



**INFLUENCE OF BEAUTY BLOGGERS ON THE PURCHASE
DECISION FOR COSMETIC PRODUCTS
BY THAI WOMEN**

BY

MISS PINYA NIMLA-OR

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2014
COPYRIGHT OF THAMMASAT UNIVERSITY**

**INFLUENCE OF BEAUTY BLOGGERS ON THE PURCHASE
DECISION FOR COSMETIC PRODUCTS
BY THAI WOMEN**

BY

MISS PINYA NIMLA-OR



**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2014
COPYRIGHT OF THAMMASAT UNIVERSITY**



THAMMASAT UNIVERSITY
FACULTY OF COMMERCE AND ACCOUNTANCY

INDEPENDENT STUDY

BY

MISS PINYA NIMLA-OR

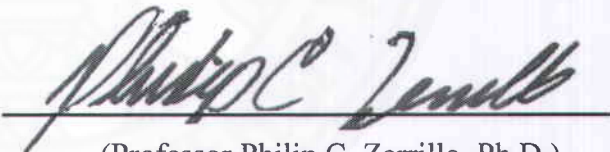
ENTITLED

INFLUENCE OF BEAUTY BLOGGERS ON
THE PURCHASE DECISION
FOR COSMETIC PRODUCTS BY THAI WOMEN

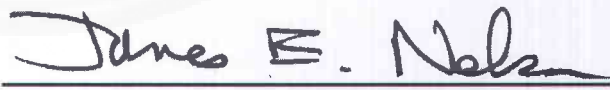
was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

on ...12..JUN. 2015.....


Chairman


(Professor Philip C. Zerrillo, Ph.D.)

Advisor/Member


(Associate Professor James E. Nelson, Ph.D.)

Dean


(Professor Siriluck Rotchanakitumnuai, Ph.D.)

Independent Study Title	INFLUENCE OF BEAUTY BLOGGERS ON THE PURCHASE DECISION FOR COSMETIC PRODUCTS BY THAI WOMEN
Author	MISS PINYA NIMLA-OR
Degree	Master of Science Program in Marketing (International Program)
Department/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Assoc. Prof. Dr. James E. Nelson
Academic Year	2014

ABSTRACT

Beauty bloggers play an important role in reviewing and promoting cosmetics to consumers. Beauty bloggers share their experiences on the products they purchase with followers. These real experiences make people have more confidence in the information. This study helps to define how beauty bloggers affect consumers' purchasing decisions and to understand consumers' perceptions and attitudes toward beauty bloggers.

The research is conducted with two methods which are exploratory research and descriptive research. *Exploratory Research* is conducted to deeply explore how beauty blogger have an impact on decision making process and to define characteristics of influential beauty bloggers, which are the guidelines for descriptive methods. *Descriptive Research* with 105 respondents is conducted to measure consumers' perceptions and attitudes toward beauty bloggers and to clarify consumers' segmentation.

Results show that beauty bloggers have a significant impact on consumers' decision making processes when purchasing cosmetics on various variables which are interest, brand recognition, belief, want to test at the counter, and intention to buy. From five significant variables, consumers' believe is the variable that beauty blogger has the most impact on.

When consumers choose beauty bloggers/blogs to read or follow, the most important factor is good reputation, followed by good-looking beauty blogger and variety of beauty product reviews. However, the top three characteristics of beauty bloggers that have a significant impact on purchasing decision are giving truthful information, trustworthy, and

full of necessary information provided. Persuasive capability is the last characteristic of beauty bloggers that has an impact on consumers' purchasing decision.

Keywords: Beauty blogger, Beauty blog, Cosmetic purchasing decision, Influential beauty blogger, Intention to buy cosmetics



ACKNOWLEDGEMENT

I would like to express my sincerely appreciation to all those who supported and provided me the opportunity to complete this Independent Study. I am heartily grateful to my dearest advisor, Assoc. Prof. Dr. James E. Nelson for his supervision, valuable discussion, and attention throughout the study course. His recommendations really encourage me in doing this final report. Without him I will not be able to complete this Independent Study.

Moreover, I would like to express special thanks to all respondents in this research, who gave their valuable time for both in the in-depth interview and the survey. I also deeply appreciate my entire family members, my father and brother, for their support and encourage me during my graduate school. Without their great care, I could never have accomplished this Master Degree.

Last but not least, I would like to express my sincerely thanks to the Master's Degree Program in Marketing (MIM program), all MIM Professors, MIM Director, and MIM Office for providing me an opportunity to study here at MIM as well as coaching me to be a professional. Thank you to all my classmates, MIM27, for our relationship during the intensive period of the study at MIM.

Miss Pinya Nimla-or

TABLE OF CONTENTS

	Page
ABSTRACT	(2)
ACKNOWLEDGEMENTS	(4)
LIST OF TABLES	(8)
LIST OF FIGURES	(9)
CHAPTER 1 INTRODUCTION	1
1.1 Research objectives	2
CHAPTER 2 LITERATURE REVIEW	3
2.1 An overview of blog	3
2.2 Beauty blog as a marketing tool	3
2.3 Identifying the influential	4
2.3.1 Recognition	4
2.3.2 Activity generation	4
2.3.3 Analytics and activity	4
2.3.4 Relationships and connections	4
2.4 Blogger credibility	4
CHAPTER 3 RESEARCH METHODOLOGY	6
3.1 Exploratory research methodology	6
3.1.1 Secondary research	6
3.1.2 In-depth interview	6
3.2 Descriptive research methodology	7
3.3 Identification of key research variables	8

3.4 Sampling procedure	9
3.4.1 Sample size	9
3.4.1.1 In-depth interview	9
3.4.1.2 Survey	9
3.4.2 Survey acquisition and recruiting plan	9
3.4.2.1 In-depth Interview	9
3.4.2.2 Survey	9
3.5 Data collection	10
3.5.1 In-depth interview	10
3.5.2 Survey	10
3.6 Data analysis	10
3.6.1 In-depth interview	10
3.6.2 Survey	11
CHAPTER 4 DATA ANALYSIS AND RESULTS	12
4.1 Data analysis	12
4.2 Results from exploratory research	12
4.2.1 Secondary research result	12
4.2.1.1 Overview of cosmetic industry in Thailand	12
4.2.1.2 Top three beauty bloggers in Thailand	13
4.2.2 In-depth interview result	13
4.3 Results from descriptive research: survey	14
4.3.1 Segmentation	14
4.3.2 Segmentation profile	16
4.3.2.1 General information	16
4.3.2.2 Income level and purchasing behavior	17
4.3.3 Impact of beauty bloggers on consumers' decision making process	18
4.3.4 Key factors in choosing beauty bloggers	19
4.3.5 Characteristics of influential beauty bloggers	20
4.3.6 Consumers' perception and attitude toward Top three Thai beauty bloggers	21

CHAPTER 5 CONCLUSIONS AND RECOMMENDATIONS	22
5.1 Conclusion	22
5.2 Recommendations	23
REFERENCES	25
APPENDICES	27
APPENDIX A: IN-DEPTH INTERVIEW QUESTIONS GUIDE	28
APPENDIX B: SURVEY	29
APPENDIX C: TOP THREE THAILAND BEAUTY BLOGGERS	34
APPENDIX D: WARD'S CLUSTERING METHOD, ANOVA TABLE AND ETA	36
APPENDIX E: SEGMENTATION PROFILE: AGE, EDUCATION, AND OCCUPATION	37
APPENDIX F: SEGMENTATION PROFILE: INCOME LEVEL AND PURCHASING BEHAVIOR	38
APPENDIX G: IMPACT OF BEAUTY BLOGGERS ON COMSUMERS' DECISION MAKING PROCESS	38
APPENDIX H: KEY FACTORS IN CHOOSING BEAUTY BLOGGERS	40
APPENDIX I: CHARACTERISTICS OF INFLUENTIAL BEAUTY BLOGGERS	41
APPENDIX J: CONSUMERS' PERCEPTIONS AND ATTITUDES TOWARD TOP THREE THAI BEAUTY BLOGGERS	42
BIOGRAPHY	43

LIST OF TABLES

Tables	Page
4.1 Result of Ward's clustering method	15
4.2 Segmentation profile: Age, Education, and Occupation	17
4.3 Segmentation profile: Income and Purchasing behavior	18
4.4 Impact of beauty bloggers on consumers' decision making process	19
4.5 Key factors in choosing beauty bloggers	20
4.6 Characteristics of influential beauty bloggers	21
4.7 Consumers' perception and attitude toward Top three Thai beauty bloggers	21



LIST OF FIGURES

Figure	Page
3.1 Conceptual framework of the study	8



CHAPTER 1

INTRODUCTION

According to National Electronics and Computer Technology Center (2013), the use of Internet has been growing tremendously in Thailand. The number of Internet users has increased about 333 percent from 6 million users in 2003 to 26 million users in 2013 and is likely to keep rising in the future.

