COMPARISON OF GENERAL AND NATURAL SKINCARE MARKETS IN THAILAND

BY

MISS PATTCHARANUN SRIPATTHANAWATT

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
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(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
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ABSTRACT

Nowadays, consumers have increasingly become concerned about their well-being as well as their self-image, which give rise to the hugely attractive skincare and beauty industry with the market value of THB 17.5 billion. Moreover the value is projected to reach over THB 20 million by 2017 with CAGR of 3% (Euromonitor, 2014). While the trend of social responsibility with green products is benefiting the already profitable industry in such a higher CAGR at 15% (Klinegroup,2013) ,but only to those niche market.

This study aimed to study both of general and natural skincare markets in Thailand, uncovered customers' behavior toward skincare consumption, and indicated the more opportunistic and attractive between those two markets.

Moreover the study combined exploratory and descriptive research studies, and thus utilized secondary data and online questionnaire survey. Consequently, data was collected from 171 respondents of which 124 completed respondents were analyzed via SPSS program and Excel. The majority of respondents were females with age-range of 26-35 years old. Accordingly, the main consumption purpose for general skincare users were for sun screen and protection whereas that of the natural skincare users were moisturization. In terms of purchasing decisions, skincare users tended to focus primarily on the product aspect especially product effectiveness. Other factors evaluated by skincare users included staff helpfulness, purchasing channels, promotions and price which was acceptable for consumers should it stayed in the range of THB 1,096 to 2,994.32.

Keywords: General skincare, Natural skincare,

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Miss Pattcharanun Sripatthanawatt

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CHAPTER 1
INTRODUCTION

Nowadays Thai consumers have increasingly become more health and appearance conscious. Not only women that are concerned for their image, but also the men. As a result, the health and aesthetic industry market are booming. Besides of the image concern, the hot weather and pollution are also the main reasons that can cause a few of common skin problems that lead to skincare consumption in Thailand. Umesh PhadKe, CEO of L'Oréal Thailand, which is the leader skincare brand in Thailand revealed that the market value for the skincare nowadays had estimated value of 35,752 million THB and is expected to grow by 4.6% annually. Currently, natural beauty is well-regarded as important thing among Thai appearance-conscious consumers, who are using less chemicals to beautify themselves. Consequently the market for natural beauty products in Asia has grown significantly by 15% from 2012 to 2013. We can see that skincare market is very attractive to enter. However differences exist between the general skincare and natural skincare markets, having the characteristics of the skincare users for example. Moreover, competitors and competitive environment are also different. It is challenging to study both markets and indicate the most attractive market.

1.1 Statement of Problem

As the skincare market present tremendous market growth and opportunities given the rise of green products as well as health and appearance-conscious consumers, It is found that the general skincare possess high volume while the green market has higher value with higher price and is positioned as premium category but the market size is still small. In this study we will find information about the skincare industry in both general market and green market and making comparison for selecting the most attractive one. However the market value is not the most important factor here as the analysis of competitors and customers are also very important in order to have a clearer understanding of the market situation. Therefore, competitive environment of skincare markets has been examined including customers' purchasing behaviors. All of this information will help us to better understand the situation in both markets and see the potential benefit in each market. That being said, this will allow readers to have better idea on how to choose the attractive skincare market and be successful in that one.

1.2 The purpose of the study

1. To study the Thailand's skincare market and make comparison between general skincare and natural skincare in the aspect of

   1.1 Market size, market growth and market trends

   1.2 Customers' needs and customers' satisfactory factors.

   1.3 Competitive environment

2. To identify key influential factors affecting the customers' purchasing decisions in both markets.
3. To identify the product lines most desired by the customers and the acceptable price range.

CHAPTER 2
REVIEW OF LITERATURE

2.1 General skincare market

Beauty and personal care market looks very promising both domestically in Thailand as well as globally. According to Businesswire 2014, It is quoted "The industry clocked revenues worth USD 379 billion in 2013, which is anticipated to reach USD 461 billion by 2018. The global beauty care market registered a steady Compound Annual Growth Rate (CAGR) of 4.5 percent through 2013-2018. In skincare market clocked revenues worth USD 83 billion in 2013 and with CAGR of 5 percent through 2013-208; the market is anticipated to garner revenues worth USD 106 billion in 2018" **(Businesswire 2014**). While the study from the Beauty and personal care in Thailand of Euromonitor International 2014 and In-cosmetics 2014 has mentioned about huge growth rate, big trend and big market value as followings.

Beauty and personal care expects positive performance.

The Thai skincare market has been forecast to increase at 3% of compound annual growth rate (CAGR) through to 2017, increasing from THB 17.5 billion at the end of 2012, to reach a value of more than THB 20 billion by 2017.

Thai people are highly more concerning to their beauty, mainly driven by consumers' heightening image consciousness. This increasing concern for image thus raised consumers' willingness to invest in various skincare products to enhance their good appearance. High-income and sophisticated consumers will also trade up to premium skincare products in the forecast period. This will allow them to get into the higher product quality and benefits delivered by premium skincare brands.

In Thailand, there are many of environmental factors that can harm their skin in daily life, such as sunlight, hot weather and pollution. This does not only apply to women, but has also been spreading to men, leading to fascinating growth for the skin care market.

Due to these kinds of factors as sunshine, hot weather and pollution, many skin problems can be found in Thailand such as oily skin, etc. One of the big problem and turned out to has very high demand in the market is acne problem. That's why many premium and mass skincare brand has offered this special line for correcting this huge demanding market's problem.

A recent L'Oréal Finance report has stated that 60% of young men in Thailand say they are concerned about acne or oily skin. More than 70% of young men in Thailand aged between 15 and 24 years use a cleansing lotion.
Sometimes, acne treatment products are offered in sets, for example, acne 3-in-1 product sets. This might include an oil control product, pore minimizer and acne control moisturizer. The category has recently become more competitive, with the introduction of a number of skin clinics throughout Bangkok and in other provinces.

International players lead beauty and personal care

International players retained their leadership in skincare and personal care during 2013, due to their established presence that earned strong consumer trust in the product quality offered. Their huge budget spending into new product innovations with intense marketing campaigns also helped to sustain consumers' interest in 2013. Mass brands were also dominant in skincare and personal care as Thai consumers' disposable incomes were still lower than incomes in developed countries such as Singapore and Hong Kong, China. This in turn saw the majority of Thai consumers being satisfied with mass offerings, especially due to these products already offering high product quality. **(Euromonitor report, 2014)**

L'Oréal (Thailand) Co which is the No 2 beauty company in the Kingdom, has recently achieved leadership of the country's skincare market with an 18% value share.

The company claims to be the fastest-growing beauty company in the country, with a 19% increase in overall business turnover in 2012, with 112 million products sold and continued double-digit growth in the first quarter of this year**. (In-cosmetics,2014)**

From the data above, we can see that there are good opportunistic in this skincare market due to market size and growth. Health conscious is a trend that will even be more popular in the future. In addition to the hot weather and pollution in Thailand, many skin problems are more concerned such as oily skin, acne etc. so acne treatment product line is also interesting in the skincare market. Moreover, this trend is not limited to only women, but are also spreading to men. All of these factors even make skincare market are more fascinating.

2.2 Natural skincare Market

While the beauty and skincare market keep growing, the natural cosmetics market also is growing fast. Nowadays people are concerned more of natural and environment, that is why the natural skincare market is fascinating more than before. The data from Klinegroup 2013 showed that global sales of Natural personal care products high as USD29.5 billion. "Growth of Natural and Organic Cosmetics Market in Asia 2012 to 2013 was 15% and the Asian market for natural personal care product is expected to show moderate growth, with a CAGR almost 13% through 2018" **(Klinegroup,2013).**

Kline define "natural" as all brands that are positioned as natural, and then further segment the market into truly natural vs. natural-inspired

> Kline assesses "naturally positioned" cosmetic and toiletry brands in the global market by analyzing the ingredients of an assortment of products from each brand. Each brand is rated on a scale of 1 to 10, with 1 being highly synthetic and 10 being completely natural or organic.
> -Brands with 1 to 4 ratings are defined as natural-inspired.
> -Truly natural brands include brands rated 5 to 10. These are formulated with a high proportion of ingredients that are considered natural/ organic. **(Klinegroup, 2013)**

With that, the skincare market has a high market value and growth. The same situation also applies to the natural skincare market, which has biggest market size in Asia and even more of market growth of 15% (2013) compared to only 6% for the general skincare market.

CHAPTER 3
RESEARCH METHODOLOGY

This study combined the use of exploratory and descriptive design. The initial process involved obtaining the secondary data about the general and natural skincare market with respect to market size, market growth, competitive environment, customers' need and customers' satisfaction. Consequently, online questionnaires were launched to gain information about customers' purchasing behaviors, desired products' benefits and attributes, and acceptable price range. Then the analysis was carried out.

