

**FACTORS INFLUENCING PURCHASING BEHAVIOR OF IMPORTED
MAKEUP COSMETICS CUSTOMERS IN BANGKOK AND
METROPOLITAN AREA**

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Abstract

Makeup cosmetics are a kind of product which are used for beautifying and altering the appearance, or even building personal confidence. They are generally used by women, however, nowadays there are also makeup cosmetics produced especially for men. People may start to use makeup cosmetics as young adults. Some occupations may require or may not require using makeup cosmetics. The researcher is interested in determining the factors influencing the purchasing behavior of imported makeup cosmetics customers aged 16 years old and above who live in Bangkok and metropolitan area because there is a limited number of academic studies on the factor(s) that influence their purchasing decision of particular imported makeup cosmetics brands in Thailand. The factors that the researcher is focusing on are demographic profile, integrated marketing communication (IMC) mix, digital marketing and the purchasing behavior of imported makeup cosmetics customers.

The study has found that cosmetics customers with different demographic profiles tend to have different purchasing behavior (i.e. purchasing channel, reason for purchasing via store/counter, purchasing time and frequency of purchasing). Moreover, the study has found that different tools of a seller's promotion mix strategy tend to have influences on customer's purchasing behavior. However, there is no significant relationship between digital marketing and the purchasing behavior of imported makeup cosmetics customers.

This study might benefit people who are working in or are interested in operating makeup cosmetics businesses. The findings of this study might help to provide guidelines to develop or improve the marketing strategies of cosmetic businesses to better capture the rapid changes in today's market environment.

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Introduction and Investigating Constructs

Makeup cosmetics are a kind of product which are used for beautifying and altering the appearance, or even building personal confidence. They are generally used by women; however, nowadays there are also makeup cosmetics produced especially for men. People may start to use makeup cosmetics as young adults. Some occupations may require or may not require using makeup cosmetics. The makeup cosmetics category is divided into many product-lines, such as primers, concealers, foundation, luminizers, powders, bronzers, blush, eye shadow, eyeliner, mascara, eyebrows pencils, eyebrows mascara, lipstick, lip liner, lip gloss and lip balm.

This study is conducted because the makeup cosmetics market is highly competitive. There are many brand choices available in the market both locally and internationally, thus the consumers are becoming less loyal to a brand and are likely to easily switch the brand because of new colors and innovations. International makeup cosmetics brands are normally imported from three major markets, Europe, America and Asia. According to Marketeer (2014), Thailand's makeup cosmetics market is considered to be the biggest market in Asia at 12.4 million baht. The market grew by 10% compared to the same period last year. It can be forecast that as the market is growing, it is going to be more competitive.

