



ABAC
GRADUATE SCHOOL
of BUSINESS

Au Virtual International Conference 2020
Entrepreneurship and Sustainability in the Digital Era
Assumption University of Thailand
October 30, 2020
Co-hosted by



Factors Affecting the Purchasing Decision Facial Skincare Products of Working Women in Bangkok Metropolis during Economic Recession Period

Pusanisa Boonmangmee¹, Preecha Methavasarakh²

Abstract

The facial skincare products were in group of convenience goods that customers would buy from their wanted not needed so can said that facial skincare products were unnecessary for life. However, the competition in the skincare business was very high. Consumer had a lot of choices to select. This research aimed to study about factors related and affecting purchasing decision facial skincare products of working women in Bangkok Metropolis during Economic Recession Period. The quantitative questionnaires were conducted and also distributed 400 sets of questionnaires to working women who worked or lived in Bangkok, Thailand which were ever bought facial skincare product within 10 months ago. A statistical program was used to analyze the data there is three analyses which are descriptive analysis (frequency, mean and standard deviation), correlation analysis and multiple regression analysis.

Six factors related and affected on purchasing decision consist of product quality, convenience place, promotion, brand, self-image and social norms. After analysis by descriptive analysis and multiple linear regression the result shown only two factors related and affect purchasing decision facial skincare products of working women that were product quality and brand. The result can be explained that 36.9% ($R^2=.369$) of the variation affect in purchasing decision facial skincare products of working women. Others factors consist of convenience place, promotion, self-image and social norms did not had statistical significantly on purchasing decision of working women in Bangkok. The economic recession effect from the COVID-19 made the customers were reduced in total income that affected to spent money less than last pass because of reducing in purchasing power. They had more awareness and more concern about products value benefit compare in own opinion. The researcher suggestion in order to improve businesses strategy to maintain or increase the business revenue that the companies should improve all of sub factor in product quality in good raw material, good result, non-hypoallergenic test and good texture together with brand on three sub factors in brand experience, brand preference and brand image.

Keywords: facial skincare, product quality, convenience place, promotion, brand, self-image, social norms, purchasing decision.

Introduction

In beginning of year 2020, the Covic-19 pandemic occurs in Thailand the first case shown on January. The government have to lock down country and control by announcing work from home policy that effect to economic and all overview business in Thailand until today the GDP decrease(minus) continuous for two quarters so Thailand economic access to economic recession period. During a recession, the economy struggles, people lose work, companies make fewer sales and the country's overall economic output declines (D. Rodeck, 2020). So, that takes a long time to recovery and sustained economic expansion again. The firms have to adjust themselves to survival in this recession period from pandemic effect.

The facial skincare products are in group of convenience goods and customers will buy from their want not need of the products so can say that facial skincare products are unnecessary for life. The firms should think about how to do in the right marketing activity meet customer expectation and purchase them to be the part of their life. From the market research.com on May, 2020 of facial care in Thailand by Mintel market sizes based on sales value through all retail channels including direct to consumer. The report shows that Market size for Facial Care in Thailand is given in THB with a minimum of five years' historical data. Indeed, demand is higher online and e-commerce with better

comparison prices. Customers will choose the best option in their mind with their information search. Many data source show the same idea recover period take time for five years in Thailand and global.

From UKEssays published on November (2018), shown that the beauty industry had a large number of companies exist and competing within the same market size. As the entry barrier are not too high, many companies can easily penetrate into the market. unfortunately, companies without proper resource management will long stay in that market for long. However, the customers had a lot of choices in their decision. They will have own standard identity and strength point in mind. If firms do not develop themselves to respond customer satisfaction, they may not sustain in business. The customer satisfaction created their purchase decision to all type of products.

This research studies about the factors effecting purchase decision of facial skincare products in working women that live or work in Bangkok area during economic recession period year 2020 and guidance the firm how to survival in this crisis.

Research Objectives

1. To study factors related with the purchasing decision facial skincare products of working women in Bangkok



Metropolis during Economic Recession Period

- To study factors affecting purchasing decision facial skincare products of working women in Bangkok Metropolis during Economic Recession Period

Scope of Research

In this research, the target respondents are working women who use facial skincare products and work or live in Bangkok of Thailand. The questionnaire will be distributed through online by google form. The research question is ‘What are the factors effecting purchase decision of woman on facial skincare products focus in working women who live or work in Bangkok area.

Literature Review

Purchase Decision

Decision making process is relate to customer recognize by information comparing and finally they will choose the best in mind in the stage of buyer. Customer will buy the selected brand and evaluate by experience of usage, if it meets their expectation they will keep in mind and repurchase in the same brand in future. The model of consumer behavior from figure 1, show the external stimulating factors are marketing mix(4Ps) and others (such as economic, Technological, Political and Cultural). So, they transform in the black box of byer’s mind influencing by psychologic factor of customers behavior, they will evaluate the influencing factors and take decision in step of decision-making process from self-solution. Finally, they will take response to purchase or not from Product, Brand, Dealer Choice, Purchase timing, Purchase amount and method of payment.