Internet and social media are the main tools that help consumers find the products they are looking for. With online platforms like Facebook, YouTube, and Blog, consumers can share their experiences on products that they purchased with their friends. This has led to a growing need for companies to create positive customer experiences in order to minimize negative word-of-mouth messages, which would easily be spread within the social media to other potential customers (Penttala & Saarela, 2012).

As social media has become the most popular tools for beauty bloggers, the online beauty influencers, in Thailand for recording individual feelings, share their opinions on the cosmetics, likes or dislikes, provide suggestions, and form community on their pages. Influential beauty bloggers can impact blog followers in various ways. The literature on social media is growing that users' recommendations on social media such as Facebook and Blog can be a powerful marketing tool to reach target customers or, on the contrary, damage a company's reputation.

According to Euromonitor International (2014), the cosmetic industry in Thailand is ranked as 17th in the world production of cosmetics. The estimated value of the industry is THB 56 billion, growing by 10% to 20% annually over the past 10 years. As beauty bloggers can create a huge buzz, over the past couple of years, more cosmetic brands have started to use beauty bloggers as their product influencers. Today when people want to buy the cosmetics, they will search on the Internet for product information. People increasingly tend to rely more on sources from the Internet which can provide them full of information.

Therefore, the study of **“Influence of beauty bloggers on the purchase decision for cosmetic products by Thai women”** has been chosen as the independent study topic. This study will answer the following questions; Do consumers trust online information from beauty bloggers? How bloggers' credibility effect on consumers' beauty product purchasing decision?

1.1 Research Objectives

The purpose of this independent study is to analyze how Thai beauty bloggers affect consumers' purchasing decisions and to understand consumers' perceptions and attitudes toward Thai beauty bloggers. The research is guided by following objectives;

1. To evaluate how beauty bloggers have an impact on decision making process on various variables (awareness, interest, preference, and intention to buy)
2. To define key important factors in choosing beauty bloggers
3. To define characteristics of beauty bloggers/blogs that have an impact on cosmetic purchasing decision
4. To understand consumers' perceptions and attitudes toward the top three Thai beauty bloggers
5. To analyze segments of Thai women consumers in term of:
 - Behavioral: Purchasing behavior
 - Demographic: Age, education level, occupation, and income
 - Psychographic: Activities, interests, and opinions (AIOs)
6. To overview the cosmetic industry and beauty bloggers
 - The market size, growth, and trend (Past, Present, and Future)
 - The top three beauty bloggers who have the top liked pages on Facebook

CHAPTER 2

LITERATURE REVIEW

2.1 An overview of blog

Corcoran et al. (2006) defined blog marketing as “the use of weblogs to promote a brand, company, product or service, event or some other initiative” (p. 148). Internet application called “Blog” has gained attention from marketers and advertisers. Marketers used blog advertising as a new tool to help companies to create awareness, visibility, and attention (Wright, 2005). Some practitioners have labeled blogs as “conversational media” that invite Internet users to converse with each other on a variety of topics (Fitzgerald, 2007).

2.2 Beauty blog as a marketing tool

Chaovalit P. (2012) found that there are growing numbers of people surf the Internet. They search for product information of a particular product. It provides convenient and saves time. Surfing the Internet is all the more beneficial when specific groups of people, called bloggers, share their experiences and opinions as well as provide their suggestions on a particular product. The reviews bloggers post online have caught the interest of a large number of people who tend to rely on the information provided in those blogs as bloggers are the online influencer who often perceived to have credibility.

As beauty bloggers become an influencer in the social media, they are making a large impact on consumer buying behavior, especially by women consumers. Frequent blog readers say that they trust the information from bloggers and that blog posts about a particular product always influences them when they make buying decision for a product, more than the content they get from other sources.

Unlike the traditional journalist, bloggers establish relationship with their blog readers. Frequent readers return to their favorite blogs again and again because they trust information provided on blogs. Just like you seek out the advice of your family and friends – people you trust – before you make a purchase decision, blog readers are going to their favorite blogs that they trust.

When bloggers form relationships with their loyal reader and participate in ongoing conversations, they begin to exert real influence. That’s why many brands are waking up to how best to reach women online and are reaching out to bloggers

to partner with them in hopes to build brand affinity and loyalty, and hopefully influence buying decisions (Herrick, 2011).

2.3 Identifying the influential

2.3.1 Recognition

An influential blog post is recognized by a large number of people. The influential post can be referenced in many other posts, or its number of in links is large.

2.3.2 Activity Generation

A blog post's capability of generating activity can be indirectly measured by how many comments it receives the amount of discussion it initiates. In other words, few or no comments suggest little interest of fellow bloggers, thus non-influential. Hence, a large number of comments indicate that the post affects many such that they care to write comments, and therefore, the post can be influential. There are increasing concerns over spam comments that do not add any value to the blog posts or blogger's influence (Akritidis, Katsaros, & Bozanis, 2009).

2.3.3 Analytics and Activity

According to Owyang & Toll (2007, January 1), the group was referring to "traditional" ways to monitor activity around a company's Web site or other externally facing image. The most common measurements in this area have focused on attributes like page views, unique site visitors, etc.

2.3.4 Relationships and Connections

The concept of influence within a specific community becomes increasingly important as small communities form and niche conversations start. However, while a blogger may have a large, diverse audience, he or she may not have an intimate relationship with specific influential individuals within any given community.

2.4 Blogger credibility

Yang and Lim (2009) noted that individual users tend to trust organizations when they perceive greater level of interactivity in social media; credibility of social media is critical in enhancing such interactivity. Yang, Kang, and Johnson (2010) found in their experimental research of blog-mediated public a relation that interactivity was strongly associated with trust.

However, no significant effect of blogger credibility was found. In order to measure blogger credibility, the authors used a traditional measure of source credibility in relational communication (Burgoon and Hale, 1984): trustworthy, expert, reliable, intelligent, professional and experienced. Yang, Kang, and Johnson (2010) studied the effect of blog-mediated communication in mitigating individual stakeholders' negative emotions and used the same 6-item measure of blogger credibility. Yang, Kang, and Johnson (2010) did not find any significant effects of blogger credibility on key variables of the study, such as audience engagement with crisis messages and their reduction of negative emotions. Therefore, this independent study could help to develop a valid measure of blogger credibility.



CHAPTER 3

RESEARCH METHODOLOGY

To achieve all study objectives, the research was conducted using two methods which are Exploratory Research and Descriptive Research.

3.1 Exploratory research methodology

This method gathers information to be used as a prerequisite to quantitative research. At this stage, this study evaluated the effect of beauty bloggers on consumers' decision making process, explored factors of characteristics of influential beauty bloggers/blogs and measured the consumer perceptions and attitudes toward the top three Thai beauty bloggers.