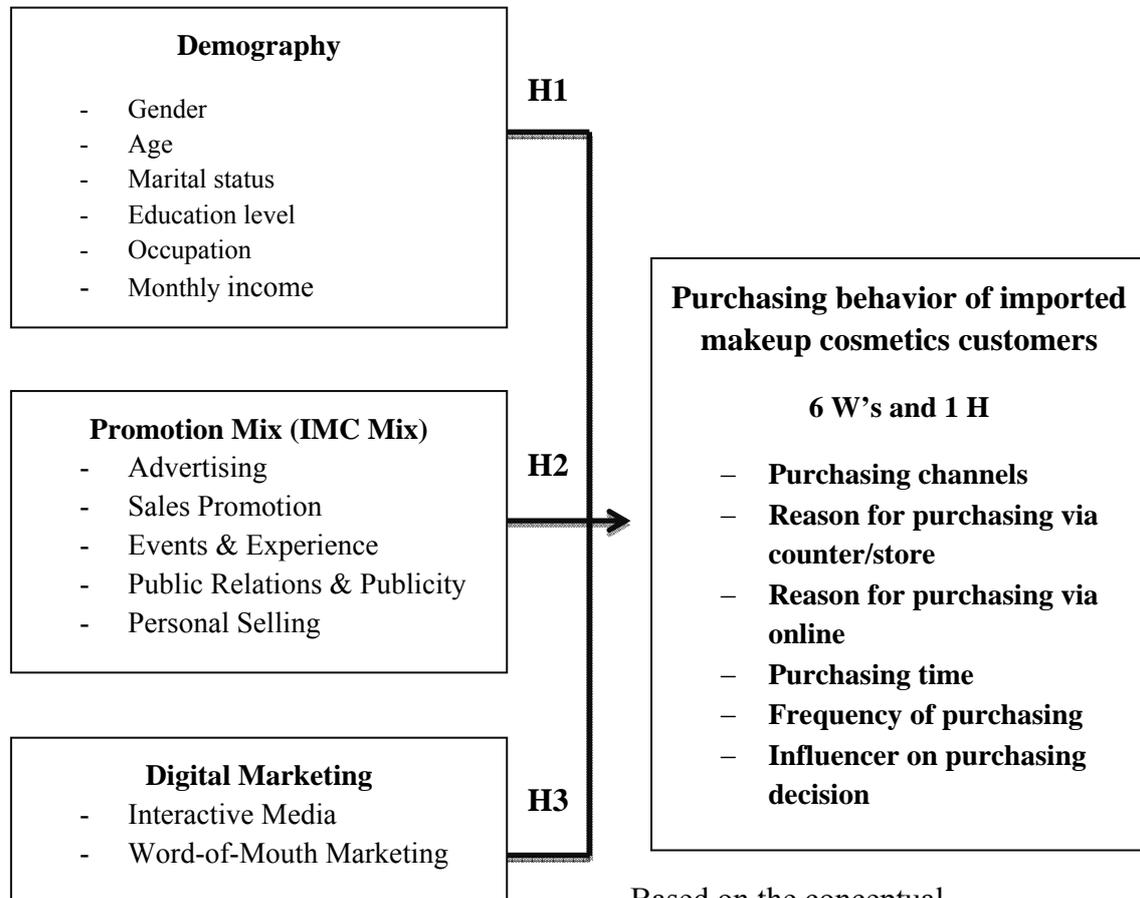
The literature review suggests that based on the study of effects of consumer demographic variables on clothes buying behavior in Borno State, Nigeria by Aloomo (2013), it was concluded that demographic factors made up of age, gender, marital status, occupation, education and income are key factors affecting consumer buying behavior, it is therefore, concluded that these factors, either acting independently or in conjunction with each other have significant degree of influence at each stage (need recognition, information search, evaluation, patronage, and post purchase behavior) of the consumer's clothes buying decision making process. Kotler (2009) described that there are eight major modes of communication in marketing communications mix, including advertising, sales promotion, events & experiences, public relations and publicity, direct marketing, interactive marketing, word-of-mouth marketing and personal selling. Ioană (2014) stated in her research that before purchasing a product online, consumers usually inform themselves from forums, company websites, Facebook accounts or peer reviews. Moreover, it was shown that most consumers are not exactly secretive regarding information posted by other clients who had bought the same product which they wish to purchase, yet they are fairly indifferent; they only consider them to be relevant, and they don't influence their purchasing habits. Digital marketing tools that are included in this study are interactive marketing and word-of-mouth marketing. Media platforms and social media mentioned in this study are websites, blogs, e-mail, Facebook, Twitter, Instagram, LINE and YouTube. Schiffman and Kanuk (2007) take a similar approach in defining consumer behavior

as the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Kotler (2006) examined the consumer purchasing behavior using the 6W's and 1H questions. Kotler (1998) provided the stimulus-response model of buyer behavior show how marketing and other stimuli enter the consumer's mind and produce certain responses. The marketing stimuli consist of marketing mix elements. Other stimuli include major forces and events in the buyer's environment—economic, technological, political and cultural.

The researcher is interested in determining the factors influencing the purchasing behavior of imported makeup cosmetics customers aged 16 years old and above who live in Bangkok and metropolitan area because there is a limited number of academic studies on the factor(s) that influence their purchasing decision for particular imported makeup cosmetics brands. The factors that the researcher is focusing on are demographic profile, integrated marketing communication (IMC) mix, digital marketing and the purchasing behavior of imported makeup cosmetics customers.