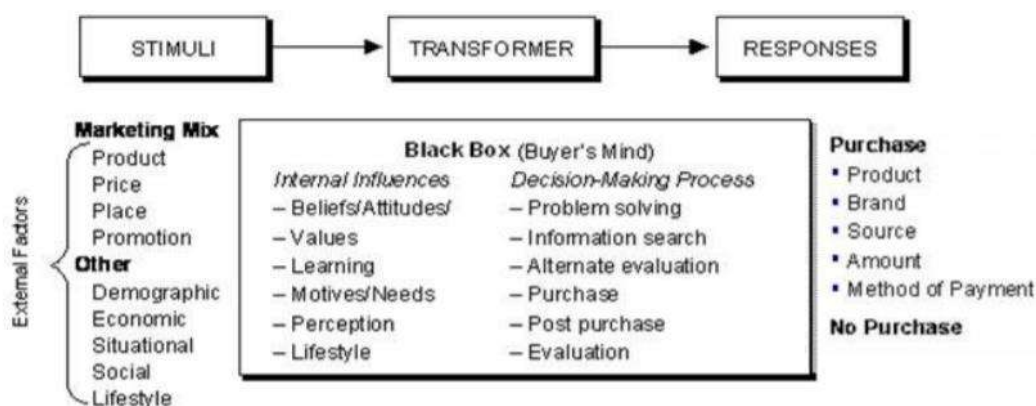


Figure 1- Simple model of Consumer behavior or SR Theory (source: P. Paiboonthavornying, 2015)

Psychological factor is the internal influencing factors in purchasing behavior include motivation, personality, value, attitude, memory,

motivate, learning, lifestyle and perception. However, psychological factor is a self-concept and belief. The facial skincare’s not need products so the



ABAC
GRADUATE SCHOOL
of BUSINESS



Maslow's Hierarchy theory is concerned of motivation of consumer's need which strongly influences to the purchasing behavior (Solomon, Bamossy and Askegaard, 1999).

Buyer black box of the consumer is the reason to be found influencing factors of consumer buying behavior and characteristics. The buyer black box is the concept in consumer's head that stimulate from the environment. Then go through the buyer black box, where a decision performed. The black box consists of the reaction on stimuli/environment and factors influencing buying behavior based on buyer's characteristics as well as decision process. The buyer's decision process is the outcome of the thinking that the buyer's responses. Also, the purchasing behavior is an outcome of decision. What, where, when, why that the consumer buyer in which quantities? Thus, the black box is the central element of the consumer buying behavior that have the relationship towards in brands and companies of a result of buyer thinking. Consumer buying behavior affected by cultural, social, personal and psychological characteristics. The marketers can't change or control these factors but they must be aware in order to design attractive offerings from the overview point of the factors.

2.1.2 Marketing Mix (4 Ps)

Marketing Mix refers to set of controllable marketing tools that a company uses to create a desired response in the targeted market that helps company to satisfy customers by the product. The set of these tools is generally referred to as 4P's of Marketing, being Product, Price, Promotion and

Place (W. Riaz, 2011). Marketing mix is the combination of different marketing decision variables being used by the firm to market its goods and services. (M. Singh, 2012). Hence, the Marketing Mix must be developed, focus and specific of each business in accordance with providing the better satisfaction to customers experience. The 4 Ps are used to identify some key factors for company business that what consumers want from them, how their product meets or fails to customer needs, how their product is perceived in the world, how they stand out from the competitors and interact with their customers (A. Twin, 2020).

1.1.3 Self- image

A self-image is an internalized mental picture or ideas you have of yourself. It refers to how you think and feel about yourself based on your appearance, performance, and relationships. That consistently impact your outlook on life as well as your level of happiness and fulfillment (A. Sicinski, 2020). Self-image is related to self-concept but scope is less broad. Self-concept evaluates on how to sees, values, thinks and feels about themselves (E. Ackerman, 2020). Carl Rogers posited the self-image that was a component of self-concept, along with self-esteem(self-worth) and one's "ideal self" (McLeod, 2008). The relationship between how you see yourself (self-image) and what would you like to be (ideal-self) there are affected how much people value on themselves. Each of ideal self is not only with the actually happens in the life and experiences of each people but also include a difference between a person's ideal self and actual experience that called incongruence.

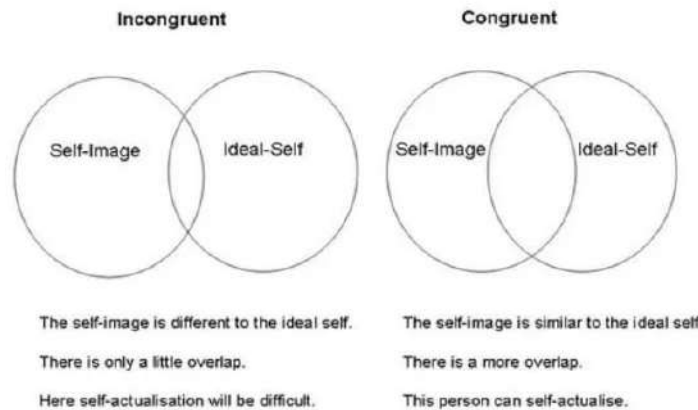


Figure 2 - Ideal Self (source: S. McLeod, 2008)

Carl Rogers Self Theory were the most important contribution of Rogers to personality science combine with self-theory and his main professional focus of psychotherapy process that used to understand the reason of changing in personality could come from about. The Rogers and Maslow theory addressed of human behavior. They had an optimistic point of view on human behavior and the capacity of individuals thinking intention and sound, to control their urged, and accomplishment their maximum capacity. The individual humanistic perspective charged in their lives and activities which gave the opportunity and change in behavior. The Rogers theory would understand people in their humanistic behavior (N. Ismail& M. Turkey, 2015).