3.1.1 Secondary research

Secondary research helps to understand the market overview in terms of the market size, growth, and trend in the past, present, and future. It also provides the list of the top three Thai beauty bloggers who have the top liked pages on Facebook in Thailand [Objective 6]. Secondary research was used to explore and gather the websites and articles about beauty bloggers/blogs influence in order to gain key information needed to design the quantitative research. Sources of information of the secondary data mostly came from facts and data available in Internet, public journals, news, organizational websites, and related research studies. This information helps to identify beauty blogger influence before collecting the primary data.

3.1.2 In-depth interview

In-depth interviews avoid responses that are influenced by other people and gather information from respondents in deeper detail. At this method, this study was designed to interview three respondents who are 18 – 22 years old, 23 – 40 years old and over 40 years old to be representative for each age group in the quantitative research. Answers from in-depth interviews (See Appendix A: In-depth interview question guide) provided information to help understand the depth of reaction from consumers' insight [Objective 1 – 3, 5]. The data obtained from in-depth interviews was analyzed and designed to be an alternative for the questionnaire to obtain the quantitative data to represent the

whole population. The length of time to take target audiences to complete the In-depth interview was about 30 minutes.

3.2 Descriptive research methodology

Descriptive research was used to quantify results into percentages, figures, and ranking the information that the study gathered from the survey. After the researcher obtained information from exploratory research, all data were gathered and developed the questionnaire design. Questionnaire design was started with screening questions, and followed by the main questions.

The questionnaire was piloted and revised it before launching actual fieldwork (See Appendix B: Survey). The length of time to take target audiences to complete the survey would take about five minutes. The data were interpreted and analyzed to answer the independent study objectives. The descriptive research design aimed to achieve the below objectives:

Questionnaire conducted to:

- To evaluate how beauty bloggers have an impact on the cosmetics decision making process on various variables (awareness, interest, preference, and intention to buy) [Objective 1]
- To define key important factors in choosing beauty bloggers [Objective 2]
- To define characteristics of beauty bloggers/blogs that have an impact on cosmetic purchasing decision [Objective 3]
- To understand consumers' perception and attitude toward the top three Thai beauty bloggers [Objective 4]
- To analyze segments of Thai women consumers in term of behavior, demographic, and psychographic [Objective 5]

3.3 Identification of key research variables

According to the concepts considered above and objectives of this study, the conceptual framework below shows relationships among five independent variables. As shown in the Figure 3.1, the five independent variables are:

1. Blogger's reputation (high number of followers considered as high reputation)
2. Giving the truth information (no exaggeration)
3. Up to date information
4. Persuasive capabilities
5. Full of necessary information

These five Independent variables have an effect on the dependent variable which is the intention to buy. And, trust in blogger's review (credibility and professional style) is the mediating variable that strengthens the relationship between independent and dependent variables.

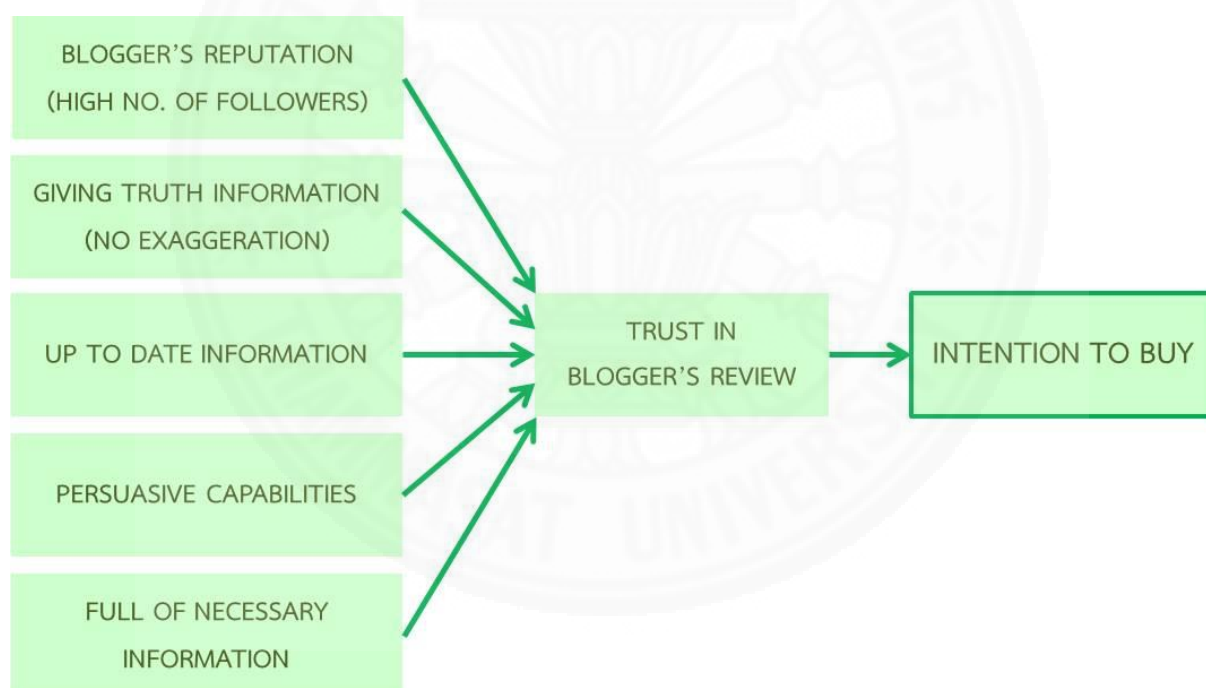


Figure 3.1 Conceptual framework of the study

This conceptual framework was created by the researcher which got the information from in-depth interview. The obtaining information could be concluded into key variables as shown in the figure.

3.4 Sampling procedure

Both qualitative and quantitative were designed to use convenience samples in order to obtain information quickly. All respondents are Thai women who read beauty blogs and purchased cosmetics within at last 12 months.

3.4.1 Sample size

3.4.1.1 In-depth interview

Sample size is three women who age of 18 – 22 years old, 23 – 40 years old and over 40 years old. The data collection period was on January 2015.

3.4.1.2 Survey

Sample size is 105 women who are over 18 years old. The data collection period was on March 2015.

3.4.2 Survey acquisition and recruiting plan

3.4.2.1 In-depth Interview

The researcher used personal contact to recruit three qualified respondents. Each respondent received a voucher of nail spa (500 Baht). All respondents had to pass the screening question at the beginning so that they were considered as “target respondents”

3.4.2.2 Survey

Questionnaires were distributed to obtain a total completed 105 respondents through the online channels. Online questionnaires were created by using the “Google Forms” web page. The questionnaires were distributed in online beauty communities such as Facebook fan pages of the top three Thai beauty bloggers who are PearyPie, YingYae and Saypan, www.pantip.com, which is the most popular weblog of beauty in Thailand, and beauty related forums/websites. The questionnaires distributed by requesting directly to target respondents who have online presence; for example Facebook search “people who are following the beauty bloggers”

3.5 Data collection

3.5.1 In-depth interview

In-depth interview was conducted by face-to-face. Total respondents are three women who read the beauty blog and purchased the cosmetics within at last 12 months. (See Appendix A: In-depth interview question guide)

- Each respondent represents each age groups who age of 18 – 22 years old, age of 23 – 40 years old and over 40 years old
- The interview conducted at the place where interviewer is convenient.
- The length of time to take target audiences to complete the In-depth interview was about 30 minutes.

3.5.2 Survey

The questionnaire was distributed by using the convenience methods through the online channels. (See Appendix B: Survey)

- Total respondents are 105 people
- The length of time to take target audiences to complete the survey was about five minutes.
- Questionnaire was divided into six parts.
 - Part 1: Screening questions
 - Part 2: Impact of beauty bloggers on decision making process
 - Part 3: Key factors in choosing beauty bloggers/blogs
 - Part 4: Consumers' perception and attitude toward Top three Thai beauty bloggers
 - Part 5: Lifestyle questions (Activities, interests, and opinions (AIOs))
 - Part 6: Personal data

3.6 Data analysis

3.6.1 In-depth interview

Data collected from in-depth interviews were analyzed to define the key finding of each respondent. Answers of each respondent were recorded by following questions:

- General information: Age, education level, occupation, and income
- Effect of beauty bloggers toward consumers on decision making process
- Key important factors in choosing beauty bloggers

- Characteristics of influential blogs/beauty bloggers that have an impact on cosmetic purchasing decision

The top five answers in each question were selected as a choice in the questionnaire.

