by gender.

Ho_2: There is no difference between means of reference groups when factored by age.

HA_2: There is a difference between means of reference groups when factored by age.

Ho_3: There is no difference between means of reference group when grouped by marital status.

HA_3: There is a difference between means of reference groups when grouped by marital status.

Ho_4: There is no difference between means of reference groups when factored by educational level.

HA_4: There is a difference between means of reference groups when factored by educational level.

Ho_5: There is no difference between means of reference groups when factored by occupation.

HA_5: There is a difference between means of reference groups when factored by occupation.

Ho_6: There is no difference between means of reference groups when factored by average monthly income.

HA_6: There is a difference between means of reference groups when factored by average monthly income.

Global Hypothesis 3: There is no difference between means of purchasing decisions when grouped or factored by demographic characteristics

Ho_1: There is no difference between means of purchasing decisions when grouped by gender.

HA_1: There is a difference between means of purchasing decisions when grouped by gender.

Ho_2: There is no difference between means of purchasing decisions when factored by age.

HA_2: There is a difference between means of purchasing decisions when factored by age.

Ho_3: There is no difference between means of purchasing decisions when grouped by marital status.

HA_3: There is a difference between means of purchasing decisions when grouped by marital status.

Ho_4: There is no difference between means of purchasing decisions when factored by educational level.

HA_4: There is a difference between means of purchasing decisions when factored by educational level.

Ho_5: There is no difference between means of purchasing decisions when factored by occupation.

HA_5: There is a difference between means of purchasing decisions when factored by occupation.

Ho_6: There is no difference between means of purchasing decisions when factored by average monthly income.

HA_6: There is a difference between means of purchasing decisions when factored by average monthly income.

Global Hypothesis 4: There is no correlation between preference for brands and purchasing decisions

Ho_1: There is no correlation between preference for brands and purchasing decisions.

HA_1: There is a correlation between preference for brands and purchasing decisions.

Global Hypothesis 5: There is no correlation between preference for brands and product

Ho_1: There is no correlation between preference for brands and product.

HA_1: There is a correlation between preference for brands and product.

Table 1 Global Hypothesis 6: There is no correlation between reference groups and purchasing decisions

Ho_1: There is no correlation between reference groups and purchasing decisions.

HA_1: There is a correlation between reference groups and purchasing decisions.

Global Hypothesis 7: There is no correlation between reference groups and marketing support

Ho_1: There is no correlation between reference groups and marketing support.

HA_1: There is a correlation between reference groups and marketing support.

Cronbach's Coefficient Alpha scores (pilot study)

Item(measure)	Cronbach's coefficient alpha
Whole data set	0.924
Preference for brands	0.867
Reference groups	0.875
Purchasing decisions	0.917

The population of Bangkok is around 7 million people and the sex ratio is 90.1 males per 100 females (Thailand National Statistical Office, 2000). Consequently, the total sample for this study consisted of 400 people, both male and female. In addition, the sampling technique used in this study is simple random sampling to ensure that each individual of the population has the same probability of being chosen. The female respondents in this study equated to 60% and male respondents equated to 40%. The participants in this study were voluntary and were assured anonymity by the researcher.

The samples of this study were obtained in department stores, institutes, language schools, universities, colleges and work places where respondents mainly gather. The locations were.

As has been previously stated, the closer the researcher can take the research to the point of decision, the more actionable it will be (McDaniel & Roger, 2002, p. 174). The data collection was carried out from 15[th]March to 2nd July 2015 during various hours and on the different days of the week. The above locations are in the centre of Bangkok Songkla CHAING MAI and are considered a mature market with a variety of branded whitening cosmetic

products. A description of some of the locations is as follows:

SPSS program for Windows was used to analyse the data. In addition to using simple statistical analysis methods such as percentage (%), means ($\overline{X}$) and frequency distribution, statistical methods such as analysis of t test and F test (one-way analysis of variance [ANOVA]), Correlation, and factor analysis were used in the study.