3.1 Exploratory research

The **secondary research** was done in this section.

Secondary Research

Objective: This section was to gain more information about the market of general and natural skincare with respect to market size, market growth, market trends, big competitive environment, customers' need and customers' satisfaction.

Data Collection : Secondary data was collected from various resources such as past research and literature, textbooks, publications, journals, articles etc. collected from both traditional (printed), and online (internet). The information is beneficial in providing whole market pictures including current situation of skincare market and guideline of study in the next phrases for generating relevant online questionnaire. The key research findings are shown in Chapter 2 literature reviews.

3.2 Descriptive Research

3.2.1 Design:

In order to collect the information from the potential customers, online **questionnaire surveys** were executed. Questions in the questionnaire were adapted from **ปัจจัยที่มีผลต่อการเลือกซื้อผลิตภัณฑ์บำรุงผิวหน้าของนักศึกษามหาวิทยาลัยเชียงใหม่** **(The study of influential factors to skincare purchasing of Chiangmai university students.) (2013**

3.2.2 Objective :

The objectives include (1) To understand customer buying behaviors (2) To identify key influential factors for customers in making their purchases of natural and general skincare products (3) To ascertain customers' desired product lines and acceptable price range.

3.2.3 Target:

Population: Thai consumers who were 15 years of age and above and were currently using skincare products.

Samples: 150 respondents who were 15 years of age and above and were currently using skincare products were approached to doing the surveys with expected complete response of over 100 respondents.

3.2.4 Variables

Independent variables: The types of skincare users are independent variables. There are two types of skincare users, which include general skincare and natural skincare users.

Dependent variables: Dependent variables consist of customer purchasing behaviors, influential purchasing factors, desired product lines and optimal price point.

3.2.5 Tools

3.2.5.1 Data collection tool:

By the online questionnaire created on www.Surveymonkey.com consisting of 4 parts as follows: (See Appendix A: Questionnaire)

Part 1: Screening questions The objective of this part was to ensure the match of respondents qualifications with set criteria of 15 years of age and above and were currently using skincare product. If the answers of respondents did not match with above criteria, their surveys ended.

Part 2: Purchasing Behaviors The objective of this part was to classify respondents into two groups, **general** and n**atural skincare users in terms of their** current brand usage, product formulation and utilization, purchasing behaviors, and product influencers. Consequently, there were ten multiple choice questions in this part. The first question would classify the respondents into two groups as General and Natural skincare users. The rest of the nine questions would then require the respondents to choose the answer choice(s) that match with them. Some questions required only one specific answer whereas others, the respondents could provide more than one answer.

Part 3: Influencing Factors for skincare purchasing. The objective of this part was to understand customers' influencing factors for purchasing skincare products with respect to as distribution channels, product qualification, promotional campaigns, personnel or staffs and price.

There were four topics regarding to place, product, promotion, personnel and within each topic, the respondents were asked to rate their level of importance in details. The five-point Likert scale were employed to identify the level of importance (e.g. Very important, Important, Quite important, little important and Least important, respectively).

In terms of pricing, the respondents were asked to fill in the number in four questions for finding the optimal price point.

Part 4: General information The objective of this part was to collect the demographic and other general information of respondents such as gender, marital status, highest education, monthly income, occupation hobbies, and favorite colors by answering the multiple choices for seven questions

3.2.5.2 Analytical tools: Computer, Excel and SPSS program for analysis

3.2.6 Methodology

3.2.6.1 Data collection:

(1) The online questionnaire was created with www.surveymonkey.com.

(2) Online surveys were sent to the target respondents via email, social network such as Facebook, line with the web link https://www.surveymonkey.com/s/skincares for 150 potential customers.

3.2.6.2 Data analysis:

In this study, the total set of complete survey questionnaires was analyzed using SPSS statistical package software. 95% Confident interval ($p \leq 0.05$) was applied in this study. The analysis methods were as follows;

(1) Descriptive Analysis : Mean comparison, percentage and standard deviation are the key methods in analyzing in demographics, purchasing behavior and general information to see how the data was distributed in the overall questionnaire and comparing data between two group of respondents as general and natural skincare users.

(2) T-test: T-test was applied to compare influential purchasing factors comparing and acceptable Price between general and natural skincare groups.

CHAPTER 4
RESULTS AND DISCUSSION

Key findings from Descriptive research

4.1 Summary of respondents' Demographics (n=124)

171 potential respondents were approached with 139 complete surveys were collected and ultimately 124 respondents were matched with the study's criteria. Then, all the 124 respondents were classified into either general skincare or natural skincare users, which accounted for 77.4% (n=96) and 22.6 (n=28), respectively. In terms of gender, females made up 85.5% (n=106) of the total respondents and vice versa. Moreover, in terms of age, 51.6% (n=64) of the respondents were between the age of 26-35, whereas those with the age ranges of 16-25, 36-45, 24-55 and over 55 years old accounted for 26.6% (n=33), 11.3% (n=14), 8.1% (n=10) and 2.4% (n=3), respectively. Respondents who were single constituted 71.8% (n=89) of the total respondents whereas those who were either married or divorced/separated accounted for 26.6% (n=33) and 1.6% (n=2), respectively. In terms of their highest level of education, Doctoral Degree constituted 4% (n=5), 37.1% (n=46) for Master's Degree, 53.2% (n=66) for the Bachelor's Degree which were the most of respondents. Then 3.2% (n=4) for High School Diploma and 2.4% (n=3) for General Diploma, respectively. Regarding the respondents' level of income, 31.5% (n=39) of respondents had monthly income of above 55,000 baht. Whereas in the income brackets of 15,001-25.000 baht, 25,001-35,000 baht and less than 15,000 accounted for 19.4% (n=24), 16.9 (n=21) and 14.5 (n=18), respectively. In the income brackets of 45,001-55,000 and 35,001-45,000, they accounted for 10.5% (n=13) and 7.3% (n=9). Thus, respondents working as office workers constituted 42.7% (n=53) of total respondents whereas freelancers accounted for 20.2% (n=25). Both government officers and business owners similarly accounted for 10.5% (n=13).Students, doctors, housewives and nurses accounted for 9.7% (n=12), 2.4% (n=3), 2.4% (n=3) and 1.6% (n=2), respectively. (Appendix B)

Table 1 Summary of the age classified to general skincare and natural skincare users. (n=124)

Age	General skincare		Natural skincare	
	n	%	n	%
16-25	21	21.9	**12**	**42.9**
26-35	**54**	**56.3**	10	35.7
36-45	11	11.5	3	10.7
46-55	8	8.3	2	7.1
Above 55	2	2.1	1	3.6

From Table 1, when comparing general and natural skincare uses' demographics, it could be conclude that most of the general skincare users aged between 26-35 years old which accounted for 56.3% (n=54) whereas those in the age brackets of 16-25 , 36-45 ,46-55 and above 55 years old constituted 21.9% (n=21), 11.5%((n=11), 8.3% (n=8) and 2.1% (n=2), respectively. For natural skincare users, those consumers aged between 16-25 years old accounted for 42.9% (n=12) whereas those in the age brackets of 26-35, 36-45 , 46-55 and above 55 years old constituted 35.6% (n=10), 10.7% (n=3), 7.1% (n=2) and 3.6% (n=1) , respectively.

Table 2 Summary of monthly income classified for general skincare and natural skincare users. (n=124)

Monthly income (THB)	General skincare		Natural skincare	
	n	%	n	%
≤ 15,000	13	13.5	5	17.9
15,001-25,000	17	17.7	7	25.0
25,001-35,000	17	17.7	4	14.3
35,001-45,000	7	7.3	2	7.1
45,001-55,000	11	11.5	2	7.1
>55,000	**31**	**32.3**	**8**	**28.6**

From Table 2, when comparing monthly income between general and natural skincare users, most of the general skincare users had monthly income above THB 55,000 which accounted for 32.3% (n=31) whereas those with income ranges of 15,001-25,000 and 25,001-35,000 THB each constituted 17.7% (n=17). Moreover, those with income ranges of lower than 15,000, 45,000-55,000, 35,001- 45,000 THB constituted 13.5% (n=13), 11.5% (n=11) and 7.3% (n=7), respectively. For natural skincare users, most of them had monthly income more than 55,000 THB which accounted for 28.6% (n=8), then 15,001-25,000, 15,000 and below, 25,001-35,000, 35,001-45,000 and 45,001-55,000 which accounted for 25% (n=7), 17.9% (n=5), 14.3% (n=4), 7.1% (n=2) and 7.1% (n=2), respectively.