3.6.2 Survey

Before analyzing the data, the survey was screened, coded, and edited as necessary to help ensure more accurate data and then entered electronically. Data analysis used computer tabulations SPSS and focused on frequencies, means, descriptive and other appropriate statistical analysis.



CHAPTER 4

DATA ANALYSIS AND RESULTS

4.1 Data analysis

In this study, the researcher conducted the research by using both in-depth interview and survey. Results from in-depth interview were analyzed to define the key finding of each respondent. After the researcher obtained information from in-depth interview, all data were gathered and developed for use in questionnaire design. Questionnaires were distributed to obtain a total completed 105 respondents through online channels. Before analyzing the data, the survey data were screened, coded, and edited as necessary to help ensure more accurate data and then entered electronically. The analysis of this study was done by using SPSS program via Ward's clustering method, ANOVA, repeated Measures ANOVA, descriptive and means statistic tools.

4.2 Results from exploratory research

4.2.1 Secondary research result

4.2.1.1 Overview of cosmetic industry in Thailand

Over the past ten years, the cosmetic industry in Thailand was growing around 10% to 20% each year (Manager Online, 2015). According to a report conducted by market research firm, Euromonitor International (2014), the cosmetic industry in Thailand is ranked as 17th in the world production of cosmetics. The estimated value of the cosmetic industry is THB 56 billion by 2016.

Regarding to The Nation newspaper (2012), Thailand had the highest number of social-media users in the region, which is over 26 million people. Thai consumers are more conscious about their beauty and increasingly willing to invest in beauty products to enhance their overall image. Consumers' increased exposure to the beauty trend and Internet as well as other media raised their willingness to explore various beauty products. As consumers are dependent on the Internet for beauty information, beauty companies are also increasingly utilizing social media and beauty bloggers as marketing tools for their new product launches.

4.2.1.2 Top three beauty bloggers in Thailand

According to Sanook Women (2014), the top three Thai beauty bloggers who have the top liked pages on Facebook are shown below.

1. Pearypie: 473,953 likes
2. Ying Yae: 387,207 like
3. Saypan: 336,041 likes

(See Appendix C: Top three beauty bloggers in Thailand)

4.2.2 In-depth interview result

The total respondents are three women who age of 20, 25 and 41 years old. They read the beauty blogs and purchased the cosmetics within the last 12 months.

In term of demographics, woman who age of 20 is university student and has the income in range of THB 18,001 to THB 24,000 per month. She spends THB 1,001 to THB 2,000 per month on cosmetics. Woman who age of 25 and 41 years old are the same profile. They hold Master Degree, work as employee in company and spend THB 2,001 to THB 3,000 per month on cosmetics. But their monthly incomes are different which are in range of THB 24,001 to THB 35,000 and THB 50,001 to THB 85,000 for woman who age of 25 and 41, respectively.

The researcher found that beauty bloggers make the respondents aware of cosmetics, interested in cosmetics, want to test at the counter, want to buy now, and also can remember the product more (All three respondents). 2 out of 3 respondents believe that the cosmetic that beauty bloggers review is good for them.

For the factors in choosing beauty bloggers/blogs, the researcher found that good reputation and giving truthful information are the most important factors. Moreover, other important factors are variety of product reviews, easy to read, up to date reviews, and fun to read.

From three respondents, the top three characteristics of influential beauty bloggers/blogs that have an impact on cosmetic purchasing decision are good reputation, giving truthful information, and full of necessary information.

4.3 Results from descriptive research: survey

4.3.1 Segmentation

Based on the eight questions of lifestyles or psychographic questions which are activities, interests, and opinions (AIOs) of consumers, the total respondents of 105 are divided by Ward's clustering method into three segments listed below: (See Appendix D: Ward's clustering method, ANOVA Table, and Eta)

1. Information Seekers (n = 19, 18 percent of total respondents)

This group of people seeks cosmetics' reviews and compares information among different beauty bloggers before buying the cosmetic product. They always spend their free time to read beauty blogs.

The main characteristics of this segment are the top three means as follow;

- I always seek for review before I buy cosmetic product. (mean = 4.84)
- I usually compare product reviews among different beauty bloggers. (mean = 4.84)
- I always spend my free time to read beauty blogs. (mean = 4.11)

2. Loyal Readers (n = 37, 35% percent of total respondents)

This group of people sticks to only one beauty blogger and reads beauty blog for entertainment purpose.

The main characteristics of this segment are the top two means as follow;

- I stick only one beauty blogger. (mean = 4.08)
- I read beauty blogs for entertainment purpose. (mean = 3.95)

However, the means of all other variables are low. This group of people spends their free time to read beauty blog less so that they did not recommend beauty blog to their friends. Loyal Readers do not buy only cosmetics that beauty blogger reviews and not seek and compare reviews when they buy cosmetics because they do not trust information from beauty blogger.

3. Blog Followers (n = 49, 47 percent of total respondents)

This group of people not only seeks cosmetics' reviews for buying decision but also for entertainment purpose. They compare information among different beauty bloggers. And, Blog Followers also stick to only one beauty blogger.

The main characteristics of this segment are the top four means as follow;

- I always seek for review before I buy cosmetic product. (mean = 4.37)
- I usually compare product reviews among different beauty bloggers. (mean = 4.20)
- I stick only one beauty blogger. (mean = 3.86)
- I read beauty blogs for entertainment purpose. (mean = 3.86)

Table 4.1 Result of Ward's clustering method

Clustering variables	Ward's method, ANOVA Table and Eta					
	Information	Loyal	Blog	F	Sig. (P Value)	Eta Effect Size
	Seekers (n = 19)	Readers (n = 37)	Followers (n = 49)			
1. I always spend my free time to read beauty blogs.	4.11	2.51	3.73	32.67	0.00	0.63
2. I always seek for review before I buy cosmetic product.	4.82	3.62	4.37	15.15	0.00	0.48
3. I trust information from beauty blogger.	3.00	2.92	3.65	18.68	0.00	0.52
4. I only buy the cosmetics that blogger reviews.	3.00	2.65	3.69	23.13	0.00	0.56
5. I like to recommend beauty blog to my friends.	2.95	2.08	3.65	34.60	0.00	0.64
6. I stick only one beauty blogger.	1.84	4.08	3.86	40.23	0.00	0.66
7. I usually compare product reviews among different beauty bloggers.	4.84	3.08	4.20	23.72	0.00	0.56
8. I read beauty blogs for entertainment purpose.	3.00	3.95	3.86	14.05	0.00	0.47

For all eight clustering variables, the three segments which are Information Seekers, Loyal Readers, and Blog Followers, are significantly different (p value < 0.05). Eta effect sizes are quite large, indicating that Ward's clustering method achieved a successful segmentation analysis.

4.3.2 Segmentation profile

The total respondents of 105 are divided into three groups which are Information Seekers ($n = 19$), Loyal Readers ($n = 37$), and Blog Followers ($n = 49$).

4.3.2.1 General information

Each consumer segment was analyzed in term of demographics which are age, education level, and occupation. (See Appendix E: Segmentation profile: age, education, and occupation)

1. Information Seekers

Over 42.1% of them over 40 years old, 36.8% of Information Seekers are 18 to 22 years old and the rest of the group (21.1%) are 23 to 40 years old. They hold Bachelor Degree (57.9%). Information Seekers are university student (36.8%) or work as employees in the company (31.6%) and merchants or business owners (21.1%).

2. Loyal Readers

Loyal Readers could be divided into three age groups equally which are 18 to 22 years old (35.1%), 23 to 40 years old (32.4%), and over 40 years old (32.4%). They hold Bachelor Degree (64.9%). Over 40.5% of Loyal Readers are university students while the rest of the group work as employees in the company (27.0%) and merchants or business owners (16.2%).