2.1.4 Social Norm

A social norm is the accepted behavior that an individual is expected to conform to in a particular group, community, or culture (L. Roundy, 2020). This theory use people understanding the

environment and interpersonal influences in more effective focus on the individual behavior changing. The role plays in individual behavior by decision making there was primary focus of Social Norms Theory.

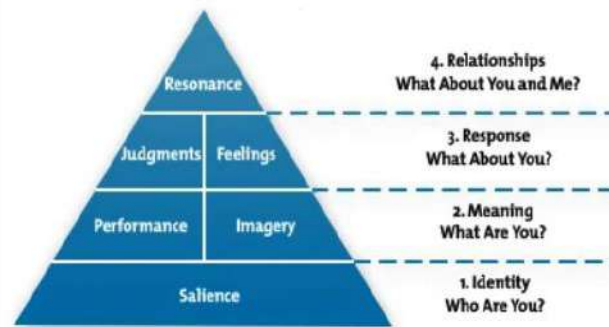
2.1.5 Brand Equity

Keller's Brand Equity Model or the Customer-Based Brand Equity (CBBE) Model. Kevin Lane Keller, developed the model and published it in his widely used textbook, "Strategic Brand Management." The concept of brand equity model was in order to build a strong brand that how did customers think and feel about the products. So, build the right good experiences type around the brands in a good specific, positive attitude, feeling, belief, opinion and perceptions of brands. A strong brand equity would not only make the customers buy more but they also recommend to others. They could be brand loyalty and not easy to change them to competitors. They would able to pay as much as they

still wanted that products. From the figure below there are four steps to build strong brand equity.

The key points of Brand Equity model used to create brand successful were brand identity, brand meaning, brand response and brand relationship.

The four had six building blocks help to develop a brand there were six building blocks consisted of the salience, performance, imagery, judgments, feelings and resonance (source: The mind tools content team, 2020).



KELLER, KEVIN, STRATEGIC BRAND MANAGEMENT: GLOBAL EDITION, 4th, © 1901. Reprinted by permission of Pearson Education, Inc., New York, New York.

Figure 3 – Keller's Brand Equity Model (source: The mind tools content team, 2020)

Research Framework

The conceptual framework gathering of relevant from the previous study on purchasing decision that have six similar independent variables which are product quality, convenience place, promotion, brand, self-image and social

norm. The dependent variable of this research is purchasing decision Facial Skincare Products of working women in Bangkok Metropolis during Economic Recession Period.

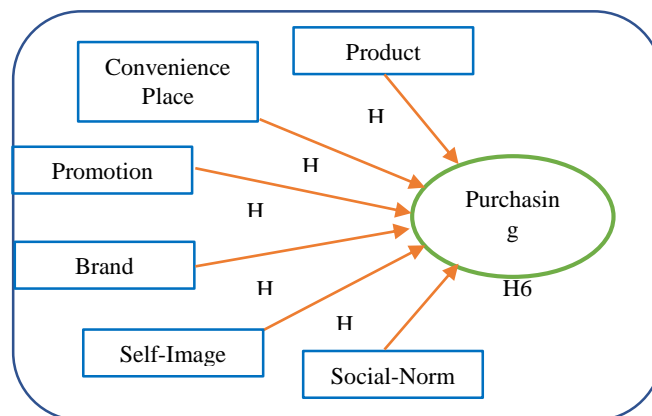


Figure 4 - The Research Conceptual Framework

Research Hypothesis

There were six hypotheses that were formulated based on the conceptual framework as the following:

H1a: Product quality affects purchasing decision facial skincare products of working women in Bangkok Metropolis during Economic Recession Period.

H2a: Convenience Place affects purchasing decision facial skincare products of working women in Bangkok Metropolis during Economic Recession Period.

H3a: Promotion affects purchasing decision facial skincare products of working women in Bangkok Metropolis during Economic Recession Period.

H4a: Brand affects purchasing decision facial skincare products of working women in Bangkok Metropolis during Economic Recession Period.

H5a: Self-Image affect purchasing decision facial skincare products of working women in Bangkok Metropolis during Economic Recession Period.

H6a: Social Norm affects purchasing decision facial skincare products of working women in Bangkok Metropolis during Economic Recession Period.

Research Methodology

The literature review and conceptual frameworks investigated that there were six independent factors related and affected in

purchasing decision consist of product quality, convention place, promotion, brand, self-Image and social norm. Then, the researcher applied for collecting primary data from the questionnaire in google form.

This quantitative research applied for collecting primary data, before go on till complete 400 respondents, the study would test the reliability of each variable in the research at N=30 respondents conducted by using Cronbach's' Alpha in SPSS. Second, descriptive analysis was used to analyze and explain the demographic data of the respondents such as background and economic effect. Third, the relationship between six independent variables and dependent variable were examined by correlation analysis and multiple linear regression to determine causal relationship. The regression was the statistical influence program that evaluate influence of independent variables on dependent variable. This current research used secondary data as a source for supporting relationship between variables as discussed in literature review.

The survey questions were created by the researcher applied from the factors' definition in each variables concept so select some dimension of the question to represent of the main variables and used Google form to distribute

The Results of Reliability

Pretesting Questionnaire

In this part, the reliability test was examined the questionnaire to detect and identify the mistakes or error in each question. Pretest analysis



evaluated in small scale about 30 respondents before distribution to next 370 respondents in large populations. The researcher gathered data to test reliability of the question in each variable in respondents who had the same characteristic.