4.2 Summary of brand among the general skincare users. (n=96) and natural skincare users. (n=28)

For general skincare users, there existed high variation of brand usage. Eucerin was the most popular brand with 15.8% (n=22) consumption rate followed by OLAY and SK-II at 8.2% (n=16) and 7.7% (n=15), respectively. The fourth to tenth places belonged to Estee Lauder at 7.1% (n=14), L'Oréal at 6.1% (n=12), Nivea at 5.6%

(n=11), Neutrogena at 5.1% (n=10), CLINIQUE at 4.6% (n=9), Pond's at 4.1% (n=8) and RAJDHEVEE CLINIC at 3.6% (n=7), respectively. BSC, Lancôme, Granier were 3.1% (n=6) for each. While Clarins, Shisedo, La roche-Posay were 2.6% (n=5) each. Each of Wuttisak clinic, Physiogel, Giffarine, Biotherm, Laneige were 1.5% (n=3). Then each of the following brand accounted for only 5% (n=1) as ROMRAWIN CLINIC, Chifure, CeraVe, Dior, Vaseline, Placenta cream from New Zealand, Exdocare, Johnson&Johnson, La Prairie, Ezerra, Cute press, Phamapure, Bodyshop, Makalin Clinic, Nitipon Clinic, Kiehl's No.7 Abhaibhubejhr, Vichy, Neogen , Thitikorn clinic , CHANEL, Mark & Spensor, Hanyul. (Appndix B)

In natural skincare users, most popular brands were The Bodyshop and Origin, of which both brands accounted for 14.6% (n=6). On the other hand, the less popular brands such as Jurlique, L'occitane, La M.er, Smooth E, Arthistry, each received similar popularity scored at 7.3% (n=3). Nevertheless, brand such as Elmis, ESPA, THANN, Giffarine, Hada labo, Medicare Clinic, Tropicana, Herb, Jz, Dermatologica, Sulwhasoo, Burt's Bee, Dii, KA are least considered by the consumers with only 2.4% (n=1) of respondents consumed these brands.

4.3 Summary of the skincare formulation

The two most frequently used skincare formulation consisted of creams 43% (n=107) and serums 30% (n=75). On the other hand, the less popular formulations such as gels and water accounted for 14 % (n=35) and 13% (n=32), respectively.

Table 3 Summary of the skincare formulation used by general and natural skincare users. (n=124)

Formulations	**General skincare**		**Natural skincare**	
	n	**%**	**n**	**%**
Cream	**83**	**41.7**	**24**	**48**
Serum	60	30.2	15	30
Gel	26	13.1	6	12
Water	30	15.1	5	10
Total	199	100	50	100

From Table 3, when comparing the skincare formulation used by general skincare and natural skincare users, majority of general skincare users chose cream formulation as their main formulation, which accounted for 41.7%(n=83), followed by serum, water and gel which accounted for 30.2% (n=60), 15.1% (n=30 and 13.1%(n=26) , respectively. In terms of natural skincare users, they even had higher consumption rate of cream formulation than that of general skincare users which constituted 48% (n=24), followed by serum, gel and water which accounted for 30% (n=15), 12% (n=6), 10% (n=5), respectively.

4.4 Summary of the proposes to use skincare

In order to find out the purposes to use skincare in both general and natural skincare users, all of respondents were asked. Respondents could answer for more than one for this questions. The results are as follows:

Table 4 Summary of the purposes to use skincare by all respondents (n=124) (Respondents can answer more than one)

Purposes	n	%
sunblock	97	69.8
moisturizer	92	66.2
whitening/brightening	74	53.2
cleansing	71	51.1
Dark spots and acne scars	64	46
Reduce wrinkle	62	44.6
pore minimizer	36	25.9
correcting acnes, freckles, melasma	34	24.5
Oil control	1	0.7
Repair and restore skin’s natural protective barrier	1	0.7
Total	532	

From Table 4, most respondents consumed skincare for sunblock which constituted 69.8% (n=97). This is followed by the purpose of moisturization, whitening/ brightening, cleansing, dark spots and acne spots which accounted for 66.2% (n=92), 53.2% (n=74), 51.1% (n=71) and 46% (n=64), respectively. For reducing wrinkle, pore minimizing and correcting acnes, freckles, melisma were accounted for 44.6% (n=62), 25.9% (n=36), 24.5 (n=34), respectively. Some respondents also specified in other purposes as for oil control to 0.7% (n=1) and for repair and restore skin’s natural protector barrier to 0.7% (n=1) as well.

Table 5 Summary of the purposes to use skincare by general and natural skincare users. (n=124) (Respondents can answer more than one)

Purposes	General skincare		Natural skincare	
	n	%	n	%
sunblock	**79**	**82.3**	18	64.3
moisturizer	68	70.8	**24**	**85.7**
whitening/brightening	57	59.4	17	60.7
cleansing	58	50.4	13	46.4
Dark spots and acne scars	52	54.2	12	42.9
Reduce wrinkle	49	51	13	46.4
pore minimizer	32	33.3	4	14.3
correcting acnes, freckles, melasma	32	33.3	2	7.1
Oil control	1	1.0	0	0

Repair and restore skin's natural protective barrier	1	1.0	0	0
Total	429		103	

From Table 5, when comparing the purposes to use skincare by general skincare and natural skincare, general skincare users mainly purchased skincare products for sun protection, which constituted for 82.3% (n=79). This was followed by moisturization, whitening/brightening, cleansing, dark spots and acne scars which accounted for 70.8 (n=68), 50.4 (n=57), 50.4% (n=58) and 54.2% (n=52), respectively. For reducing wrinkle, pore minimizing and correcting acnes, freckles, melasma were accounted for 51% (n=49), 33.3% (n=32) and 33.3% (n=32), respectively. Some respondents also specified in other purposes as for oil control to 1.0% (n=1) and for repair and restore skin's natural protector barrier to 1.0% (n=1) as well.

For Natural skincare users, consumers mainly purchased skincare products for moisturization purpose which constituted to 85.7% (n=24). This was followed by sun protection, whitening/ brightening, cleansing, dark spots and acne scars which accounted for 64.3% (n=18), 60.7% (n=17), 46.4% (n=13) and 42.9% (n=12), respectively. For reducing wrinkle, pore minimizing and correcting acnes, freckles, melasma were accounted for 46.4% (n=13), 14.3% (n=4) and 7.1% (n=2), respectively.

4.5 Summary of the most important purchasing influencers.

Most respondents considered themselves to be the most important purchasing influencers constituted 69.4% (n=86). While friends and doctors/experts had the same result as each for 12.1% (n=15). Family and Celebrities had lesser influential effects for 3.2% (n=4) and 1.6% (n=2), respectively. Moreover, salesperson and Beauty Blogger had the least important influences on the consumers' purchasing decision as each for 0.8% (n=1). (Appendix B)

Having compared the general and natural skincare users, it can be concluded that most of general skincare considered themselves to be the most important purchasing influencers, which constituted 69.8% (n=67) while friends, Doctors/Experts, family and Celebrities accounted for 11.5% (n=11), 10.4% (n=10), 4.2% (n=4) and 2.1% (n=2), respectively. For salesperson and beauty blogger had the least importance as each for 1.0% (n=1). Similarly, natural skincare users considered themselves to be the most important purchasing influencers which constituted 67.9% (n=19). This followed by friends and Doctors/Experts at 14.2% and 17.9% (n=5), respectively. On the other hand, family, celebrities, salesperson and beauty bloggers have no influence on them at all.

4.6 Summary of skincare buying conditions.

Most respondents would buy when product was used up or near used up constituted 76.6% (n=95) whereas sales/promotion such as buy 1 get another 1 is considered by 18.6% (n=23) of the respondents. In addition, some respondents would make the purchase when there was new product development or they received recommendations. This accounted for 4% (n=5) and 0.8% (n=1), respectively.

Having compared the general and natural skincare users in term of incidents that would cause them to make the purchase, Most of general skincare users purchased when the products were used up or nearly used up constituted 79.2% (n=76). This followed by sales/promotion such as buy 1 get another 1 at 18.8% (n=18). Some respondents would make the purchase when new product was launched or received recommendation at 1% (n=1) each. In Natural skincare users, Most of them would make the purchase when the product was used up or was nearly used up constituted 67.9% (n=19). This followed by sales/promotion such as buy1 get another 1 at 17.9% (n=5). Some respondents would buy when new product launched which accounted for 14.3% (n=4).

4.7 Summary of the frequency of skincare purchasing.

In order to find out the frequency of skincare purchasing, all of respondents were required to inform the frequency of their skincare purchasing. The result are as follows:

Table 6 Summary for the frequency of skincare purchasing of all respondents. (n=124)

Frequency	n	%
more than 1 time/month	16	12,9
Once per month	33	26.6
every 2-3 months	**39**	**31.5**
every 3-4 months	22	17.7
longer than 4 months/time	14	11.3

From Table 6, majority of the respondents would purchase the products every 2-3 months constituted 31.5% (n=39). This followed by once per month, every 3-4 months, more than 1 time/ month and longer than 4 months/time at 26.6% (n=33), 17.7% (n=22), 12.9% (n=16) and 11.3% (n=14), respectively.