3. Blog Followers:

Most of Blog Followers are 23 to 40 years old (38.8%). The rest of the group are 18 to 22 years old and over 40 years old which account 30.6% for each group. They hold Bachelor Degree (59.2%). 36.7% of Blog Followers work as employees in the company and 32.7% of them are university students.

Table 4.2 Segmentation profile: Age, Education, and Occupation

Age, Education, and Occupation		Value		
		Information Seekers (n = 19)	Loyal Readers (n = 37)	Blog Followers (n = 49)
Age	18 - 22 years old	36.80%	35.10%	30.60%
	23 - 40 years old	21.10%	32.40%	38.80%
	More than 40 years old	42.10%	32.40%	30.60%
Education	Below Bachelor Degree	15.80%	0.00%	14.30%
	Bachelor Degree	57.90%	64.90%	59.20%
	Master Degree	26.30%	35.10%	26.50%
	Doctoral Degree	0.00%	0.00%	0.00%
Occupation	University student	36.80%	40.50%	32.70%
	Government officer	5.30%	0.00%	4.10%
	Employee	31.60%	27.00%	36.70%
	Merchant/Business owner	21.10%	16.20%	16.30%
	Freelance	5.30%	5.40%	6.10%
	Housewife	0.00%	0.00%	2.00%
	Unemployed	0.00%	10.80%	2.00%
	Others	0.00%	0.00%	0.00%

4.3.2.2 Income level and purchasing behavior

Income level

The average income level for all three groups is THB 38,600. Among three groups, Blog Followers have the lowest average income which is THB 33,736 while the Loyal Readers have the highest average income which is THB 43,646, above the average income of three groups. And the average income of Information Seekers is THB 38,441.

Purchasing behavior

Blog Followers spend THB 2,001 to THB 3,000 on cosmetics per month which is higher than the other groups. Most of Loyal Readers (43.2%) and Information Seekers (36.8%) spend on cosmetics THB 1,001 to THB 2,000 per month. (See Appendix F: Segmentation profile: income level and purchasing behavior)

Table 4.3 Segmentation profile: Income and Purchasing behavior

Income and purchasing behavior		Value		
		Information Seekers (n = 19)	Loyal Readers (n = 37)	Blog Followers (n = 49)
Monthly income	Below or equal to 18,000	21.10%	18.90%	20.40%
	18,001 - 24,000	21.10%	29.70%	18.40%
	24,001 - 35,000	15.80%	13.50%	22.40%
	35,001 - 50,000	15.80%	10.80%	22.40%
	50,001 - 85,000	21.10%	10.80%	10.20%
	85,001 - 160,000	5.30%	16.20%	4.10%
	Above 160,000	0.00%	0.00%	2.00%
Amount of money spend on cosmetics per month	Below or equal to 1,000	15.80%	18.90%	16.30%
	1,001 - 2,000	36.80%	43.20%	24.50%
	2,001 - 3,000	15.80%	24.30%	32.70%
	3,001 - 4,000	15.80%	10.80%	12.20%
	4,001 - 5,000	15.80%	0.00%	12.20%
	5,001 - 6,000	0.00%	2.70%	2.00%
	6,001 - 7,000	0.00%	0.00%	0.00%
	Above 7,000	0.00%	0.00%	0.00%

4.3.3 Impact of beauty bloggers on consumers' decision making process

There are three variables where differences between the three segment means are significant (See Appendix G: Impact of beauty bloggers on consumers' decision making process). Those three variables with the p values less than 0.05 are "believe that the cosmetic that beauty blogger reviews is good", "want to test at the counter", and "want to buy now". Moreover, the p value of "be interested in cosmetics" and "recall brand better" are close to 0.05 (p value = 0.06 and 0.07 respectively). And, it has a chance to be significant different if the sample size would be more than 105 respondents. So, the researcher concludes that there are five variables where the means of three clusters are significant different. Only the mean of "aware of cosmetics", "prefer brand/product", and "recall product more" are not significant (p value = 0.95, 0.12, and 0.75, respectively). From the eta effect size, beauty bloggers have the highest impact on consumers' believe in the decision making process (eta = 0.45).

For all five significant variables, the means of Information Seekers are close to the means of Blog Followers. While the means of Loyal Readers are always lower than the means of Information Seekers and Blog Followers.

Table 4.4 Impact of beauty bloggers on consumers' decision making process

Variables	ANOVA Table					
	Information Seekers	Loyal Readers	Blog Followers	F	Sig. (P Value)	Eta Effect Size
1. Aware of cosmetics	4.32	4.27	4.31	0.06	0.95	0.03
2. Be interested in cosmetics	4.32	4.03	4.29	2.83	0.06	0.23
3. Prefer brand/product	4.16	3.84	4.08	2.18	0.12	0.20
4. Believe that this cosmetic is good	3.63	2.92	3.65	12.89	0.00	0.45
5. Recall brand better	4.11	3.78	4.08	2.72	0.07	0.23
6. Recall product more	4.11	4.00	4.00	0.30	0.75	0.08
7. Want to test at the counter	4.05	3.51	3.78	4.77	0.01	0.29
8. Want to buy now	3.26	2.73	3.29	4.15	0.02	0.27

4.3.4 Key factors in choosing beauty bloggers

From eight variables, there are only two variables where differences between the three segment means are significant (See Appendix H: Key factors in choosing beauty bloggers). Those two variables with the p value less than 0.05 are “good reputation” and “beauty blogger is good-looking person”. Moreover, the p value of “variety of beauty product reviews” is close to 0.05 (p value = 0.07). And, it has a chance to be significant different if the sample size would be more than 105 respondents. So, the researcher concludes that there are three variables where means of three clusters are significant different. From the eta effect size, the most important factor in choosing beauty bloggers is “good reputation” (eta = 0.29).

For all three significant variables, the means of Information Seekers are close to the means of Blog Followers. While the means of Loyal Readers are always lower than the means of Information Seekers and Blog Followers.

Table 4.5 Key factors in choosing beauty bloggers

Variables	ANOVA Table					
	Information Seekers	Loyal Readers	Blog Followers	F	Sig. (P Value)	Eta Effect Size
1. Good reputation	3.84	3.46	4.02	2.70	0.01	0.29
2. Giving truth information	4.63	4.62	4.57	0.12	0.89	0.05
3. Variety of product reviews	4.00	4.35	3.98	2.76	0.07	0.23
4. Content easy to read	4.42	4.35	4.35	0.10	0.91	0.04
5. Up to date reviews	4.21	4.03	4.02	0.46	0.64	0.09
6. Attractiveness of media	3.79	3.43	3.63	0.90	0.41	0.13
7. Beauty blogger is good-looking person	3.79	3.11	3.57	3.90	0.02	0.27
8. Fun to read	4.47	4.32	4.04	2.31	0.11	0.21

For the characteristics of influential beauty bloggers and consumers' perceptions and attitudes toward top three Thai beauty bloggers, the results are from 82 respondents who know all three beauty bloggers.

4.3.5 Characteristics of influential beauty bloggers (n=82)

The top three characteristics of beauty bloggers/blogs that have an impact on cosmetic purchasing decision based on the mean of all characteristics are giving the truth information (mean = 4.59), trustworthy (mean = 4.51), and full of necessary information (mean = 4.38). While persuasive capability is the last characteristic of beauty bloggers/blogs that have an impact on cosmetic purchasing decision with the mean of 3.57. (See Appendix I: Characteristics of influential beauty bloggers)

Table 4.6 Characteristics of influential beauty bloggers

Characteristics	Mean	S.D.
1. Good reputation	3.73	0.93
2. Giving truth information	4.59	0.68
3. Trustworthy	4.51	0.61
4. Up to date reviews	3.71	0.82
5. Persuasive capability	3.57	0.97
6. Full of necessary information	4.38	0.70

4.3.6 Consumers' perception and attitude toward Top three Thai beauty bloggers (n=82)

Overall, three means are always different (See Appendix J: Consumers' perceptions and attitudes toward top three Thai beauty bloggers). By using Repeated Measures ANOVA, three beauty bloggers have different means or different in all six characteristics. Because hypothesis df and error df are always 2 and 80, value of F can be compared to see the largest and smallest effect. From the F value, the good reputation of beauty blogger has the highest impact on consumers' perceptions and attitudes; followed by full of necessary information and trustworthy while persuasive capability of beauty blogger has the lowest impact on consumers' perceptions and attitudes.