The first measurement of this study is to measure the reliability of the questionnaire so as to ensure that the questionnaire is reliable before being given to respondents. Reliability analysis: Cronbach's Alpha was used as the coefficient of reliability. Computation of alpha is based on the reliability of a test relative to other tests with the same number of items, and measuring the same construct of interest (Hatcher, 1994). Reliability comes to the forefront when variables developed from summated scales are used as predictor components in objective models. Since summated scales are an assembly of interrelated items designed to measure underlying constructs, it is very important to know whether the same set of items would elicit the same responses. Variables derived from test instruments are declared reliable only when they provide stable and reliable responses over a repeated administration of the test. The higher the score, the more reliable is the scale generated and a score greater than 0.70 is judged to be of acceptable reliability

This presented the details of the methodology used in this research. The described the differences between positivism, interpretive and post positivism. It also explained that positivism is used to support measures using quantitative data while interpretive is used for a deeper understanding using qualitative data. Post positivism is used where both measurement and understanding are required. The discussion of both types of research methods has been presented followed by the rational for selecting quantitative techniques as the main method of the study.

The description of the questionnaire development, research samples and reasons for selecting several locations in the city of Bangkok Songkla CHAING MAI, Thailand were explained.Data collection of over four hundreds questionnaires around Bangkok Songkla CHAING MAI which took approximately two months, was explained. Pre-testing of the questionnaires with an acceptable value reliability score of 0.924 was explained. Research hypotheses were developed to produce a research model and then data analysis was undertaken using SPSS program.

The findings: The explanations to the findings are based on theoretical frameworks discussed in literature reviews and on opinions concerning consumers' attitudes toward factors influencing decision for purchasing skin products cosmetics.

In conducting the data analysis a total of 400 questionnaires were collected in the form of paper surveys and were entered into the SPSS software package. In fact, more than 400 investigations were conducted. However, some were discarded due to incomplete answers.

The purpose of descriptive statistics is to provide a structured depiction of the characteristics of a data set. The target populations of this study are persons who use skin care cosmetics. Copies of a questionnaire were delivered to the respondents (sample) at work places, shopping malls and colleges. A total of 400 usable questionnaires were obtained.

Demographic questions were included as part of the survey. In this section, the respondents (sample) were asked their gender, age, marital status, education level, occupation, and average monthly income. The respondents were also asked to provide information about their purchasing decisions in relation to Skin's skin products cosmetics and then asked which factors would influence their purchasing behaviour. The research studies six demographic variables of the respondents.

According to the numbers and percentage of sample categories classified by gender, there were more females than males within the sample. Female were 242 persons which accounted for 60.5% of the sample, and male were 158 persons which accounted for 39.5% of the sample.

In terms of sample age, the majority of the sample reported their age to be between 20-29 years old, with 270 persons in this group, accounting for 68% of the sample. The lowest group reported their age to be between 30-39 years old, with 52 persons in this group, which accounted for 13% of the sample.

In terms of marital status the majority of the sample was single, with 386 persons in this group, which accounted for 96.5% of respondents. The smallest group was married or cohabiting, 14 persons in this group, which accounted for 3.5% of the sample. The married or cohabiting group was such a small percentage of the sample it can be generalized that typical respondent was aged between 20-29 years old, was educated to bachelor's degree level and was a single student.

The sample level of education varied from bachelor degree to higher than bachelor degree. The largest group within the sample was holders of a bachelor degree, with 306 persons in this category, which accounted for 76.5% of the total. The smallest group within the sample had an education level higher than a bachelor degree, 38 persons in this category, accounting for 9.5% of the total.

The occupation of the sample varied. The greatest proportion, students, with 208 persons, accounted for

52% of the sample. The smallest proportion was housekeeper or caretaker, with 24 persons in this group, which accounted for 6% of the sample.

In terms of sample income, the greatest proportion of the sample, 182 persons or 45.5%, had an income less than 10,000 baht/month. The smallest proportion of the sample, 22 persons or 5.5%, reported an income of between 30,000-39,999 baht/month.