Therefore, this research aims to identify the purchasing behavior of imported makeup cosmetics customers in Bangkok and metropolitan area, to determine the demographic factors that have an influence on the purchasing behavior of imported makeup cosmetics customers in Bangkok and metropolitan area, to determine the influences of the promotion mix (integrated marketing communication-IMC mix) on the purchasing behavior of imported makeup cosmetics customers in Bangkok and metropolitan area, and to determine the influence of digital marketing on the purchasing behavior of imported makeup cosmetics customers in Bangkok and metropolitan area. The conceptual framework of this study was illustrated as in Figure 1.

Figure 1 Conceptual Framework of the Study



Based on the conceptual framework of this study, the hypotheses are listed as below:

H1: Imported makeup cosmetics customers in Bangkok and metropolitan area with different demographic profiles will have different purchasing behavior.

H2: There is an influence of seller's use of promotion mix on the purchasing behavior of imported makeup cosmetics customers who live in Bangkok and metropolitan area.

H3: There is an influence of a seller's use of digital marketing on the purchasing behavior of imported makeup cosmetics customers who live in Bangkok and metropolitan area.

Research Methodology

This study used descriptive research because the aim of this study is to describe different variables and the relationships between them. The population of this study is imported makeup cosmetics customers, aged 16 years old and above who live in Bangkok and metropolitan area. The questionnaires were done by 100 respondents

of imported makeup cosmetics customers aged 16 years old and above who live in Bangkok and metropolitan area. The metropolitan area consists of five provinces, including Nonthaburi, Pathum Thani, Nakhon Pathom, Samut Prakan, Samut Sakhon (Policy and Planning Division of Department of City Planning, 2011).

A nonprobability sampling technique with quota sampling will be employed. The questionnaire is limited to respondents who are imported makeup cosmetics customers aged 16 years old and above who live in Bangkok and metropolitan area only. The process of quota sampling consists of three screening questions to verify that the respondent is Thai and lives in Bangkok or metropolitan area, and is a customer of imported makeup cosmetics.

The data collection process was conducted through the use of a quantitative method with a questionnaire survey as the tool. The researcher used questionnaire to collect the data via online web-based survey docs.google.com from imported makeup cosmetics customers who live in Bangkok and Metropolitan area. The online survey link was shared through the researcher's Facebook Page, LINE group chat, Pantip.com website (cosmetics room) and JeBan.com (web board). The questionnaire consisted of four main sections which are personal information, integrated marketing communication (IMC) Mix, digital marketing and purchasing behavior of imported makeup cosmetics customers.

This research used descriptive statistics (i.e. frequency, percentage, mean and standard deviation) and Pearson's chi-square to test the study hypotheses, relationships between demographic profile, promotion mix (IMC mix), digital marketing and consumer's purchasing behavior. The confidence level of 95% or $\alpha = 0.05$ was adopted to test the hypotheses of the study. Descriptive statistics were used to assure that extreme values did not affect the data analysis. The assumptions of normality, linearity, and homoscedasticity were tested by viewing scatter-plot diagrams and ensuring skewness and kurtosis values were mostly within specified ranges (i.e. $-1 < \text{skewness values} < +1$, $-2 < \text{kurtosis values} < +2$ (Tabachnick & Fidell, 2001).

Research Findings

Results of Demographic Testing:

1. Gender—the majority of respondents were female (93.0%) followed by male (7.0%).
2. Age—the majority of respondents were 21-25 years old (43.0%) followed by above 31 years old (23.0%), below 20 years old (19.0%), and 26-30 years old (15.0%).

3. Status—the majority of respondents were single (87.0%) followed by married (13.0%).
4. Education level—the majority of respondents had a bachelor degree (68.0%) followed by master degree (29.0%), and high school (3.0%).
5. Occupation—the majority of respondents were private employees (46.0%) followed by students (37.0%), business owners (7.0%), government/state enterprise employees (6.0%), and freelance (4.0%).
6. Monthly income—the majority of respondents had monthly income of 20,001 - 30,000 Baht (25.0%), followed by less than 10,000 Baht (22.0%), 10,001 - 20,000 Baht (22.0%), more than 50,000 Baht (18.0%), 40,001 - 50,000 Baht (7.0%), and 30,001 - 40,000 Baht (6.0%).