Table 4.7 Consumers' perceptions and attitudes toward top three Thai beauty bloggers

Characteristics	Repeated Measures ANOVA						
	PearyPie	YingYae	Saypan	F	Sig. (P Value)	Hyper thesis df	Error df
1. Good reputation	4.57	4.15	3.57	68.85	0.00	2.00	8.00
2. Giving truth information	3.63	3.18	4.02	19.20	0.00	2.00	8.00
3. Trustworthy	3.62	3.21	3.99	22.69	0.00	2.00	8.00
4. Up to date reviews	3.83	3.52	3.95	10.85	0.00	2.00	8.00
5. Persuasive capability	3.72	3.40	3.77	7.65	0.00	2.00	8.00
6. Full of necessary information	3.28	3.48	4.12	28.53	0.00	2.00	8.00

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

In conclusion, the total respondents of 105 are divided into three segments based on activities, interests, and opinions (AIOs) of consumers. Those three segments and their main characteristics are listed below:

1. Information Seekers

This group of people seeks cosmetics' reviews and compares information among different beauty bloggers before buying the cosmetic product. They always spend their free time to read beauty blogs.

Half of this group over 40 years old and the rest of them are 18 to 22 years old. Information Seekers are university student or work as employees in the company and merchants or business owners. The average income of Information Seekers is THB 38,441. They spend on cosmetics THB 1,001 to THB 2,000 per month.

2. Loyal Readers

This group of people sticks to only one beauty blogger and read beauty blog for entertainment purpose.

Loyal Readers consist of three age groups equally which are 18 to 22 years old, 23 to 40 years old and over 40 years old. They are university students or work as employees in the company and merchants or business owners. They have the highest average income which is THB 43,646, above the average income of three groups which is THB 38,600. Loyal Readers spend on cosmetics THB 1,001 to THB 2,000 per month.

3. Blog Followers

This group of people not only seeks cosmetics' reviews for buying decision but also for entertainment purpose. They compare information among different beauty bloggers. And, they also stick to only one beauty blogger.

Most of Blog Followers are 23 to 40 years old. They work as employees in the company. Among three groups, Blog Followers have the lowest average income which is THB 33,736. But they spend THB 2,001 to THB 3,000 on cosmetics per month which is higher than the other groups.

For all eight clustering variables, all three segments which are Information Seekers, Loyal Readers, and Blog Followers, are significantly different.

This study shows that beauty blogger has a significant impact on consumers' decision making process when purchasing cosmetic products on various variables which are interest, brand recognition, belief, want to test at the counter, and intention to buy. From those five significant variables, consumers' belief is the variable that beauty blogger has the most impact on. Moreover, beauty blogger is the most influential on Information Seekers and Blog Followers segment.

When consumers choose beauty bloggers/blogs to read or follow, the most important factor is good reputation, followed by good-looking beauty blogger and variety of beauty product reviews. However, the top three characteristics of beauty bloggers that have a significant impact on cosmetic purchasing decision are giving the truthful information, trustworthy, and full of necessary information provided. While persuasive capability is the last characteristic of beauty bloggers/blogs that have an impact on consumers' purchasing decision.

Consumers' perceptions and attitudes toward the top three Thai beauty bloggers, which are PearyPie, YingYae and Saypan, are different. This study shows that good reputation of beauty blogger has the highest impact on consumers' perceptions and attitudes; followed by full of necessary information provided and trustworthy while persuasive capability of beauty blogger has the lowest impact on consumers' perceptions and attitudes.

Thus, consumers perceive PearyPie as the beauty blogger who has the highest good reputation and trustworthy, but she provides low information. YingYae has the good reputation but she got the lowest scores in all other variables. Compared to PearyPie and YingYae, Saypan provides full of information and trustworthy, but she has the lowest reputation among three beauty bloggers.

5.2 Recommendations

Based on the results, the following recommendations can be made:

1. Beauty blogger should be part of a company's marketing tool.

Nowadays, the Internet users have been growing tremendously in Thailand and it is likely to keep rising in the future. Internet and social media are the main tools that help consumers find the products they are looking for especially cosmetics as going online is convenient and save time. Surfing the internet is beneficial when beauty bloggers, the online beauty influencers, share their views on particular cosmetic products. The reviews that beauty bloggers post online are interested by large number of people. Their posts create brand

recognition, make people believe in the company's products and finally they want to test at the counter and influence intention to buy.

2. Company should choose the right beauty blogger to the right target consumers.

A beauty blogger who has good reputation, trustworthiness and provides variety of beauty product reviews with the necessary information is the one who company should focus on. Beauty blogger who is good-looking person will be also beneficial to the company. Not only focusing on the right beauty blogger, but the right target consumer is also important. Each target group has its own preference on the influential beauty blogger and criteria in choosing beauty blogger are also different. Based on the research result, company might use PearyPie or Saypan as the influential beauty bloggers because Thai consumers perceived PearyPie as beauty blogger who has the highest good reputation while Saypan provides full of information. They are also perceived as trustworthy beauty bloggers for Thai consumers.

3. Company should work closely and monitor beauty blogger.

Use of a beauty blogger can affect the company's or product image both positively and negatively, depending on content of the reviews. Sometimes beauty bloggers cannot be controlled because they have their own writing style so the company should work closely to communicate the marketing objectives, ensure that they really understand and then monitor their action as it is important for the company's image.

4. Future research should have the sample size more than 105 respondents.

In terms of future research, the sample size should be increased. As there are many variables on impact of beauty bloggers on consumers' decision making process (See Table 4.4) and key factors in choosing beauty bloggers (See Table 4.5) that are close to 0.05. If the sample size is more than 105 respondents, all those variables would have a higher possibility to be significant different ($p \text{ value} < 0.05$).

REFERENCES

- Akritidis, L., Katsaros, D., & Bozani, P. (2009). Identifying the Productive and Influential Bloggers in a Community. *IEEE Transactions on Systems, Man, and Cybernetics, Part C (Applications and Reviews)*, 759-764.
- Beauty and Personal Care in Thailand. (n.d.). Retrieved February 10, 2015, from <http://www.euromonitor.com/beauty-and-personal-care-in-thailand/report>
- Blogs fascinate, frighten marketers eager to tap loyalists. (2010, June 16). Retrieved December 14, 2014.
- Blog Marketing: The Revolutionary New Way to Increase Sales, Build Your Brand, and Get Exceptional Results. (2006). McGraw-Hill Publishing.
- Chaovalit, P. (2012). Factors influencing cosmetics purchase intention in Thailand: A study On the relationship of credibility and reputation with the persuasive capabilities of the beauty bloggers.
- Global Advertising Consumers Trust Real Friends and Virtual Strangers The Most. (2009, July 7). Retrieved December 17, 2014, from <http://www.nielsen.com/us/en/insights/news/2009/global-advertising-consumers-trust-real-friends-and-virtual-strangers-the-most.html>
- Herrick, U. (2011). How Bloggers Influence Consumer.
- Internet Users and Statistics in Thailand. (2013, December 18). Retrieved December 13, 2014, from <http://internet.nectec.or.th/webstats/home.iir>
- J. K., B., & J. L., H. (1984). Communication Monographs. In *The fundamental topoi of relational communication* (Vol. 51(3), p. 193).
- Kirby, J. (2006). *Connected marketing: The viral, buzz and word of mouth revolution*. Oxford: Butterworth-Heinemann.
- Kwanchai Rungfapaisarn, The Nation. "Established cosmetics market 'a Thai edge'", accessed October 7, 2014 at: <http://www.nationmultimedia.com/business/Established-cosmetics-market-a-Thai-edge-30191637.html>
- Owyang, J., & Toll, M. (2007, January 1). *Tracking the Influence of Conversations: A Roundtable Discussion on Social Media Metrics and Measurement*. Retrieved December 14, 2014, from <http://www.web-strategist.com/blog/wp-content/uploads/2007/08/trackingtheinfluence.pdf>