Table 7 Summary for the frequency of skincare purchasing of general and natural skincare users. (n=124)

Frequency	General skincare		Natural skincare	
	n	%	n	%
more than 1 time/month	13	13.5	3	10.7
Once per month	25	26.0	8	28.6
every 2-3 months	**29**	**30.2**	**10**	**35.7**
every 3-4 months	17	17.7	5	17.9
longer than 4 months/time	12	12.5	2	7.1

From Table 7, when comparing the frequency of skincare purchasing of general skincare and natural skincare users, majority of the general skincare users would purchase the products every 2-3 months constituted 30.2% (n=29). This followed by once per month, every 3-4 months, more than 1 time/ month and longer than 4 months/time at 26.0% (n=25), 17.7% (n=17), 13.5% (n=13) and 12.5% (n=12), respectively. For natural skincare users, most of them would purchase the products every 2-3 months constituted 35.7% (n=10). This followed by once per month, every

3-4 months, more than 1 time/ month and longer than 4 months/time at 28.6% (n=8), 17.9% (n=5), 10.7% (n=3) and 7.1% (n=2), respectively.

4.8 Summary of the purchasing skincare budget in each time.

The majority of respondents set aside budget for purchasing skincare products at THB 1,001-2,000 baht per purchase which constituted 22.9% (n=22). This followed by THB 501-1,000, 2,001-3,000 and more than 4,001 at 20.2% (n=25), 17.7% (n=22) and 16.1% (n=20), respectively. Moreover, some of respondents considered the range of THB 3,100-4,000 baht and less than 500 baht accounted for 12.9% (n=16) and 11.3% (n=14), respectively.(appendix B)

Table 8 Summary for the purchasing skincare budget in each time of general and natural skincare users. (n=124)

Budget	General skincare		Natural skincare	
	n	%	n	%
Less than 500 baht	13	13.5	1	3.6
501-1,000 baht	18	18.8	7	25
1,001-2,000 baht	**22**	**22.9**	5	17.9
2,001-3,000 baht	14	14.6	**8**	**28.6**
3,100- 4,000 baht	13	13.5	3	10.7
More than 4,001 baht	16	16.7	4	14.3

From Table 8, when comparing the purchasing skincare budget in each time of general skincare and natural skincare users. The majority of general skincare users set aside budget for purchasing skincare products at THB 1,001-2,000 per purchase constituted 22.9% (n=22). This followed by the range of THB 501-1,000, more than 4,001 baht and 2,001-3,000 at 18.8% (n=18), 16.7% (n=16) and 14.6% (n=14), respectively. Moreover, some of respondents set budget at THB 3,100-4,000 baht or less than 500 baht, each of which accounted for 13.5% (n=13).

4.9 Summary of the place where the users purchasing products.

Most respondents would purchase skincare products at counter brand in department store constituted 34.2% (n=75). This followed by clinics or beauty institutes and Hypermarkets such as Big C, Tesco Lotus at 12.3% (n=27) and 11.0% (n=24), respectively. Supermarket such as TOP accounted for 10.5% (n=23) whereas general shops and convenient stores such as 7-11 similarly accounted for 8.2% (n=18). Boot/Watson, Online/ Internet, King power and drugstore constituted 5.0% (n=11), 3.2% (n=7), 2.3% (n=5) and 1.8% (n=4), respectively. Amway and aboard each accounted for 0.9% (n=2) and each of EVEANDBOY, Giffarine center and Company constituted 0.5% (n=1).

Having compared general and natural skincare users in terms of purchasing channels, most general skincare users would make the purchase at Counter brand in department store constituted 31.6% (n=55). This followed by Hypermarket such as Big C, Tesco Lotus and Clinic or Beauty institute at 12.6% (n=22) and 12.1% (n=21), respectively. Supermarket such as TOP accounted for 10.9% (n=19). While general shop, convenient store such as 7-11, Boot/Watson, Online/ Internet, King power and drugstore constituted 8.6% (n=15), 8.0% (n=14), 6.3% (n=11), 3.4% (n=6), 2.9% (n=5) and 1.7% (n=3), respectively. Aboard and EVEANDBOY each accounted for 0.6% (n=1) and eCompany were for 0.6% (n=1). For natural skincare users, most of them would make the purchase at counter brand in department store constituted 44.0% (n=20). This followed by clinics or beauty institute at 13.2% (n=6) and Supermarket such as TOP and Convenient store such as 7-11 at 8.8% (n=4) each. While general shop constituted to 6.6% (n=3).Hypermarket such as Big C, Tesco Lotus and Amway each similar accounted for 4.4% (n=2). On the other hand, Online/ Internet, Drugstore and Giffarine center each accounted for 2.2% (n=1). (Appendix B)

4.10 Summary of information channels.

The majority of respondents resorted to social media such as Facebook, Instagram as main in formation hubs constituted 34.3% (n=81). This followed by Television, Blogger review, Magazines and radio at 21.2% (n=50), 19.1% (n=45), 15.7% (n=37) and 3.0% (n=7), respectively. Newspapers and friends were also mentioned, which constituted 1.7% (n=4) and 1.3% (n=3), respectively. Nevertheless, E-mail, Brochure, Doctors/clinic were also mentioned each for 0.8% (n=2). Each of search engine, department store and web board were 0.4% (n=1). (Appendix B)

Table 9 Summary of information channels of general and natural skincare users. (n=124) (Respondents can answer more than one)

Channels	**General skincare**		**Natural skincare**	
	n	**%**	**n**	**%**
Social Media such as Facebook, Instagram	**62**	**34.6**	**19**	**33.3**
Television	**40**	**22.3**	**10**	**17.5**
Blogger review	**35**	**19.6**	**10**	**17.5**
Magazine	24	13.4	**13**	**22.8**
Radio	7	3.9	0	0.0
Newspaper	2	1.1	2	3.5
Friends	2	1.1	1	1.8
E-mail	2	1.1	0	0.0
Brochure	0	0.0	2	3.5
Doctors / Clinic	2	1.1	0	0.0
Search Engine	1	0.6	0	0.0
Department store	1	0.6	0	0.0
Webboard	1	0.6	0	0.0
Total	179	100.0	57	100.0

From Table 9, when comparing between general and natural skincare users, it can be concluded that majority of general skincare users resorted social media such as Facebook, Instagram as the main information sources which constituted 34.6% (n=62). This followed by Television, Blogger review, magazines and radio at 22.3% (n=40), 19.6% (n=35), 13.4% (n=24) and 3.9% (n=7), respectively. Newspaper, friends, E-mail and Doctors/Clinic were also mentioned as each for 1.1% (n=2). Each of search engine, department store and web board were 0.6% (n=1). For natural skincare users, social media sites such as Facebook and Instagram were also their main information sources which constituted 33.3% (n=19). By the way magazines were in the second places at 22.8% (n=13). For television and blogger reviews were in the third places each for 17.5% (n=10). Moreover newspaper and brochure were also mentioned at each for 3.5% (n=2). Friends were mentioned at 1.8% (n=1).

4.11 Summary of influential factors for purchasing

Four influential factors for purchasing decision were identified as place, product, promotion and personnel.