Results of Promotion Mix (IMC Mix) Testing:

It was found that the majority of the respondents felt neutral about the advertising and its impact on purchasing imported makeup cosmetics (Mean = 2.69). Customers tended to purchase imported makeup cosmetics brands that are advertised on websites (Mean = 3.26). The majority of the respondents agreed that they considered the sales promotion when purchasing imported makeup cosmetics (Mean = 3.69). Customers tended to purchase imported makeup cosmetics brands more when they offer discount promotions (Mean = 4.02). The majority of the respondents felt neutral about public relations and its impact on purchasing imported makeup cosmetics (Mean = 2.87). The presenter of imported makeup cosmetics brand tended to influence the customers' decision to purchase the brand (Mean = 3.28). The majority of the respondents strongly agreed to consider personal selling when purchasing imported makeup cosmetics (Mean = 4.26). Customers tended to feel that a beauty advisor (B.A.) with good manners (Mean = 4.34) and service mind (Mean = 4.33) influence them to purchase imported makeup cosmetics. The majority of the respondents agreed to consider events and experience offered by the brand when purchasing imported makeup cosmetics (Mean = 3.6). A makeup workshop (e.g. makeup teaching) offered by imported makeup cosmetics brands allows customers to gain more information about the brand (Mean = 3.78).

Results of Digital Marketing Testing:

The majority of the respondents felt neutral about the interactive media and its impact on purchasing imported makeup cosmetics (Mean = 3.32). Customers tended to feel that they could interact with an imported makeup cosmetics brand easier when they have Facebook Fanpage (Mean = 3.85). The majority of respondents agreed to consider word-of-mouth communications when purchasing imported makeup cosmetics (Mean = 4.11). Customers tended to find product reviews on websites

before purchasing imported makeup cosmetics (Mean = 4.27). Customers also searched product reviews via blogs before purchasing imported makeup cosmetics (Mean = 4.19). The positive comments of other buyers tended to have an impact on purchasing decision of imported makeup cosmetics (Mean = 4.17).

Results of Hypothesis Testing:

The findings of the study of factors influencing the purchasing behavior of imported makeup cosmetics customers aged 16 years old and above who live in Bangkok and metropolitan area are discuss below:

H1: Imported makeup cosmetics customers in Bangkok and metropolitan area with different demographic profiles (i.e. marital status, education level, occupation and monthly income) will have different purchasing behavior (i.e. purchasing channels, reason for purchasing via counter/store, purchasing time and frequency of purchasing).

With regard to hypothesis 1, the study has found that there are partial relationships between demographic profile of imported makeup cosmetics customers, such the differences of marital status, occupation, monthly income, purchasing channels, reason for purchasing via store/counter, purchasing time and frequency of purchasing. The result was not in line with the study of Pungnirund (2013), as his study indicated that different age led to differences in their purchasing behavior in terms of the frequency of purchasing. The results of this study implied that different demographic profiles (i.e. marital status, occupation and monthly income) tend to show different purchasing behavior (i.e. purchasing channel, reason for purchasing via store/counter, purchasing time and frequency of purchasing). Makeup cosmetics is a kind of product for which customers care about quality because they are used for applying on their face. Customers tend to purchase imported makeup cosmetics via store/counter more than online channel because they can test and try on the product. They do not purchase at any time, but they do purchase when their makeup cosmetics is finished.

H2: There is an influence of seller's use of promotion mix (i.e. sales promotion, public relations and personal selling) on the purchasing behavior (i.e. frequency of purchasing and influencer on purchasing decision) of imported makeup cosmetics customers who live in Bangkok and metropolitan area.

Based on hypothesis 2, the study has found partial relationships between promotion mix (IMC mix) and purchasing behavior. The result was in line with the study of Hosseini (2011) which showed that personal selling, sales promotion and advertising are the factors that could increase sales. Based on the result of this study, it could implied that different tools of promotion mix (i.e. sales promotion, public

relations and personal selling) tend to show different purchasing behavior (i.e. frequency of purchasing and influencer on purchasing decision).

H3: There is no influence of seller's use of digital marketing on the purchasing behavior of imported makeup cosmetics customers who live in Bangkok and metropolitan area.

