

FACTOR AFFECTING ONLINE PURCHASE OF COSMETIC AND SKINCARE IN THAILAND

Phattanakul Phoulmee¹, Oraphan Decha²

¹*College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand,
E-Mail: s65127356031@ssru.ac.th*

²*College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand,
E-Mail: oraphan.de@ssru.ac.th*

ABSTRACT

This research aimed to study the factors influencing the intention to purchase cosmetics and skincare products online. This is because consumer behaviour has changed, and the e-market has continuously grown and developed, which has both direct and indirect effects on consumer behaviour in purchasing products through online channels. Therefore, this research presents the trust consumers have in online stores and the influencer aspect of consumers' perception of their decision to purchase products through online channels. This quantitative research uses an online questionnaire to collect data from 385 samples, which are consumers who have purchased cosmetics or skincare products through online stores and are over 18 years old. The research results found that the intention to purchase products online is significantly related to the factor of trust in online stores and the factor of influencers at a statistically significant level at a 95% confidence level.

Keywords: Cosmetics/Skincare/Trust/Influencer/Online Store

INTRODUCTION

Nowadays, cosmetics and skin care products are considered essential to enhance personality and appearance to have a good personality and help create a good image. Having a good image does not mean having a good face, but it means that we take care of ourselves enough. Today, cosmetics (make-up) and skin care products (skincare) have become essential for most women and have also begun to affect men and alternative genders who are increasingly interested in taking care of themselves (Thanapat Janjaturanrat, 2023) [1]. This can be seen from the values and trends of society that have changed and are no longer limited by gender, including the observation of male celebrities who have become presenters of beauty brands more and more, which in the past, we often saw only female presenters.

In addition to influencers helping consumers make more decisions, it was found that information from consumers also played a part in purchasing decisions. From a survey of customer reviews on online purchasing decisions in 2014 (Myles Anderson, 2014), [2]. it was found that 90% of consumers will read reviews from online media, and 88% will feel more confident and trust opinions from online media than personal recommendations, and 72% are more likely to buy products if they read positive reviews. These things have caused entrepreneurs to adjust their strategies to use online channels more through various online communications, especially social media, to enable consumers to receive information more accurately and target groups better. This has caused entrepreneurs to increase their online sales channels to respond to customer behaviours that have used the internet to meet their daily needs more. In addition to entrepreneurs or brand owners turning online, there are currently many types of online cosmetic and skincare product stores, such as brand-owner stores, shops that accept customers, and stores that collect a variety of brands (Multi-Brand Stores) through various online channels, with many stores to choose from. Consumers have different methods for choosing online stores. According to the perception of consumers' trust in online stores, when assessing trust from different perspectives, such as

different online store channels, increased consumer trust motivates customers to create more purchase intention (Li, Kim & Park, 2007). [3]

OBJECTIVE

1. Study the demographic factors of consumers purchasing skincare and cosmetics online.
2. Study consumer purchasing behaviour through social media.
3. Study the factors influencing consumers' intention to purchase cosmetics and skincare products online.

METHODOLOGY

The population used in this research was a group of male and female consumers who had purchased skin care products or cosmetics through social media in Thailand. The sample group used in this research used the non-probability sampling method by using the convenience sampling method. The sample size for this research was determined by using a questionnaire for collecting data, using the calculation principles of Cochran [4]. (1977, cited in Chonlapasorn Sittiworongchai, 2022) [5]. by setting the confidence level at 95% or, in other words, the statistical significance (Significant level) equal to 0.05.

Determining the population and sample from social media users who have purchased skin care products and cosmetics online in Thailand, aged 18 years and over by using the determination of the sample group of 385 samples, using the method of collecting data by using a questionnaire from the target group, using an online questionnaire via Google Form, using a tool to collect data from the sample group, which is a suitable website for creating an online questionnaire and planning to distribute the questionnaire through social media channels from posting on the researcher's Facebook feed page, including distributing it through the researcher's Line application channel.

RESULTS

Data analysis results

Table 1
Number and Percentage Demographic Characteristics

Demographic Data	Total (n=385)	Percentage
Gender		
Male	74	19.2
Female	311	80.8
Age		
18-20 yrs	23	6.0
21-25 yrs	99	25.7
26-30 yrs	104	27.0
31-35 yrs	96	24.9
36-40 yrs	39	10.1
Over 41 yrs	24	6.2

Jobs		
Students	121	31.4
Employees	219	56.9
Business owner	38	9.9
Other	7	1.8
Salary		
5,000 - 30,000 THB	180	46.8
30,001 - 50,000 THB	98	25.5
50,001 - 80,000 THB	53	13.8
80,001 – 100,000 THB	26	6.8
Over 100,000 THB	28	7.3

Part 2: Behavior data of purchasing cosmetics and skin care products online

Table 2

The quantity and percentage of online purchases of cosmetics and skincare products
based on the purpose of purchase

Purpose of purchase	n	Percentage
By self	354	91.9
Buy for others	31	8.1
Overall	385	100

Table 3

Number and percentage of online purchasing behavior of cosmetics and skin care products
classified by purchasing and searching channels

searching channels	N	Percent	Percent of cases
Facebook	215	19.4	55.8
Instagram	207	18.7	53.8
Websites	165	14.9	42.9
Lazada	183	16.5	47.5
Shopee	247	22.3	64.2
Line	64	5.8	16.6
Others	27	2.4	7.0
Total	1,108	100.0	287.8

Table 4

Number and percentage of online purchasing behavior of cosmetics and skin care products,
classified by store type

store type	N	Percentage
Brand owner shop	147	38.2
product delivery shop	69	17.9
drug store	16	4.2
multi-brand shop	153	39.7
Overall	385	100.0