Table 10 Summary of all respondents to influential factors for skincare purchasing in place aspect. (n=124)

Statement	Level of Importance					Mean	S.D.
	VI 5 n (%)	I 4 n (%)	QI 3 n (%)	LI 2 n (%)	LeI 1 n (%)		
-Beautiful and attractive shop decoration	16(12.9)	**57(46)**	45(36.3)	4(3.2)	2(1.6)	**3.65**	**0.81**
- well product classification	39(31.5)	**58 (46.8)**	23(18.5)	3(2.4)	1(0.8)	**4.06**	**0.82**
-Wide space, clean	21(16.9)	**62 (50.0)**	33(26.6)	8(6.5)	0(0)	**3.77**	**0.81**
-Enough car parking	32(25.8)	**42 (33.9)**	31(25.0)	15(12.1)	4(3.2)	**3.67**	**1.09**
Total						**3.79**	**0.88**

Note "VI means Very Important", "I means Important, QI means Quite Important", "LI means Little Important", LeI means Least Important"

From table 10, The influential factor for skincare purchasing in place aspect was in **Important level** with **mean value of 3.79** which classified to **Beautiful and attractive shop decoration** that most respondents agreed to **important level** accounted for 46% (n=57) with **mean value of 3.65**. Secondly 46.8% (n=58) of the respondents agreed to **important level** of **the appropriateness of product classification** with **mean value of 4.06.** Thirdly, 50% (n=62) of the respondents agreed to **the important level** of **spaciousness and cleanliness** with **mean value of 3.77.** Lastly, 33.9% (n=42) of the respondents agreed to **the importance level of parking spaces with mean value of 3.67**

Table 11 Summary of all respondents to influential factors for skincare purchasing in product aspect. (n=124)

Statements	Level of Importance					Mean	S.D.
	VI 5 n (%)	I 4 n (%)	QI 3 n (%)	LI 2 n (%)	LeI 1 n (%)		
-very effectiveness	**107(86.3)**	0(0)	17(13.7)	0(0)	0(0)	**4.86**	**0.35**
-Appropriate amount and size of container.	53(42.7)	0(0)	**69(55.6)**	2(1.6)	0(0)	**4.39**	**0.58**
-attractive packaging	23(18.5)	0(0)	**94(75.8)**	6(4.8)	1(0.8)	**4.06**	**0.67**
-Credible and well-known product	57(46.0)	0(0)	**66(53.2)**	1(0.8)	0(0)	**4.44**	**0.55**
-good and clear of package labeling	**65(52.4)**	0(0)	58(46.8)	0(0)	1(0.8)	**4.5**	**0.59**
-Certified standardization	**87(70.2)**	0(0)	36(29.0)	1(0.8)	0(0)	**4.69**	**0.52**
Total						**4.49**	**0.54**

Note "VI means Very Important", "I means Important, QI means Quite Important", "LI means Little Important", LeI means Least Important"

From table 11 , The influential factors for skincare purchasing in terms of product was considered at **Important level with mean value of 4.49,** This can be classified into **very effectiveness,** in which most respondents agreed to **very important level** accounted for 86.3% (n=107) and **mean value of 4.86**. In terms of **appropriateness of the amount and size of container,** most respondents agreed to **quite important level**, which accounted for 55.6% (n=69) with **mean value of 4.39**. Moreover, for **attractive packaging,** most respondents agreed to **quite important level**, which accounted for 75.8% (n=94) with **mean value of 4.06**

For **credible and well-known product**, most respondents agreed to **quite important level** which accounted for 53.2% (n=66) with **mean value of 4.44**. For **good and clear of package labeling,** most respondents agreed to **very important level,** which accounted for 52.4% (n=65) with **mean value of 4.50** and then **certified standardization**, most respondents agreed to **very important level** which accounted for 70.2% (n=87) with **mean value of 4.69.**

Table 12 Summary of all respondents to influential factors for skincare purchasing in promotion aspect. (n=124)

Statements	Level of Importance					Mean	S.D.
	VI 5 n (%)	I 4 n (%)	QI 3 n (%)	LI 2 n (%)	LeI 1 n (%)		
-Special gift	19(15.3)	45(36.3)	**46(37.1)**	10(8.1)	4(3.2)	**3.52**	**0.96**
-on sales	34(27.4)	**52(41.9)**	28(22.6)	6(4.8)	4(3.2)	**3.85**	**0.99**
-Member cards with special discount	24(19.4)	**42(33.9)**	41(33.1)	12(9.7)	5(4.0)	**3.55**	**1.04**
-Advertising on many channels	15(12.1)	30(24.2)	**59(47.8)**	11(8.9)	9(7.3)	**3.25**	**1.03**
Total						**3.54**	**1.00**

Note "VI means Very Important", "I means Important, QI means Quite Important", "LI means Little Important", LeI means Least Important"

From table 12, the promotional aspect was recognized as **important level** with **mean value of 54.** This can be classified to **special gift**, that most respondents agreed to **quite important level** which accounted for 37.1 % (n=46) with **mean value of 3.52**. On the other hand, most respondents agreed to **important level** which accounted for 41.9% (n=52) with **mean value of 3.85 in terms of on sales.** In addition, **member cards with special discount** are considered by most respondents as **important level,** which accounted for 33.9% (n=42) with **mean value of 3.55** and then **advertising on many channels,** most respondents agreed to **quite important level** accounted for 47.8% (n=59) with **mean value of 3.25**

Table 13 Summary of all respondents to Influential factors for skincare purchasing in personnel aspect. (n=124)

Statements	Level of Importance					Mean	S.D.
	VI 5 n (%)	I 4 n (%)	QI 3 n (%)	LI 2 n (%)	LeI 1 n (%)		
-Gentle and helpful	**57(46.0)**	56(40.3)	10(8.1)	1(0.8)	0(0)	**4.36**	**0.67**
-Credible	49(39.5)	**61(49.2)**	13(10.5)	1(0.8)	0(0)	**4.27**	**0.68**
-Good knowledge and prompt to answering questions	**68(54.8)**	46(37.1)	8(6.5)	2(1.6)	0(0)	**4.45**	**0.69**
-Well grooming	46(37.1)	**66(53.2)**	11(8.9)	1(0.8)	0(0)	**4.27**	**0.65**

Total	**4.34**	**0.67**

Note "VI means Very Important", "I means Important, QI means Quite Important", "LI means Little Important", LeI means Least Important"

From table 13, The influential factors for skincare purchasing in personnel aspect was in **important level** as **mean value of 4.34** which was classified as **gentle and helpful** that most respondents agreed to **Very important level**, which accounted for 46.0% (n=57) with **mean value of 4.36**. For **credible,** most respondents agreed to **important level** which accounted for 49.2% (n=61) with **mean value of 4.27**. For **good knowledge and promptness to answering questions,** most respondents agreed to **very Important level,** which accounted for 54.8% (n=68) with **mean value of 4.45**. Moreover, the **well-grooming** aspect has been recognized by respondents as **important level** as which accounted for 53.2% (n=66) with **mean value of 4.27.**

To compare the Influential factors for skincare purchasing between general and natural skincare users, a series of t-test statistical analysis was conducted at 95% Confident coefficient. The results are as follows:

Table 14 Summary of Comparison the influential factors for skincare purchasing between general and natural skincare users (n=124) (95% CI, p value ≤ 0.05)

Statements	Mean (S.D.) of general skincare users	Mean (S.D.) of natural skincare users	t	p-value	Interpretation
1.Beautiful and attractive shop decoration	3.63 (0.82)	3.75 (0.75)	**0.757**	0.453	NS
2.Well product classification	4.04 (0.86)	4.11 (0.74)	0.400	0.691	NS
3.Wide space, clean	3.73 (0.85)	3.93 (0.60)	1.389	0.170	NS
4.Enough car parking	3.60 (1.12)	3.93 (0.94)	1.585	0.119	NS
5.Product very effective	4.86 (0.34)	4.86 (0.36)	0.098	0.922	NS
6. Appropriate amount and size of container.	4.35 (0.60)	4.54 (0.51)	1.596	0.117	NS
7.Attractive packaging	**3.98 (0.70)**	**4.36 (0.49)**	**3.248**	**0.002**	**S**
8.Credible and well-known product	4.40 (0.55)	4.61 (0.50)	1.928	0.060	NS

9.Good and clear of package labeling	4.5 (0.62)	4.5 (0.51)	0.000	1.000	NS
10.Certified standardization	4.66 (0.54)	4.79 (0.42)	1.345	0.184	NS
11.Special gift	3.46 (0.99)	3.75 (0.80)	1.603	0.115	NS
12.On sale	3.78 (1.03)	4.10 (0.79)	1.792	0.078	NS
13.Member cards with special discount	**3.40 (1.03)**	**4.07 (0.90)**	**3.379**	**0.001**	**S**
14.Advertising on many channels	3.22 (1.07)	3.36 (0.87)	0.702	0.486	NS
15.Gentle and helpful	4.33 (0.69)	4.46 (0.58)	1.009	0.317	NS
16. Credible	4.23 (0.70)	4.43 (0.57)	1.535	0.131	NS
17.Good knowledge and prompt to answering questions	4,42 (0.72)	4.57 (0.57)	1.183	0.242	NS
18.Well grooming	4.25 (0.68)	4.32 (0.55)	0.573	0.569	NS

Note: "NS" means not significant. "S" means significant.