Gliem and Gliem (2003) said that the Cronbach's alpha reliability coefficient normally ranges between 0 and 1. However, there is actually no lower limit to the coefficient. George and Mallery (2003) provide the following rules of thumb: "> 0.9 – Excellent, > 0.8 – Good, > 0.7 – Acceptable, > 0.6 – Questionable, > 0.5 – Poor, and < 0.5 – Unacceptable"

To test run Cronbach's Alpha reliability of each variable at the first 30 data were collected for conducting pre-testing, identifying the errors, and evaluating the internal consistency of the questionnaire. If Cronbach's Alpha more than or equal 0.7, which makes it acceptable in the variables relationship, in this study result would this range of Cronbach's Alpha to cut point if lower than 0.7 would cut of some question to get overall in related in better value of each variable.

Table 1- Pre-test result by Reliability Test (Cronbach's Alpha) N=30

Variables	Cronbach's Alpha	Reliability
Purchasing Decision	0.713	Acceptable
Product Quality	0.790	Acceptable

Convenience Place	0.776	Acceptable
Promotion	0.778	Acceptable
Brand	0.799	Acceptable
Self-Image	0.831	good
Social Norm	0.791	Acceptable

From table 1, shown the result indicated reliability analysis value which tested by Cronbach's alpha. All variables questions were acceptable value results from the alpha value was above 0.7. Thus, the overview of the questionnaire was cleared and understandable for respondents. Also, respondent have willingness to cooperate the questionnaire in this research. This reliable test applied to use before collecting more 370 respondents to complete data.

Results of the Study

From 400 valid respondents the researchers collected data and summarized all demographics factors about age, education, monthly income, financial effect and result from crisis to spent money on buying facial skincare less or not. A result shown all of respondents (100%) were working women who live or work in Bangkok and they were ever purchased facial skincare products by themselves within 10 months ago before they did the survey. The highest 228 respondents (57%) were age 22-39 years, 138 respondents (34.5%) were age between 40-54 years, 23 respondents (5.8%) were age less than 22 years and 11 respondents (2.8%) who above 54 years which were the lowest respondents. For the highest education shown 224 respondents (56%) were graduated bachelor degree, 110 respondents



(27.5%) were graduated master degree, 59 respondents (14.8%) were graduated less than bachelor degree and 7 respondents (1.8%) were graduated doctoral degree. In term of monthly income shown 116 respondents (29%) who have monthly income more than 55,000 Baht, follow by less than 25,001 with 110 respondents (27.5%), the third were 108 respondents (27%) who have total monthly income between 25,001 - 40,000 Baht and the lowest were 66 respondents (16.5%) who have total monthly income between 40,001 - 55,000 Baht.

In term of economic recession effect shown 214 respondents (53.5%) were reduced in total income, follow by 138 respondents (34.5%) were reduced in total income, 35 respondents (8.8%) could not find a good new job, 21 respondents (5.3%) got the effect from company laid off and 7 respondents (1.8%) were got positive to increase in total income by respectively. The economic recession affected on spending money to buy facial skincare products shown that they were purchased facial skincare product in this year 2020 less than last year from 278 respondents (68%) and 128 respondents (32%) still purchased the same as pass.

The questionnaire also asked questions about the reasons that make working women on purchasing facial skincare products. As a result, the most important reason was product quality at 84.8% (339 frequency from 400 respondents), follow by brand at 49.3% (197 frequency from 400 respondents), promotion at 48.3% (193 frequency from 400 respondents), convenience place got 118 frequency from 400 respondents (29.5%), self-image got 108 frequency from 400 respondents

(27%) and the lowest was social norm which got only 36 frequency from 400 respondents (9%) respectively.

The five of independent variables and dependent variable shown the result interpreted with high consist of product quality, purchasing decision (DV), convenience place, brand and self-image at mean score 4.43, 4.35, 4.20, 4.00, 3.94 respectively. Two of independent variables shown the result interpreted with neutral consist of promotion and social norm at mean score 3.36, 3.35 respectively. The standard deviation of dependent variable was at 0.69 and others independent variables consist of self-image, social norm, promotion, convenience place, brand and product quality were at the value 1.01, 0.95, 0.89, 0.84, 0.70, 0.65 respectively.

Correlation Analysis

The results had shown the value which indicated that product quality and brand were in the level of positive moderate relationship with purchasing decision facial skincare products. Follow by convenience place and self-image were in the level of positive weak moderate relationship with purchasing decision and the last one was promotion in the level of positive very weak moderate relationship with purchasing decision facial skincare products of working women in Bangkok Metropolis during Economic Recession Period. However, social norm was in the level of positive very weak moderate relationship but it was not significant so that mean no correlate relationship to purchase decision.



Table 3- Model Summary from Multiple Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.614 ^a	.377	.367	.54653	.377	39.552	6	393	.000

a. Predictors: (Constant), Social Norm, Product Quality, Convenience Place, Promotion, Self-Image, Brand

Table 2 - Correlation Relationship between Independent variables and Dependent variables

	Significant Value at the 0.01 level (two-tailed)	Level of Correlation	Strength of Correlation
Product Quality	0.000	0.595**	Moderate
Convenience Place	0.000	0.277**	Weak relationship
Promotion	0.000	0.150**	Very weak relationship
Brand	0.000	0.438**	Moderate
Self-Image	0.000	0.279**	Weak relationship
Social Norm	0.070	0.091	Very weak relationship

** Correlation is significant at the 0.01 level (2-tailed).

Adjusted R square (table 3) value is 0.367 which can explain that 36.7% of the variation affect in purchasing decision facial skincare products of working women in Bangkok Metropolis during economic recession period can be explained by the six independent variables in this research which are product quality, convenience place, promotion,

brand, self-image and social norm. However, there are another 63.3% of the variation affect in purchasing decision facial skincare products of working women in Bangkok Metropolis during economic recession period can be explained by others independent variables.