- Penttala, S., & Saarela, H. (2012). Study on the effect of blogs on young women's online buying behaviour when purchasing fashion items from online stores. Bachelor's Thesis Degree Programme in International Business.
- Sanoachitt, W. (n.d.). ตลาดเครื่องสำอาง "โดเจียบ" แต่มีลูกค้ามหาศาล. Retrieved April 1, 2015, from <http://www.gotomanager.com/content/ตลาดเครื่องสำอาง-“โดเจียบ”-แต่มีลูกค้ามหาศาล>
- Sung-Un, Y., & Joon Soo, L. (2009). The Effects of Blog-Mediated Public Relations (BMPR) on Relational Trust. 21, Issue 3, 2009, 341-359.
- Thailand's largest wellness and beauty convention coming soon. (2014, July 25). Retrieved December 13, 2014, from <http://www.thepuketnews.com/thailands-largest-wellness-and-beauty-convention-coming-soon-47536.php>
- Top 10 Thai Beauty Bloggers. (n.d.). Retrieved December 3, 2014, from <http://women.sanook.com/21100/>
- Top 5 Thai Beauty Gurus. (2013, September 4). Retrieved December 1, 2014, from <http://bangkok.coconuts.co/2013/09/04/top-5-thai-beauty-guru>
- Yang, S.-U., Kang, M., & Johnson, P. (2010). Effects of narratives, openness to dialogic communication, and credibility on engagement in crisis communication through organizational blogs. *Communication Research*, 37(4), 473-497.
- Yang, S.-U., & Lim, J. (2009). The effects of blog-mediated public relations on relation trust. *Journal of Public Relations Research*, 21(3), 341-359.

APPENDICES



APPENDIX A

IN-DEPTH INTERVIEW QUESTIONS GUIDE

Screening questions

1. Do you read the beauty blogs?
2. When was the last time that you read the beauty blogs?
3. When was the last time that you bought cosmetics?

The questions guide for in-depth interview

1. How often do you read beauty blogs?
2. Which beauty bloggers that you follow within at last 12 months?
3. Which factors do you consider when you decide to follow beauty bloggers?
4. Please rank the Top three factors that are the most important that make you to follow them?
5. In your opinion, who are the Top three well-known beauty bloggers?
6. What is purpose that you read beauty blogs?
7. Do beauty bloggers lead you to....?
 - Know/aware of cosmetics
 - Be interested in cosmetics
 - Recall the cosmetic product more
 - Do you want to test at the counter?
 - Do you want to buy it now?
 - Others.....
8. Which characteristics of beauty bloggers that have an impact on your decision when purchasing the cosmetics?
9. Do you trust information from beauty bloggers? Why?
10. Do you seek for reviews from beauty bloggers every time you buy cosmetic product?
11. Do you compare product reviews among different beauty bloggers?
12. Do you recommend beauty blogger to your friends?
13. Your personal data: Age? Education level? Occupation? Income? Money spending on cosmetics per month?

APPENDIX B

SURVEY

This survey is conducted for Independent study of Master's Degree Program in Marketing at Thammasat University. It is intended to gather information regarding to the influence of beauty bloggers on the purchase decision for cosmetic products by Thai women. This questionnaire will take about five minutes to complete.

Information disclosed in this questionnaire will only be used for educational purposes.

1. What is your gender?

- Female
- Male (End of the questionnaire)

2. Do you read the Beauty Blogs?

- Yes
- No (End of the questionnaire)

3. When was the last time that you read the Beauty Blog?

- Less than 12 months ago
- More than 12 months ago (Skip to Q.9 Lifestyle)

4. When was the last time that you bought cosmetics?

- Less than 12 months ago
- More than 12 months ago (Skip to Q.9 Lifestyle)

5. In general, reading beauty blogs will lead you to ...

Feeling		Least agree – Highly agree
5.1	know or be aware of cosmetics	1 2 3 4 5 6 7
5.2	be interested in cosmetics	1 2 3 4 5 6 7
5.3	prefer a cosmetic brand or product	1 2 3 4 5 6 7
5.4	believe that this cosmetic is very good	1 2 3 4 5 6 7
5.5	recall the cosmetic's brand better	1 2 3 4 5 6 7
5.6	recall the cosmetic product more	1 2 3 4 5 6 7
5.7	want to test at the counter	1 2 3 4 5 6 7
5.8	want to buy now	1 2 3 4 5 6 7

6. Please rate the importance of 8 key factors in choosing beauty bloggers/blogs on the criteria below.

Factors		Least important – Highly important
6.1	Good reputation	1 2 3 4 5 6 7
6.2	Giving truth information	1 2 3 4 5 6 7
6.3	Variety of beauty product reviews (makeup, skincare, etc.)	1 2 3 4 5 6 7
6.4	Blog content is easy to read.	1 2 3 4 5 6 7
6.5	Up to date reviews	1 2 3 4 5 6 7
6.6	Attractiveness of media (ex. beautiful picture)	1 2 3 4 5 6 7
6.7	Beauty blogger is good-looking person.	1 2 3 4 5 6 7
6.8	Fun to read	1 2 3 4 5 6 7

7. Please rate the impact of each of the 6 beauty bloggers/blogs factors below on your cosmetics purchasing decision:

Factors	Ideal Least impact – Highly impact
7.1 Good Reputation	1 2 3 4 5 6 7
7.2 Giving truth information (not review or support only sponsor product)	1 2 3 4 5 6 7
7.3 Trustworthy	1 2 3 4 5 6 7
7.4 Up to date	1 2 3 4 5 6 7
7.5 Persuasive capability	1 2 3 4 5 6 7
7.6 Full of necessary information (ex. price, place to buy)	1 2 3 4 5 6 7

8. Please rate each Beauty Blogger on the 6 factors below. (Please rate only beauty bloggers that you know.)

Factors	PearyPie	Yingyae	Saypan
	Strongly disagree - Strongly agree	Strongly disagree - Strongly agree	Strongly disagree - Strongly agree
8.1 Good reputation	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7
8.2 Giving truth information (not review or support only sponsor product)	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7
8.3 Trustworthy	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7
8.4 Up to date	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7
8.5 Persuasive capability	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7
8.6 Full of necessary information (ex. price, place to buy)	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7

10.4. What is your occupation?

- | | |
|--|---|
| <input type="checkbox"/> University student | <input type="checkbox"/> Freelance |
| <input type="checkbox"/> Government officer | <input type="checkbox"/> Housewife |
| <input type="checkbox"/> Employee | <input type="checkbox"/> Unemployed |
| <input type="checkbox"/> Merchant/Business owner | <input type="checkbox"/> Others (Please specify.....) |

10.5. What is your monthly personal income?

- | | |
|---|--|
| <input type="checkbox"/> Below 18,000 baht | <input type="checkbox"/> 50,001 – 85,000 baht |
| <input type="checkbox"/> 18,001 – 24,000 baht | <input type="checkbox"/> 85,001 – 160,000 baht |
| <input type="checkbox"/> 24,001 – 35,000 baht | <input type="checkbox"/> Above 160,000 baht |
| <input type="checkbox"/> 35,001 – 50,000 baht | |



APPENDIX C

TOP THREE THAILAND BEAUTY BLOGGERS

The top three beauty bloggers in 2014 who have the top liked page on Facebook are shown below. (Bangkok coconuts, 2013)

1. Pearypie: 473,953 likes

The hottest guru of this moment is Pearypie, a well-known Thai makeup-artist at London's Fashion week. Pearypie inspires Thai women with creative makeup and unique fashion that cannot be seen every day on the streets of Bangkok. Her gorgeous facial features allow her to look good in combinations like purple lipstick (her signature), blue lipstick, and pink eyebrows.