From table 14 when comparing the Influential factors for skincare purchasing between general and natural skincare users by applying t-test statistical analysis at 95% Confident coefficient, two aspects were significantly different between those two groups as

1. Natural skincare users valued attractive packaging more than general skincare users did when considering mean (S.D.) as 4.36 (0.49) versus 3.98 (0.70) with t= 3.248 (p value = 0.002)
2. Natural skincare users valued member cards with special discounts more than general skincare group did when considering mean (S.D.) as 4.07 (0.90) versus 3.40 (1.03). with t= 3.379 (p value = 0.001)

4.12 Summary of price (THB) that users were comfort to purchase.

To uncover the optimal price range for one item of skincare product, four questions were asked as which price that was the most expensive and cheapest that customers still buy and which price that customers would not buy because of too cheap and too expensive. Moreover, the comparison of general and natural skincare users was done by applying t-test at 95% Confident coefficient. The results are follows:

Table 15 Summary of price (THB) that the respondents were comfort to purchase. (n=124)

		All respondents	General skincare users (n=96)	Natural skincare users (n=28)
Too expensive to purchase (t= 0.125, P value= 0.901)	**Mean**	5,882.9	5,935.72	5,701.79
	S.D.	10,854.26	11,666.49	7,601.13
Expensive but still purchase (t= 0.299, P value= 0.766)	**Mean**	**2,994.32**	2,948.41	3,151.75
	S.D.	3,306.98	3,378.35	3,103.08
Cheap still purchase(good value) (t=0.785, P value= 0.436)	**Mean**	**1,096.0**	1,055.78	1,233.89
	S.D.	1,192.1	1,245.46	9,95.13
Too cheap to pay (t= 0.403, P value= 0.68)	**Mean**	268.1	260.61	293.57
	S.D.	489.92	529.69	324.58

From table 15, the acceptable price range was THB 1,096 – 2,994.32. When considered between general and natural skincare users, the natural skincare users had higher tolerable price range, but that of not significantly t value = 0.299, p value= 0.766 and t=0.785, p value= 0.436. (Appendix B)

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

This study combined exploratory (secondary research) and descriptive designs (questionnaire survey) in order to understand skincare market in Thailand. Consequently, comparison was made between general and natural skincare markets in Thailand in various aspects according to objectives.

First of all, secondary data on the general and natural skincare markets in terms of market sizes, market growth, competitors, customers' needs and their satisfaction is obtained. Then, the online questionnaires was launched to gain information about customers' purchasing behaviors, preferred product, acceptable price of products. After that, the analysis was carried out and yielded the summary of the study.

5.1 Summary for secondary research

Beauty market is attractive in both domestic market of Thailand and internationally. Information from global Beauty Care market (2014-2018) of Businesswire 2014 showed that "The industry clocked revenues worth USD 379 billion in 2013, which is anticipated to reach USD 461 billion by 2018. The global beauty care market registered a steady Compound Annual Growth Rate (CAGR) of 4.5 percent through 2013-2018. In skincare market clocked revenues worth USD 83 billion in 2013 and with CAGR of 5 percent through 2013-208; the market is anticipated to garner revenues worth USD 106 billion in 2018" **(Businesswire 2014)**. In Thailand market also had high value and growth rate as from THB 17.5 billion at the end of 2012, to hit value of over THB 20 billion by 2017 with CAGR of 3% **(Euromonitor, 2014)**. In Thailand, International players lead beauty and personal care such as L'Oreal, Unilever, etc. due to their established presence that earned strong consumer trust in the product quality offered. The market share of Beauty and personal care in Thailand 2013 was reported that Unilever Group is the first rank with 3.0% followed by the Procter & Gamble Cooperation and L'Oréal groups as 8.3% and 7.6% respectively. (Euromonitor, 2014)

The natural skincare market also registered high market value and growth. The data from Klinegroup 2013 showed that global sales of natural personal care products was as high as USD29.5 billion. "Growth of Natural and Organic Cosmetics Market in Asia 2012 to 2013 was 15% and the Asian market for natural personal care product is expected to show moderate growth, with a CAGR almost 13% through 2018" (Klinegroup,2013).There are additional environmental factors damaging skin in daily life, such as pollution and hot weather. Nowadays not only women apply skincare, but also men. One of the main problems in Thai consumers is acne so many mass and premium brands have offered a special product line for treating acne in respond to the overwhelming demand in the marketplace. (Euromonitor, 2014)

5.2 Summary for questionnaire survey

Survey was launched online via www.surveymonkey.com/s/skincares. 171 respondents completed the survey and of that a total of 124 completed surveys was analyzed. Most respondents were females which accounted for 85.5% (n=106) with mostly are 26-35 years old, which constituted 51.6% (n=64). This followed by 16-25 years at 26.6% (n=33). Most of them are single as 71.8% (n=89).The majority of them hold Bachelor degrees for the highest education which accounted for 53.2% (n=66) and followed by Master's degrees accounted for 37.1% (n=46). Moreover 42.7% (n=53) of the respondents worked as office worker accounted for 42.7% (n=53). This followed by Freelancers at20.2% (n=25).

In this study, most respondents were general skincare users accounted for 77.4% (n=96) whereas natural skincare users accounted for 22.6% (n=28). When comparing demographics between general and natural skincare users, most general skincare users aged 26-35 years accounted for 56.3% (n=54) whereas the 16-25 years old accounted for 21.9% (n=21). For natural skincare users, most of them aged 16-25 years accounted for 42.9% (n=12), followed by 26-35 years old at 35.7% (n=10). In terms of their monthly income, most general skincare and natural skincare users both received higher than THB 55,000 which accounted for 32.3% (n=31) and 28.6% (n=8), respectively.

Nevertheless, there were high variations between brand usages in both groups. In general skincare users, the most frequently purchased brands included Eucerin, OLAY, SK-II, Estee Lauder, L'Oréal, Nivea, Nutrogena, CLINIQUE, Pound's and RAJDHEVEE CLINIC. While in natural skincare users, the most frequently purchased brands included The bodyshop, Origin, Jurlique, L'occitane, LA MER, Smooth E, Artistry.

From the study, Cream formulation was the most common use in both general and natural skincare users. Most respondents consumed skincare for sun protection, moisturizer, whitening/ brightening, cleansing, darks spots and acne scars removal, respectively. However when compared between two groups, most general skincare users purchased for the purposes of sun protection while natural skincare users purchase for moisturizing purposes. The most important purchasing influencers of both groups were themselves and both groups mostly would buy the product when products were used up or almost used up. In terms of purchasing frequencies both groups would buy every 2-3 months. Moreover the budget set by the natural skincare users were estimated at 2,001-3000 per purchase, whereas that of general skincare users was estimated at 1,001-2,000 baht per purchase. Most general skincare users would buy the products at counter brand in department store, clinics or beauty institutes and hypermarket such as Big C, Lotus whereas the natural skincare users would buy at counter brand in department store, clinic or beauty institutes, supermarket such as TOP and convenient store such as 7-11. Nevertheless, most of both groups obtained the information from sources such as social media such as Facebook, Instagram and also television, blogger reviews. In terms of influential factors to skincare purchases, the respondents were mostly concerned with the product. This followed by personnel, place or distribution channel, and promotion, respectively. When comparing influential factors between both groups, mostly they agreed the same level of importance except for attractive packaging and member cards with special discount that were more concerned by natural skincare users. In addition, there was no significant difference in terms of acceptable price range between both groups. The acceptable price was between THB 1,096-2,994.32.

5.3 Managerial recommendations

Both general and natural skincare users are attractive groups worth the investment as the market value and growth are high. General skincare may have more potential as it processes higher global market value (USD 379 billion Vs USD 29.5 billion). Moreover, the number of respondents interested in the general skincare market is higher 3 times (96 Vs 28). On the other hand, natural skincare market has higher CAGR (15% Vs 5%). Marketing is very important in this market because most customers purchase international brands as all 5 leading brands are international brand (Appendix C) because of trust in those brands. Most respondents all used skincare for sun protection and moisturizer so these are the categories that had better chance to be purchased when launched. The price should be set at 1,000-3,000 baht. Social media such as Facebook, Instagram are very popular so should be implemented via these channels when doing communicating to customers. However in all of marketing Mix (4P), The most important things to be the influential factors to customers is product that should be very effective, obtains certification and also has descriptive and informative package labelling. Credibility also remains another important factor. Lastly personnel should have been well-trained in order to have good knowledge and prompt to answering questions as the customers expected.

5.4 Limitations of the study

This findings cannot be generalized to the entire population due to the non-probability sampling method. Given the limited time and budget, the selected sample size of respondents will be relatively small and therefore maybe does not represent the true demographic profiles of skincare users.

Suggestion for future research

The data is collected with various aspects from both general and skincare users. Nevertheless, there is high gap in skincare market from mass to premium brands. My recommendation would be to specifically focus particular target group in order to uncover more relevant and precise details such as for the premium skincare. Moreover the in-depth interview should be conducted in order to obtain more insightful information about customer's opinion and attitudes.

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APPENDICES

APPENDIX A
SURVEY QUESTIONNAIRE

This questionnaire is the part of independent study of Master degree of International Marketing,Thammasate University for survey behaviors and factors that influence those behaviors in purchasing natural skincare and natural skincare. This will require about 10-20 minutes. Thank you for your cooperation.