Table 5

Number and percentage of online purchasing behavior of cosmetics and skin care products
classified by product type

Product types	N	Percent	Percent of cases
Facial care products	336	36.6	92.8
Body care products	140	15.2	38.7
Make-up products	166	18.1	45.9
Eye/eyebrow makeup	106	11.5	29.3
Lip makeup	141	15.3	39.0
Nail products	30	3.3	8.3
Total	919	100.0	253.9

Table 6

Mean and standard deviation of factors influencing Thailand's intention to
purchase cosmetics and skin care products online

Trust factor	$\bar{x}$	S.D.	Meaning
Advantages of online shopping			
1.1 Purchase at any time	4.31	0.647	strongly agree.
1.2 Save you time shopping in offline stores	4.13	0.643	Agree
1.3 Provide more products than in offline stores.	3.99	0.651	Agree
1.4 Compared to offline stores, it is easier to find and compare prices.	4.11	0.656	Agree
1.5 No pressure from sales personnel	4.06	0.658	Agree
1.6 will not make people uncomfortable or crowded.	4.05	0.570	Agree
Others	4.11	0.435	Agree

Research Discussion

1. A study on the online purchasing behaviour of cosmetics and skincare products found that most respondents aim to purchase products for themselves, mainly through the Shopee

shopping platform, followed by Facebook and Instagram, usually through Shopee shopping—multi-brand, followed by directly owned stores. Most products purchased online are facial care products, followed by facial makeup. The average cost per use is between 500-1500 Thai baht. Consumers are most likely to pay through bank transfer. Secondly, payment can be made separately through credit or debit cards and cash on delivery.

2. The study results of the factors influencing the intention to purchase cosmetics and skin care products via online channels in Thailand, when statistically analyzed by the Multiple Regression Analysis method, found that the factors influencing the intention to purchase cosmetics and skin care products via online channels were the factors of perceived benefits, the factors of perceived risks, the factors of perceived reputation of online stores, the factors of influencer attractiveness, the factors of influencer expertise, and the factors of influencer trustworthiness, which significantly influenced the intention to purchase cosmetics and skin care products via online channels in Thailand at a statistical level of 0.05.

CONCLUSION AND FUTURE WORK

The study concludes that:

Trust Online Store

Research has shown that trust in online stores, including awareness of the benefits and risks of purchasing products on online stores, can affect the intention to purchase products. This is consistent with Forsythe et al.'s (2015) [6]. study, which investigated the perceived benefits and risks of purchasing products in online stores. Consumers will benefit from online purchases, but online purchases may bring risks, including the possibility of receiving defective products or financial risks of being scammed (Santana&Louriero, 2018) [7]. Additionally, this is consistent with the following research: Kim, Xu&Koh (2004) [8]. found that recognizing the reputation of an online store can affect consumers' purchasing decisions. By providing information about the online store, consumers can evaluate it and reduce the risks of online shopping.

Influencers

Research has shown that influencers' attractiveness, expertise, and reliability can influence their intention to purchase cosmetics, skincare products, and cosmetics online. This is consistent with a study by Rebelo (2017) [9]. that examined influencers' perceptions of influencer attitudes and purchase intentions on Instagram. Consumers have discovered that influencers with unique appeal can capture their attention. If influencers with professional knowledge and sincerity recommend products, whether displaying accurate product information or not exaggerating positive and negative attributes, consumers will have confidence in the influencers. Finally, it will affect the purchasing intention of consumers who are interested and wish to try.

Research Suggestions

1. Research recommendations

1. This study is quantitative and has not been thoroughly studied. Therefore, in the following study, if interested individuals need more insights, they can conduct qualitative research to understand consumers and then conduct quantitative research. This will be more insightful and clearer than using tools alone.

2. This study does not target specific merchant platforms. Interested customers can choose a platform to investigate how its features affect consumers' purchasing decisions.

ACKNOWLEDGEMENTS

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research.

REFERENCES

- Thanapat, P. , & Gamon, C. (2023) . Vulnerability Assessment Analysis in Open- Source Code Management within Business Environments. *Idea: Future Research*, 1(2), 58-65.
- Anderson, M., & Anderson, M. (2014). 88% of consumers trust online reviews as much as personal recommendations. Retrieved November 18, 2015.
- Li, R., Kim, J., & Park, J. (2007). The effects of internet shoppers' trust on their purchasing intention in China. *JISTEM-Journal of Information Systems and Technology Management*, 4, 269-286.
- Cochran, W. G. (1977). *Sampling techniques* (3rd ed.).
- Sitthiwarongchai, C. , Rodjam, C. , Sukmaitree, J. , Ninaroon, P. , Suwannarat, T. , Butdam, C. , & Chotianusorn, E. (2022). Promoting And Developing The Production Capacity Of Agricultural Products And Services Of Community Enterprises And The Network Of Farmer Housewives According To The King's Philosophy, Samut Songkhram Province. *Journal of Positive School Psychology*, 6(8), 2464-2470.
- Forsythe, P. (2015). Monitoring customer perceived service quality and satisfaction during the construction process. *Construction Economics and Building*, 15(1), 19-42.
- Loureiro, C. S. (2018). Normalização das tarefas de produção baseadas nas metodologias Lean (Doctoral dissertation).
- Kim, H. W., Xu, Y., & Koh, J. (2004). A comparison of online trust building factors between potential customers and repeats customers. *Journal of the association for information systems*, 5(10), 13.
- Rebelo, M. F. (2017). How influencers' credibility on Instagram is perceived by consumers and its impact on purchase intention (master's thesis, Universidade Catolica Portuguesa (Portugal)).