Significant Value & Beta Coefficient Analysis

Below the table 4, the significant value or commonly known as “p-value” to examine whether there are statistically significant on purchasing decision or not. The significant value of product quality, brand and social norm are less than 0.05.

There have statistical significantly influences affected on purchasing decision facial skincare products of working women in Bangkok Metropolis during economic recession period. However, the significant value of convenience place, promotion and self-image are more than 0.05. There have no

statistical significantly influences on purchasing decision.

Moreover, from the standardized Beta coefficients of three statistically significant independent variables in product quality, brand and social norm are 0.50, 0.16 and -0.11 respectively. This result can indicate that every 1 unit increase in product quality, the purchasing decision facial skincare products of working women will increase by 50.2%, every 1 unit increase in brand, the purchasing decision facial skincare products of working women will increase 15.7% and every 1

unit increase in social norm, the purchasing decision facial skincare products of working women will decrease 11.2%. However, the correlation relationship between independent variables and dependent variables in table 2 had shown no relationship between social norm and purchasing decision facial skincare products of working women in Bangkok Metropolis during economic recession period so it did not affect to decrease of purchasing decision in this study.

Table 4- Multiple Linear Regression Results

Model	Unstandardized Coefficients		Std. Coefficients	t	Sig value	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
H1o: Product quality does not affect purchasing decision facial skincare products of working women in Bangkok Metropolis during Economic Recession Period.	.534	.056	.502	9.585	.000	.579	1.726
H2o: Convenience Place does not affect purchasing decision facial skincare products of working women in Bangkok Metropolis during Economic Recession Period.	-.007	.039	-.009	-.186	.853	.696	1.438
H3o: Promotion does not affect purchasing decision facial skincare products of working women in Bangkok Metropolis during Economic Recession Period.	.023	.037	.030	.627	.531	.677	1.477



H4o: Brand does not affect purchasing decision facial skincare products of working women in Bangkok Metropolis during Economic Recession Period.	.155	.053	.157	2.944	.003	.556	1.799
H5o: Self-Image does not affect purchasing decision facial skincare products of working women in Bangkok Metropolis during Economic Recession Period.	.042	.034	.062	1.225	.221	.622	1.607
H6o: Social Norm does not affect purchasing decision facial skincare products of working women in Bangkok Metropolis during Economic Recession Period.	-.082	.038	-.112	- 2.154	.032	.583	1.715
a. Dependent Variable: Purchasing Decision							

VIF-Variance Inflation Factor

According to Stephanie (2015) said that Variance Inflation Factor (VIF) is a measure of the amount of multicollinearity in a set of multiple regression variables and it should be between 1 to 5. In this research, the variance inflation factor of product quality, brand, social norm, convenience place, promotion and self-image are 1.73, 1.80, 1.72, 1.44, 1.48 and 1.61 respectively which is less than 5. It means all of independent variables are not highly correlated with each other so it does not have multicollinearity problems.

According to the result, the researcher found that convenience place, promotion, and self-image were not significant because of the

independent variable has the level of significant value higher than 0.05 so, the null hypothesis was failed to rejected. Therefore, the researcher aims to analyze all the independent variables again by excluding variables were not significant. So, the results have slightly changed because there is no insignificant variable included. For the result, it will conclude that product quality, brand, and social norm effect on the purchasing decision facial skincare.

The second round show as below the table 5, Adjusted R square value is 0.369 which can explain that 36.9% of the variation affect in purchasing decision facial skincare products of



working women in Bangkok Metropolis during economic recession period can be explained by the three independent variables in this research which are product quality, brand, self-image and social

norm. However, there are another 63.1% of the variation affect in purchasing decision can be explained by others independent variables.

Table 5- Model Summary from Multiple Regression Analysis (2nd round)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.611 ^a	.373	.369	.54577	.373	78.690	3	396	.000

a. Predictors: (Constant), Social Norm, Product Quality, Brand

Significant Value & Beta Coefficient Analysis

Below the Table 6, the significant value or commonly known as “p-value” to examine whether there are statistically significant on purchasing decision or not. The significant value of product quality and brand are less than 0.05. There have statistical significantly influences affected on purchasing decision facial skincare products of working women in Bangkok Metropolis during economic recession period. However, the social norm doesn’t have statistic significant value more than 0.05. There has no statistical significantly influences on purchasing decision facial skincare products of working women in Bangkok Metropolis during economic recession period.

Moreover, from the standardized Beta coefficients of three statistically significant independent variables in product quality and brand are 0.51 and 0.18 respectively. This result can indicate that every 1 unit increase in product quality, the purchasing decision facial skincare products of working women in Bangkok Metropolis during

economic recession period will increase by 51% and every 1 unit increase in brand, the purchasing decision facial skincare products of working women will increase 17.5%.



ABAC
GRADUATE SCHOOL
of BUSINESS



Table 6- Multiple Linear Regression Results (2nd round)

Model	Unstandardized Coefficients		Std. Coef ficients	t	Sig value
	B	Std. Error	Beta		
Product quality	.543	.052	.510	10.533	.000
Brand	.173	.050	.175	3.433	.001
Social Norm	-.055	.031	-.076	-1.782	.075

a. Dependent Variable: Purchasing Decisio

Discussion and Conclusion

The respondents were working women who worked or lived in Bangkok and were ever purchased facial skincare products by themselves within 10 months ago before they did the survey. The most of information data shown that 57% of respondents age between 22-39 years, they graduated in bachelor degree at 56%, they got monthly income more than 55,000 Baht at 29%. and got effect from economic recession by reducing in total income at 53.5% so the spent to buy facial skincare product less than last year at 68%.