With regard to hypothesis 3, overall, there is no significant relationship between digital marketing and purchasing behavior of imported makeup cosmetics customers. The result was not in line with the study conducted by Ioană (2014), as she stated in her research that before purchasing a product online, consumers usually inform themselves from forums, company websites, Facebook accounts or peer reviews, but in detail, the result showed that there is a significance in an interactive media (i.e. cosmetics selling websites, official LINE account, and e-mail update from brand) and purchasing behavior of imported makeup cosmetics customers (i.e. purchasing channels, reason for purchasing via online channel and purchasing time). However, there is no significant effect between word-of-mouth marketing and purchasing behavior of imported makeup cosmetics customers because customers do not trust the product because it may be manipulated by advertisers.

Conclusion and Recommendations

This study aims to identify the factors influencing the purchasing behavior of imported makeup cosmetics customers aged 16 years old and above who live in Bangkok and metropolitan area, by identifying the purchasing behavior of imported makeup cosmetics customers in Bangkok and metropolitan area, determining the demographic factors that have an influence on the purchasing behavior of imported makeup cosmetics customers in Bangkok and metropolitan area, determining the influences of the promotion mix (integrated marketing communication-IMC mix) on the purchasing behavior of imported makeup cosmetics customers in Bangkok and metropolitan area, and determining the influence of digital marketing on the purchasing behavior of imported makeup cosmetics customers in Bangkok and metropolitan area.

As the results of this study implied that different demographic profiles (i.e. marital status, occupation and monthly income) tend to show different purchasing behavior (i.e. purchasing channel, reason for purchasing via store/counter, purchasing time and frequency of purchasing). Makeup cosmetics is a kind of product for which customers care about quality because they are used for applying on their face. Customers tend to purchase imported makeup cosmetics via store/counter more than online channel because they can test and try on the product. They do not purchase at any time, but they do purchase when their makeup cosmetics is finished.

Based on the result of this study, it could implied that different tools of promotion mix (i.e. sales promotion, public relations and personal selling) tend to show different purchasing behavior (i.e. frequency of purchasing and influencer on purchasing decision).

However, there is no significant effect between word-of-mouth marketing and purchasing behavior of imported makeup cosmetics customers because customers do not trust the product because it may be manipulated by advertisers.

Managerial Implication

1. From the results, the majority of the respondents have chosen to purchase imported makeup cosmetics via store/counter more than online channel because customers can try out the products, but as we are moving in the digital world, the marketers should find a way of making online channels trustable purchasing channels and offer new creative ideas in promotion mix tools in order to enable the customers to try out the products.
2. Even though the consumers tend to purchase imported makeup cosmetics via store/counter, they search for product information via online channels. Thus, the brand owners and marketers should focus more doing marketing strategies via online channels.
3. Customers tend to search and read product reviews before purchasing imported makeup cosmetics, but they do not trust the review because it may be manipulated by the advertisers, so the brand owners and marketers should be cautious in providing product benefits in the advertising.
4. Customers of imported makeup cosmetics are likely to be influenced by all kinds of sales promotion strategies, such as discount, discount coupon, buy 1 get 1 free promotion, gifts or premiums, product samples and demonstration on applying makeup cosmetics.
5. The brand owners should be cautious in choosing the presenter of the brand because this reflects the brand image. As customers purchase the makeup cosmetics product, they believe that they would look like the presenter.
6. The cosmetics brand owners should focus on controlling the quality of service of beauty advisors (B.A.) because it is the final factor whereby customers make their decision to purchase the product or not. All B.A.s should be selected to have a good personality, be service-minded and be able to provide reliable information about the products to customers.

Recommendations for Future Study

This is an independent study which was conducted in a limited time of 3 months and limited resources, as a result, there are still areas that this study does not cover as follows:

1. This study collected data from 100 respondents so future studies could include a larger sample size in order to ensure a sufficient number of responses.
2. Future studies could conduct a comparative study by comparing the differences of purchasing behavior of imported makeup cosmetics in different regions of Thailand.
3. Future studies could conduct a similar study with local makeup cosmetics brands.
4. Future studies could explore other factors that affect the purchasing behavior of customers, such as branding strategies and creative ideas.

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