Definition of general skincare is something is produced in form of cream, water or gel that is for rub, massage or apply to some parts of the body in order to nourish and correct some problems or for beauty purpose.

Definition of natural skincare is something is produced <u>from plants</u> in form of cream, water or gel that is for rub, massage or apply to some parts of the body in order to nourish and correct some problems or for beauty purpose.

Part 1: screening questions

1. Do you use/used to use skincare?

- ○ Never
- ○ use/used to use

2. What is your age?

- ○ lower 15 years
- ○ 16-25 years
- ○ 26-35 years
- ○ 36-45 years
- ○ 46-55 years
- ○ above 55 years

Part2 : purchasing Behavior

3. What is kind of skincare you currently use?

- ○ general skincare
- ○ natural skincare

4. What is the skincare brand(s) that you currently use? (can choose more than one)

- ☐ SK-II

- L'oreal
- Eucerin
- Granier
- BSC
- Estee Lauder
- Neutrogena
- Pond's
- OLAY
- CLINIQUE
- Lancome
- Giffarine
- Clarins
- Nivea
- RAJDHEVEE CLINIC
- WUTTISAK CLINIC
- ROMRAWIN CLINIC
- others (please specify)

5. What is the skincare brand(s) that you currently use? (can choose more than one)

- ORIGIN
- THANN
- the body shop
- Jurlique
- Aromatherapy Associates
- ESPA
- Panpuri

☐ L'occitane

☐ Elmis

☐ others (please specify)

6. What is the formulation of your skincare that you currently use? (can choose more than one)

☐ cream

☐ serum

☐ water

☐ gel

☐ others (please specify)

7. What is your purpose to use your skincare that you currently use? (can choose more than one)

☐ reduce wrinkles

☐ dark spots or acne scars

☐ whitening/brightening

☐ moisturizer

☐ pore minimizer

☐ correcting acnes, freckles, melasma

☐ sunblock

☐ cleansing

☐ others (please specify)

8. Who has influence on your skincare purchasing decision most?

○ friends

○ family

- yourself
- salesperson
- Doctors/Experts
- Celebrities
- others (please specify)

9. When will you buy skincare?

- product run out/near run out
- on sales/promotion like 1 get another 1
- new product launched
- others (please specify)

10. How often do you buy skincare?

- more than 1 time/month
- 1/month
- every 2-3 months
- every 3-4 months
- longer than 4 months/time

11. How much for your budget in one time for purchasing skincare?

- less than 500 baht
- 501-1,000 baht
- 1,001-2,000 baht
- 2,001-3,000 baht
- 3,100-4,000 baht
- more than 4,001 baht

12. Where do you buy your skincare? (can choose more than one)

- [ ] convenient store such as 7-11
- [ ] supermarket such as TOP
- [ ] Hypermarket such as BigC , Tesco Lotus
- [ ] counter brand in Department store
- [ ] general shop
- [ ] Clinic or Beauty institute.
- [ ] others (please specify)

13. What is your information channel? (can choose more than one)

- [ ] Television
- [ ] Radio
- [ ] Blogger review
- [ ] Megazine
- [ ] Newspapers
- [ ] social media such as facebook, Instagram
- [ ] others (please specify)

Part3: Influencial Factors for skincare purchasing
Instruction: please rating the importance of each factors from higher to lower.(very important to least important)

14. Place

	Very Important	Important	Quite important	Little important	Least important
Beautiful and attractive shop decoration	○	○	○	○	○
well product classification	○	○	○	○	○

	Very Important	Important	Quite important	Little important	Least important
display(easy to find out)					
Wide space, clean	○	○	○	○	○
Enough car parking	○	○	○	○	○

15. Product

	Very Important	Important	Quite important	Little important	Least important
Very Effectiveness	○	○	○	○	○
appropriate amount and size of container.	○	○	○	○	○
attractive packaging	○	○	○	○	○
credible and well-known product	○	○	○	○	○
good and clear of package labeling	○	○	○	○	○
Certified standardization	○	○	○	○	○

16. Promotion

	Very Important	Important	Quite important	Little important	Least important
Special gifts	○	○	○	○	○
On sales	○	○	○	○	○
Member cards with special discount.	○	○	○	○	○
Advertising on many channels	○	○	○	○	○

17. Personnel

	Very Important	Important	Quite important	Little important	Least important
Gentle and helpful	○	○	○	○	○
Credible	○	○	○	○	○
Good knowledge and prompt to answering questions	○	○	○	○	○
well grooming	○	○	○	○	○

18. Price

At which price you start to feel this is too expensive regardless of how interesting it is (baht)	
At which price point you find it somewhat expensive but you still consider buying (baht)	
At which price point you find it quite cheap which makes it a good value to buy (baht)	
At which price point you find it too cheap to the point where you start doubting the quality (baht)	

19. Have you still used this product?

○ Yes

○ No

20. What is/are the reason(s) that you still keep using this product? (can choose more than one)

☐ Very effective (good result)

☐ Not too expensive

☐ Easy to buy

☐ Attractive promotion such as on sales buy 1 free1, etc.

☐ Someone recommended

☐ Others (please specify)

21. What is/are the reason(s) that you quit this product? (can choose more than one)

- Too expensive
- No time to taking care skin
- Find out other methods
- Problem is resolved.
- Ineffective product
- Difficult to find products
- Unattractive promotion
- Others (please specify)

Part4 : General information

22. Sex

- Male
- Female

23. Marital status

- Single
- Married
- Divorced/ Separated

24. Highest education

- High school
- Diploma
- Bachelor degree
- Master degree
- Doctor’s degree

- others (please specify)

25. Monthly income

- less than 15,000 baht
- 15,001-25,000 baht
- 25,001-35,000 baht
- 35,001-45,000 baht
- 45,001-55,000 baht
- more than 55,000 baht

26. Occupation

- Government officer
- office worker
- business owner
- students
- freelance
- others (please specify)

27. Your hobby (can choose more than one)

- reading
- traveling such as river, sea, mountain
- gardening
- sport
- domesticate animals
- Party
- Internet
- others (please specify)

28. Your favorite color

- blue
- navy blue
- white
- orange
- red
- green
- black
- violet
- pink
- gold
- others (please specify)

APPENDIX B

INFORMATION OF RESEARCH FINDINGS AND RESULTS

Table 16 Summary of respondents' demographics (n=124)

Respondents' Demographics		**n**	**%**
Gender	**Female**	**106**	**85.5**
	Male	18	14.5
Age (yrs)	16-25	33	26.6
	26-35	**64**	**51.6**
	36-45	14	11.3
	46-55	10	8.1
	Above 55	3	2.4
Marital Status	**Single**	**89**	**71.8**
	Married	33	26.6
	Divorces/ Separated	2	1.6
Highest Education	High School	4	3.2
	Diploma	3	2.4
	Bachelor degree	**66**	**53.2**
	Master degree	46	37.1
	Doctor's degree	5	4

Monthly income (baht)	≤ 15,000	18	14.5
	15,001-25,000	24	19.4
	25,001-35,000	21	16.9
	35,001-45,000	9	7.3
	45,001-55,000	13	10.5
	>55,000	**39**	**31.5**
Occupation	**Office worker**	**53**	**42.7**
	Freelance	25	20.2
	Government officer	13	10.5
	Business owner	13	10.5
	Students	12	9.7
	Doctor	3	2.4
	Housewife	3	2.4
	Nurse	2	1.6

Table 17 Summary of brand among the general skincare users' respondents. (n=96) (Respondents can answer more than one)

Brandname	n	%
Eucerin	**22**	**11.2**
OLAY	**16**	**8.2**
SK-II	**15**	**7.7**
Estee Lauder	**14**	**7.1**
L'Oréal	**12**	**6.1**
Nivea	**11**	**5.6**
Neutrogena	**10**	**5.1**
CLINIQUE	**9**	**4.6**
Pond's	**8**	**4.1**
RAJDHEVEE CLINIC	**7**	**3.6**
BSC	6	3.1
Lancôme	6	3.1
Garnier	6	3.1
Clarins	5	2.6
Shisedo	5	2.6
La Roche-Posay	5	2.6
WUTTISAK CLINIC	3	1.5
Physiogel	3	1.5
Giffarine	3	1.5
Biotherm	3	1.5
Laneige	3	1.5
ROMRAWIN CLINIC	1	0.5

Chifure	1	0.5
Dior	1	0.5
CeraVe	1	0.5
Placenta cream from New Zealand	1	0.5
Vaseline	1	0.5
Johnson&Johnson	1	0.5
Exdocare	1	0.5
La Prairie	1	0.5
Ezerra	1	0.5
Cute press	1	0.5
Phamapure	1	0.5
Bodyshop	1	0.5
Makalin Clinic	1	0.5
Nitipon Clinic	1	0.5
Kiehl's	1	0.5
No.7	1	0.5
Abhaibhubejhr	1	0.5
Vichy	1	0.5
Neogen	1	0.5
Thitikorn clinic	1	0.5
CHANEL	1	0.5
Mark & Spensor	1	0.5
Hanyul	1	0.5
Total	**196**	100.0