The descriptive analysis still shown the most importance factors by frequency of purchasing decision of working women was product quality at 84.8%, follow by brand (49.3%), promotion (48.3%),

convenience place (29.5%), self-image (27%), social norm (9%) respectively. The descriptive analysis shown current attitude of working women used to evaluate importance factor to buy facial skincare products in Bangkok metropolis during economic recession period.

However, the multiple linear regression analysis used to test the null hypothesis show a result there was only two factors affects purchasing decision facial skincare products of working women in Bangkok metropolis during economic recession period consist of product quality and brand. The product quality was the most importance affected on decision follow by brand. That every 1 unit increase in product quality, the purchasing decision facial skincare products of working women in Bangkok metropolis during economic recession period will increase by 51% and every 1 unit increase in brand, the purchasing decision facial skincare products of working women in Bangkok



ABAC
GRADUATE SCHOOL
of BUSINESS

Au Virtual International Conference 2020
Entrepreneurship and Sustainability in the Digital Era
Assumption University of Thailand
October 30, 2020
Co-hosted by



Metropolis during economic recession period will increase 17.5%. The multiple linear regression analysis shown the cause lead to affect with the purchasing decision facial skincare products of working women in Bangkok metropolis during economic recession period.

The research shown the economic recession effect 53.5% of total respondents were reduced in total income and spent money less than last year at 68% of total respondents. The consumer had more concern and awareness to use their money because of reducing in purchasing power so they spent less. They would compare more value benefit with money more than pass. So, if the firms want to keep and go on their' business they must serve customers need that main factors from this study were product quality and brand.

Recommendation

Facial skincare business during the economic recession period affected overall market. The working women reduced in purchasing power than pass because many of them got effect from total income reduction. They purchased less so the company should think about the importance two factors lead their purchasing decision consist of product quality and brand in order to improve their business plans and practices to maintain revenue.

In this research, product quality was the most importance when analyzed in detail of quality by sub question could evaluated the mean rank of sub factors. First, they would bough facial skincare products produced from a good quality raw material at maximum

mean 4.54 range 3.79-5.29. Second, they would bough facial skincare products result with a good appearance to face at mean 4.50 range 3.75-5.24. Third, they would bough facial skincare products which had non-hypoallergic taste for face to make sure they would not get allergy after used at mean 4.42 range 3.49-5.34. The last, they would bough facial skincare products which had a good physical appearance such as color, aroma and texture at mean 4.26 range 3.35-5.16. Brand was second importance the less-strongest than product quality. Then analyzed in detail of brand equity by sub question could evaluated the mean rank of sub factors. The maximum mean was a good brand experience at 4.28 range 3.40-5.16, follow by a brand preference at mean 4.15 range 3.28-5.02, a brand image at 3.92 range 2.99-4.85 and a brand name at 3.66 range 2.59-4.72.

Recommendation, the researcher had used the lower rage of mean score more than 2.75 consider by highest lower of sub factors affected more to increase purchasing decision. Product quality should focus to use a good raw material, follow by good result for face, non-hypoallergenic test and a good physical appearance according to the level of importance. Brand should focus in a good brand experience, follow by brand preference and brand image according to the level of importance. The most importance in brand experience might be difficult for new comer in this business or new product launch, company could create brand experience from such as free for sample after they used and saw positive appearance on their face, they would have a good in brand experience. Easier for new comer or new



ABAC
GRADUATE SCHOOL
of BUSINESS

Au Virtual International Conference 2020
Entrepreneurship and Sustainability in the Digital Era
Assumption University of Thailand
October 30, 2020
Co-hosted by



product launching to create brand preference than pass focus in specific women group.

The economic recession effect customers were reduced in total income that affected to spent money less than last pass because of reducing in purchasing power. They had more awareness they would more concern about products value benefit compare in own opinion. The result found that to serve customers need the firms had to improve two main factors were product quality and brand. The researcher suggestion in order to improve businesses strategy to maintain or increase the business revenue that the companies should improve all of sub factor in product quality started from max lower range of mean score (good raw material, good result, non-hypoallergenic test, good texture) together with improve in brand on three sub factors (brand experience, brand preference, brand image). They would cover 36.9% of factors affecting purchasing decision facial skincare products of working women in Bangkok metropolis during economic recession period

REFERENCES

Achmad Ridwan F, Erna Maulina, Arianis Chan. (2017). Comparisons of Factors that Influence Male Consumer Behavior in Purchasing Skin Care Products (Case Study: Men from Suwon City, South Korea and Bandung, Indonesia). *Review of Integrative Business and Economics Research*, Vol. 6 (1). ISSN: 2304-1013

Ackerman, E. (2020). What is Self-Concept Theory? A Psychologist Explain.