Summary and Conclusions: Most people perceive that consumer purchasing behaviour has long been a key area of marketing studies. To understand consumer purchasing behaviour one must understand what factors influence the consumers when making a decision to purchase. With any purchasing decision, knowing what factors that the consumer is taking into account when making the purchase is important to the consumer, the marketer, the producer, and the sales representative. Researchers have studied purchasing behaviour for a substantial amount of time in the hope that they would understand how, what, when, why, and where consumers make decisions to purchase.

The purpose and overall goals of this study have been to examine how the factors of value and lifestyle, preference for brands, reference group and advertising and promotion influence the purchasing decision in relation to skin's products. A better understanding of factors influencing purchasing decision in relation to skin's skin product will assist skin's skin cosmetic companies and others within the cosmetics field by providing practical marketing information that can be used to facilitate the marketing of skin's skin products with the ultimate goal of increasing sales.

As has been suggested earlier, there have been previous studies into consumer purchasing behaviour focusing on various products and services. However, previous studies on skin's skin product were very limited.

In regards to demographic characteristic, previous studies found gender, age, marital status, educational level, occupation and average monthly income to have an influence on purchasing decisions. This study also found demographic characteristic had a substantial influence on purchasing decisions in relation skin's skin products.

The theoretical framework of this research study has been to identify and describe the important factors that influence purchasing decisions in relation to skin's skin products. Consumer purchasing behavior theory has been used in this research as this theory offers an understanding of how consumers actually make the decision to purchase. In this investigation, consumer purchasing behavior theory included consumer purchasing roles, the various steps of the consumer purchasing decision process, types of purchasing behavior, purchaser's characteristics, consumer decision making style, and consumer's purchasing decision in relation to skin's skin products.

This study built upon the current literature and applied it in developing appropriate research questions. In particular, the study was designed to answer the following questions:

1. Are there any differences between males and females of different age and their propensity and reasons for using branded skin's skin products? This measure is needed to find out if differences in demographic characteristics (gender, age, marital status, education level, occupation, monthly income) will result in different preference for brands of skin's skin products (see results and comments in the discussion of the findings section).

2. Is there a difference between shopping habits that are influenced by reference groups and the use of skin's skin products? This measure is needed to understand if different demographic characteristics (gender, age, marital status, education level, occupation, monthly income) will result in different reference groups that influence the consumer (see results and comments in the discussion of the findings section).

3. What part does media presence play in the promotion of skin's skin products? This measure is needed to understand what role the media have in influencing consumers in the purchase of skin's skin products (see results and comments in the discussion of the findings section).

4. Is there a relationship between customer preference for brands and their purchasing decision? This measure is needed to understand if there is a strong or weak relationship between the consumer and a preference for brands of skin's skin products (see results and comment in discussion of findings section).

5. Is there a relationship between the influence of reference groups and the purchasing decision? This measure is needed to understand if the purchasing decision has a strong or weak relationship with reference groups (see results and comment in discussion of findings section). The methodology in this research was quantitative in nature. Qualitative analysis was considered. However, a qualitative analysis would probably have given richer data but the drawback with this type of analysis is that the sample size would have to be limited.

The survey method used allowed a much larger sample and therefore was easier to generalize. The survey collected data from respondents who have purchased and are willing to purchase skin's skin products. The questionnaire was pre-tested and was then modified for reasons of clarification and to lessen the effort required by respondents. No observable difficulties were noticed in data collection.

A total of 400 usable copies of the questionnaire were obtained.

The t test and F test were used to answer research questions one, two and three in this research study. The objectives were to study the differences between demographic characteristics and the factors influencing purchasing decision in relation to skin's skin products. Correlation tests were used to answer research questions four, five, six and seven to examine the relationship between customer preference for brands and reference groups towards the purchasing decision in relation to skin's products. Lastly, factor analyses was used to weigh rotated component matrixes with loading on certain scores and factors for the items in groups that consumers choose most when making a purchasing decision in relation skin's skin products.

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Dr. Worakamol Wisetsri
Department of Social sciences, King Mongkut's University of Technology North Bangkok (KMUTNB),Thailand.