Table 18 Summary of brand among the natural skincare users' respondents. (n=28) (Respondents can answer more than one)

Brandname	**n**	**%**
The Bodyshop	**6**	**14.6**
Origin	**6**	**14.6**
Jurlique	**3**	**7.3**
L'occitane	**3**	**7.3**
LA MER	**3**	**7.3**
Smooth E	**3**	**7.3**
Artistry	**3**	**7.3**
Elmis	1	2.4
ESPA	1	2.4
THANN	1	2.4
Giffarine	1	**2.4**
Hada labo	1	**2.4**
Medicare Clinic	1	**2.4**
Tropicana	1	**2.4**
Herb	1	**2.4**
Jz	1	**2.4**
Dermatologica	1	**2.4**

Sulwhasoo	1	**2.4**
Burt's Bee	1	**2.4**
Dii	1	**2.4**
KA	1	**2.4**
Total	41	100.0

Table 19 Summary of the skincare formulations used by all respondents. (n=124) (Respondents can answer more than one)

Formulation	**n**	**%**
Cream	**107**	**43**
Serum	75	30.0
Gel	35	14.1
Water	32	12.9
Total	249	100.0

Table 20 Summary of the most important purchasing influencers of all respondents (n=124)

Influencer	**n**	**%**
Yourself	**86**	**69.4**
friends	15	12.1
Doctors/Experts	15	12.1
family	4	3.2
Celebrities	2	1.6
Salepeson	1	0.8
Beauty Blogger	1	0.8

Table 21 Summary of the most important purchasing influencers of general and natural skincare users. (n=124)

Influencer	**General skincare**		**Natural skincare**	
	n	**%**	**n**	**%**
Yourself	**67**	**69.8**	**19**	**67.9**
friends	11	11.5	4	14.2
Doctors/Experts	10	10.4	5	17.9
family	4	4.2	0	0
Celebrities	2	2.1	0	0
Salesperson	1	1.0	0	0
Beauty Blogger	1	1.0	0	0

Table 22 Summary of skincare buying conditions of all respondents. (n=124)

Conditions	n	%
product run out/near run out	**95**	**76.6**
on sales/promotion like 1 get another 1	23	18.6
new product launched	5	4
Got Recommendation from someone	1	0.8

Table 23 Summary of Skincare buying conditions of general skincare and natural skincare users.

Conditions	General skincare		Natural skincare	
	n	%	n	%
product run out/near run out	**76**	**79.2**	**19**	**67.9**
on sales/promotion like 1 get another 1	18	18.8	5	17.9
new product launched	1	1.0	4	14.3
Got Recommendation from someone	1	1.0	0	0

Table 24 Summary for the purchasing skincare budget in each time of all respondents. (n=124)

Budget	n	%
Less than 500 baht	14	11.3
501-1,000 baht	25	20.2
1,001-2,000 baht	**27**	**21.8**
2,001-3,000 baht	22	17.7
3,100- 4,000 baht	16	12.9
More than 4,001 baht	20	16.1

Table 25 Summary for the place where all respondents purchasing products. (n=124) (Respondents can answer more than one)

Place	n	%
Counter brand in Department store	**75**	**34.2**
Clinic or Beauty institute.	**27**	**12.3**
Hypermarket such as Big C , Tesco Lotus	**24**	**11.0**
supermarket such as TOP	23	10.5
general shop	18	8.2

convenient store such as 7-11	18	8.2
Boot/Watson	11	5.0
Online/Internet	7	3.2
King power	5	2.3
Drugstore	4	1.8
Amway	2	0.9
Aboard	2	0.9
EVEANDBOY	1	0.5
Giffarine center	1	0.5
Company	1	0.5
Total	219	100.0

Table 26 Summary for the place where general skincare and natural skincare users purchasing products. (n=124) (Respondents can answer more than one)

Place	**General skincare**		**Natural skincare**	
	n	**%**	**n**	**%**
counter brand in Department store	**55**	**31.6**	**20**	**44.0**
Clinic or Beauty institute.	**21**	**12.1**	**6**	**13.2**
Hypermarket such as BigC , Tesco Lotus	**22**	**12.6**	2	4.4
supermarket such as TOP	19	10.9	**4**	**8.8**
general shop	15	8.6	3	6.6
convenient store such as 7-11	14	8.0	**4**	**8.8**
Boot/Watson	11	6.3	0	0.0
Online/Internet	6	3.4	1	2.2
King power	5	2.9	0	0.0
Drugstore	3	1.7	1	2.2
Amway	0	0.0	2	4.4
Aboard	1	0.6	1	2.2
EVEANDBOY	1	0.6	0	0.0
Giffarine center	0	0.0	1	2.2
Company	1	0.6	0	0.0
Total	174		45	

Table 27 Summary of information channels of all respondents. (n=124) (Respondents can answer more than one)

Channel	**n**	**%**
Social Media such as facbook, Instagram	**81**	**34.3**
Television	**50**	**21.2**
Blogger review	**45**	**19.1**
Megazine	**37**	**15.7**
Radio	**7**	**3.0**
Newspaper	4	1.7

Friends	3	1.3
E-mail	2	0.8
Brochure	2	0.8
Doctors / Clinic	2	0.8
Search Engine	1	0.4
Department store	1	0.4
Webboard	1	0.4
Total	236	100.0

APPENDIX C

INFORMATION FROM SECONDARY RESEARCH FINDINGS

Table 28 NBO Company shares of beauty and personal Care: % Value 2009-2013

% retail value rsp	2009	2010	2011	2012	2013
Unilever Group	12.7	12.8	12.9	13.1	13
Procter & Gamble Co, The	8.1	8.1	8.2	8.2	8.3
L'Oréal Groupe	7.3	7.4	7.5	7.5	7.6
Beiersdorf AG	5.9	6.1	6.2	6.5	6.8
Colgate-Palmolive Co	6.5	6.6	6.6	6.5	6.5
Amway Corp	5.1	5.2	5.2	5.2	5.2
Better Way (Thailand) Co Ltd	4.2	4.3	4.4	4.5	4.6
Giffarine Group of Cos	3.7	3.7	3.8	3.8	3.6
Johnson & Johnson Inc	3.7	3.7	3.6	3.5	3.4
SSUP Group	2.7	2.7	2.8	2.8	2.7
Estée Lauder Cos Inc	2.5	2.4	2.4	2.3	2.3
Lion Corp	1.8	1.8	1.9	1.9	2
Kao Corp	2.1	2.1	2.1	2	2
Shiseido Co Ltd	1.9	1.9	1.9	1.9	1.9
Osotspa Co Ltd	1.6	1.6	1.6	1.5	1.5
Bio Consumer Co Ltd	1.3	1.3	1.3	1.4	1.4
ICC International PCL	1.6	1.6	1.6	1.4	1.3
Nu Skin Enterprises Inc	0.6	0.8	0.9	1.1	1.1
Henkel AG & Co KGaA	0.9	0.9	0.9	0.9	0.9
PZ Cussons Plc	0.8	0.8	0.8	0.7	0.7
Siam Health Group Co Ltd	0.7	0.7	0.7	0.7	0.7
GlaxoSmithKline Plc	0.6	0.6	0.7	0.7	0.7
Twin Lotus Co Ltd	0.7	0.7	0.7	0.7	0.7

LVMH Moët Hennessy Louis Vuitton SA	0.6	0.6	0.6	0.6	0.6
Berli Jucker Plc	0.5	0.5	0.5	0.5	0.6
Reckitt Benckiser Plc (RB)	0.4	0.4	0.4	0.4	0.5
GMM Grammy PCL	0.6	0.5	0.5	0.4	0.4
British Dispensary (LP) Co Ltd, The	0.4	0.4	0.4	0.4	0.4
Alliance Boots GmbH	0.3	0.3	0.3	0.3	0.4
Sanofi	0.4	0.3	0.3	0.3	0.3
Private Label	0.9	0.9	0.9	0.8	0.8
Others	18.7	18.1	17.6	17.5	17.1
Total	100	100	100	100	100

Source: Euromonitor International from official statistics, trade associations, trade press, company research,store checks, trade interviews, trade sources. (2014)

BIOGRAPHY

Name	Miss Pattcharanun Sripatthanawatt
Date of Birth	September19, 1983
Educational Attainment	2007: Doctor of Medicine; first class honor, Prince of Songkla University
	2011: Master of Science Program in Anti-Aging and Regenerative Medicine, Mae Fah Luang University
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