Positivepsychology. Retrieved from <https://positivepsychology.com/self-concept/>

Akrani, G. (2013). What is Product Quality? Definition Meaning Importance. Retrieved from <https://kalyan-city.blogspot.com/2013/05/what-is-product-quality-definition.html>

Amelia, S. (2015). The impact of brand equity towards consumer's purchase intention. Baba, A.-A. (2014). *Impact of a brand on consumer decision making process*. Retrieved Mar 2016

Bailey, R. L. (2011). A Study of The Factors Impacting Women's Purchases of anti-aging Skincare Products. Leslie Bailey 2011

Beers, B. (2020). Regression Definition. Retrieved from <https://www.investopedia.com/terms/r/regression.asp>

Burnett, J. (2020). Principles of Marketing Module 7: *Consumer Behavior*. Retrieved from <https://courses.lumenlearning.com/clinton-marketing/chapter/reading-the-black-box-of-consumer-behavior/>

Cahyani1, N. S. et al. (2017). The Effect of Brand Image, Perceived Price, and Perceived Quality on Consumers' Purchase Decision of Pond's Skin Care Product. *Jurnal EMBA*. Vol.5 (2), 354 – 362. ISSN 2303-1174



ABAC
GRADUATE SCHOOL
of BUSINESS

Au Virtual International Conference 2020
Entrepreneurship and Sustainability in the Digital Era
Assumption University of Thailand
October 30, 2020
Co-hosted by



- Claessens, M. (2015). The Buyer Black Box- Buyer's Characteristics-Factors Influencing the Consumer Buying Behavior. Retrieved from <https://marketing-insider.eu/buyer-black-box/>
- Culliney, K. (2020). Highs and lows: Beauty giants report mixed economic impact amid COVID-19. Retrieved from <https://www.cosmeticsdesign-europe.com/Article/2020/05/25/COVID-19-crisis-impacts-beauty-financials-hard-personal-care-fares-better>
- Dixit, A. (2020). Analysis of factors affecting the sales of skincare products online by women in Pune. *International Journal of Advanced Science and Technology*. Vol 29, No 5, 2195-2206. ISSN: 2005-4238 IJAST
- Ehmke, C., Fulton, J., Lusk, J. (2016) Marketing's Four P's: First Steps for New Entrepreneurs. *Department of Agricultural Economics*. Retrieved from <https://www.extension.purdue.edu/extmedia/ec/ec-730.pdf>.
- Foley, B. (2018). What is Regression Analysis and Why Should I Use It? Retrieved from <https://www.surveygizmo.com/resources/blog/regression-analysis/>
- Foxall, et al. (2011). Consumer behavior analysis and the behavioral perspective model. *Management Online Review*.
- Frost, J. (2020). When Should I Use Regression Analysis? Retrieved from <https://statisticsbyjim.com/regression/when-use-regression-analysis/>
- Ganti, A. (2020). Correlation Coefficient. Retrieved from <https://www.investopedia.com/terms/c/correlationcoefficient.asp>
- Green, M. (2014). The Application of Black Box Theory to System Development. Retrieved from <https://sdincose.org/wp-content/uploads/2014/11/John-Green-The-Application-of-Black-Box-Theory-to-System.pdf>
- Ismail, N.& Turkey, M. (2015). Rediscovering Rogers's Self Theory and Personality. *Journal of Educational, Health and Community Psychology*. vol 4(3). ISSN 2088-3129.
- George, D., & Mallery, P. (2003). *SPSS for Windows step by step. A simple guide and reference. 11.0 update (4th ed.)*. Boston: Allyn & Bacon.
- Gliem, J. A., & Gliem, R. R. (2003). Calculating, Interpreting, and Reporting Cronbach's Alpha Reliability Coefficient for Likert-Type Scales. Retrieve from <https://scholarworks.iupui.edu/bitstream/handle/1805/344/Gliem%20%26%20Gliem.pdf?sequence=1&isAllowed=y>



ABAC
GRADUATE SCHOOL
of BUSINESS

Au Virtual International Conference 2020
Entrepreneurship and Sustainability in the Digital Era
Assumption University of Thailand
October 30, 2020
Co-hosted by



- Janany, E. (2017). The Factors Influencing on Purchase Intention towards Beauty Care Products in Jaffna District. *The international journal*. vol 7(3). ISSN 2251 1571.
- Kabir, Z. (2013). A Study on Factors Affecting Consumers Preferences for Purchasing a Skincare Product. *Internship Report BRAC University*.
- Knowledge@Wharton High School. (2011). Purchase Decision. Retrieved from <https://kwhs.wharton.upenn.edu/term/purchase-decision/>
- Kotler, P. et al. (1998). Principles of Marketing A Global Perspective "Consumer Markets and Consumer Buyer Behavior". Retrieved from <http://courseware.cutm.ac.in/wp-content/uploads/2020/05/BUYING-BEHAVIOUR-Kotler-Armstrong.pdf>
- Lloyd, T. (2019). The History of Brand. Retrieved from <https://www.emotivebrand.com/defining-brand/>
- Loundy, L. (2020). What Are Social Norms? Definition & Examples in Infants, Children & Adults. Retrieved from <https://study.com/academy/lesson/what-are-social-norms-definition-examples-in-infants-children-adults.html>
- Mai Ngoc Khuong &Hoang Thi My Duyen. (2016). Personal Factors Affecting Consumer Purchase Decision towards Men Skin Care Products — A Study in Ho Chi Minh City, Vietnam. *International Journal of Trade, Economics and Finance*, 7(2), 44-50. doi: 10.18178/ijtef.2016.7.2.497
- Margarita, I. (2016). Marketing Mix Theoretical Aspects. *International Journal of Research – GRANTHAALAYAH*, 4(6), 25-37. doi: 10.5281/zenodo.56533
- McLeod, S. A. (2007). Carl Rogers. Simply Psychology. Retrieved from <http://www.simplypsychology.org/carl-rogers.html>.
- McLeod, S. A. (2008). *Self-concept*. *Simply Psychology*. Retrieved from <https://www.simplypsychology.org/self-concept.html>
- Mintel& Snapshots. (2020). Facial Care in Thailand (2020)-Market Sizes. Retrieved from <https://www.marketresearch.com/Mintel-Snapshots-v2587/Facial-Care-Thailand-Sizes-13306466/>
- Mrs.Vidhyajawahar& Dr.K.Tamizhhyothi (2016) " A Study on Factors Influencing the Purchase of Beauty Care Products among Female Consumers" Retrieved from <http://www.ijemr.net/DOC/AStudyOnFactorsInfluencingThePurchaseOfBeautyCareProductsAmongFemaleConsumers.pdf>
- Ms. D. Lavanya. (2014). A Study on Factors Influencing Purchase Behavior of Skin Care



ABAC
GRADUATE SCHOOL
of BUSINESS

Au Virtual International Conference 2020
Entrepreneurship and Sustainability in the Digital Era
Assumption University of Thailand
October 30, 2020
Co-hosted by



- Products Among Working Women in Madurai. *PARIPEX - INDIAN JOURNAL OF RESEARCH*. vol 3(5). ISSN - 2250-1991.
- Nazia Yaseen, M. T. (2011, Dec). Impact of Brand Awareness, Perceived Quality and Customer Loyalty on Brand Profitability and Purchase Intention. *A Resellers' View. Interdisciplinary Journal of Contemporary Research in Business*. Vol 3, 833-839. Retrieved Mar 2016
- Nilson, T.H. (1998). *Competitive Branding*, John Wiley & Sons. pp. 88-91. 140- 145,225.
- Onkvisit, S. and Shaw, J.J. (1994). Consumer Behavior. *Macmillan.*, 106-107, 386- 409, 589-596
- Qurat-UI-Ain et all. (2016). Impact of a Brand Equity on Consumer Purchase Decision in L'Oreal Skincare Products. *International Review of Management and Business Research*. Vol. 5 (3). ISSN: 2306-9007
- Paiboonthavornying, P. (2015). The Factor of Influencing Consumer Satisfaction to Purchase and Repurchase Skin Care Products Through Online Shopping in Bangkok. Retrieved from <https://www.semanticscholar.org/paper/The-factor-of-influencing-consumer-satisfaction-to-Paiboonthavornying/a927968464580d374c15898ba4e7687aa9535810>
- Riaz, W. (2011). Marketing Mix, Not Branding. *Asian Journal of Business and Management Sciences*, Vol. 1, No. 11, pp. 43-52.
- Rouse, M. (2016). Brand. Retrieved from <https://whatis.techtarget.com/definition/brand>
- Sicinski, A. (2020). What exactly is a self-image? Here's what you need to know. Retrieved from <https://blog.iqmatrix.com/self-image>
- Siqebengu, N. (2018). Identifying factors that influence purchasing behavior of black metrosexual facial skincare products in Gauteng. *North-West University*.
- Singh, M. (2012). Marketing Mix of 4P'S for Competitive Advantage. *IOSR Journal of Business and Management (IOSRJBM)*, 3(6), 40-45. doi: [10.9790/487x-0364045](https://doi.org/10.9790/487x-0364045)
- Supphawan, S. (2010). The factors affecting beauty drink product to buying behavior of consumers in Bangkok. Bangkok: *Srinakharinwirot University*.
- Suvattanadilok, M. (2018). The Effects of Consumer Behaviors in Bangkok area on Purchasing Decision of Facial Whitening Moisturizer as a Result of Marketing Mix Factors. Retrieved from <https://ph01.tci-thaijo.org/index.php/JIE/article/download/140074/103889/>
- The mind tools content team. (2020). Keller's Brand Equity Model Building a Powerful Brand. Retrieve from



ABAC
GRADUATE SCHOOL
of BUSINESS

Au Virtual International Conference 2020
Entrepreneurship and Sustainability in the Digital Era
Assumption University of Thailand
October 30, 2020
Co-hosted by



<https://www.mindtools.com/pages/article/keller-brand-equity-model.htm>

Thomyachati K. (2012). Satisfaction of customers at coffee shops in gas stations in Bangkok. Retrieved from http://thesis.swu.ac.th/swuthesis/Bus_Eng_Int_Com/Kanyarat_T.pdf

Twin, A. (2020). What Are the 4 Ps? Investopedia. Retrieved from <https://www.investopedia.com/terms/f/four-ps.asp>

Vidhyajawahar & K.Tamizhjyothi. (2016). A Study on Factors Influencing the Purchase of Beauty Care Products among Female Consumers. *International Journal of Engineering and Management Research*. Vol. 6 (6), 212-215. ISSN (online) 2250-0758

Wayne W. LaMorte. (2019) Social Norms Theory. *Boston University School of Public Health*. Retrieved from <https://sphweb.bumc.bu.edu/otlt/MPH-Modules/SB/BehavioralChangeTheories/BehavioralChangeTheories7.html>

Yunus et al. (2018). Generation Y Purchase Intention of Personal Care Products: The Influence of Attitude, Subjective Norms and Perceived Behavioural Control. *Journal of International Business, Economics and Entrepreneurship*. Vol 3 (2), 30-36. ISSN (online) 2550-1429

Zhichao Liu, Jiahui Ling. (2019). Research on Influencing Factors of Purchase Promotion Intention Based on Skincare Industry. *Modern Economy*., 10, 1033-1047. doi: 10.4236/me.2019.103069