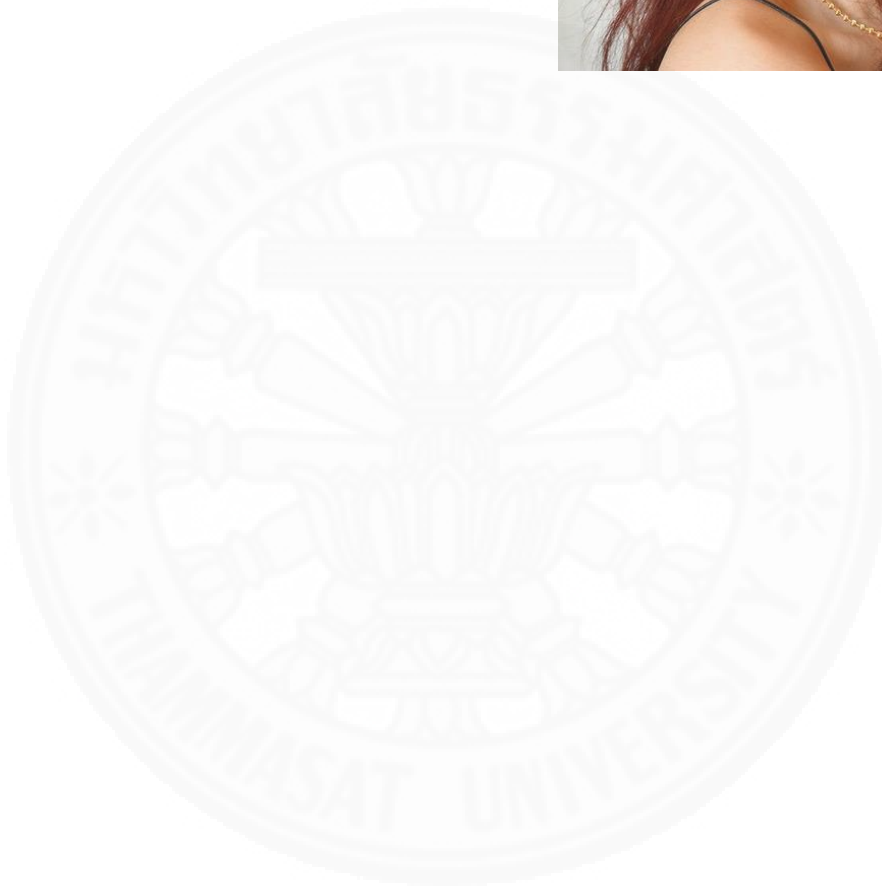
2. YingYae: 387,207 like

YingYae was one of the most popular “pretty” or a presenter at promotional events like Thai’s Motor show exhibition before transforming herself into a full-time blogger and beauty influencer. She has unique characteristics, full of energy and sense of humor that drives her to do funny things in front of the camera regardless of how crazy she looks. YingYae also shocked the Thai beauty community by posting a review of her plastic surgery such as breast, eye, and nose surgery, which included before and after pictures.



3. Saypan: 336,041 likes

Saypan is a creative designer and well-known writer. She becomes the one of the most popular beauty bloggers at this moment as she inspires Thai women with the successful diet story and beauty secrets that can use every day. Her inspiring slogan is “Love yourself first before you love someone else. Think positive and keep beautiful.



APPENDIX D

WARD'S CLUSTERING METHOD, ANOVA TABLE AND ETA

Report

Ward Method		Q14.1 I always spend my free time to read beauty blogs.	Q14.2 I always seek for review before I buy cosmetic product.	Q14.3 I trust information from beauty blogger.	Q14.4 I only buy the cosmetics that blogger reviews.	Q14.5 I like to recommend beauty blog to my friends.	Q14.6 I stick only one beauty blogger.	Q14.7 I usually compare product reviews among different beauty bloggers.	Q14.8 I read beauty blogs for entertainment purpose.
1	Mean	4.11	4.84	3.00	3.00	2.95	1.84	4.84	3.00
(n = 19)	Std. Deviation	.32	.38	.00	.00	1.03	.38	.38	.00
2	Mean	2.51	3.62	2.92	2.65	2.08	4.08	3.08	3.95
(n = 37)	Std. Deviation	.80	1.09	.76	.89	.83	1.12	1.42	.58
3	Mean	3.73	4.37	3.65	3.69	3.65	3.86	4.20	3.86
(n = 49)	Std. Deviation	.95	.76	.56	.71	.83	.94	.71	.84
Total	Mean	3.37	4.19	3.28	3.20	2.97	3.57	3.92	3.73
(n = 105)	Std. Deviation	1.04	.95	.69	.86	1.11	1.24	1.18	.75

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Q14.1 I always spend my free time to read beauty blogs. * Ward Method	Between Groups (Combined)		43.931	2	21.965	32.667	.000
	Within Groups		68.584	102	.672		
	Total		112.514	104			
Q14.2 I always seek for review before I buy cosmetic product. * Ward Method	Between Groups (Combined)		21.574	2	10.787	15.152	.000
	Within Groups		72.617	102	.712		
	Total		94.190	104			
Q14.3 I trust information from beauty blogger. * Ward Method	Between Groups (Combined)		13.132	2	6.566	18.676	.000
	Within Groups		35.859	102	.352		
	Total		48.990	104			
Q14.4 I only buy the cosmetics that blogger reviews. * Ward Method	Between Groups (Combined)		23.959	2	11.980	23.125	.000
	Within Groups		52.841	102	.518		
	Total		76.800	104			
Q14.5 I like to recommend beauty blog to my friends. * Ward Method	Between Groups (Combined)		52.108	2	26.054	34.600	.000
	Within Groups		76.806	102	.753		
	Total		128.914	104			
Q14.6 I stick only one beauty blogger. * Ward Method	Between Groups (Combined)		70.431	2	35.216	40.231	.000
	Within Groups		89.283	102	.875		
	Total		159.714	104			
Q14.7 I usually compare product reviews among different beauty bloggers. * Ward Method	Between Groups (Combined)		46.148	2	23.074	23.715	.000
	Within Groups		99.242	102	.973		
	Total		145.390	104			
Q14.8 I read beauty blogs for entertainment purpose. * Ward Method	Between Groups (Combined)		12.641	2	6.321	14.049	.000
	Within Groups		45.892	102	.450		
	Total		58.533	104			

Measures of Association

	Eta	Eta Squared
Q14.1 I always spend my free time to read beauty blogs. * Ward Method	.625	.390
Q14.2 I always seek for review before I buy cosmetic product. * Ward Method	.479	.229
Q14.3 I trust information from beauty blogger. * Ward Method	.518	.268
Q14.4 I only buy the cosmetics that blogger reviews. * Ward Method	.559	.312
Q14.5 I like to recommend beauty blog to my friends. * Ward Method	.636	.404
Q14.6 I stick only one beauty blogger. * Ward Method	.664	.441
Q14.7 I usually compare product reviews among different beauty bloggers. * Ward Method	.563	.317
Q14.8 I read beauty blogs for entertainment purpose. * Ward Method	.465	.216

APPENDIX E

SEGMENTATION PROFILE: AGE, EDUCATION, AND OCCUPATION

Segmentation Profile		Value		
		Information seeker	Loyal reader	Blog Follower
		n = 19	n = 37	n = 49
Age	18 - 22 years old	36.8%	35.1%	30.6%
	23 - 40 years old	21.1%	32.4%	38.8%
	More than 40 years old	42.1%	32.4%	30.6%
Education	Below Bachelor Degree	15.8%	0.0%	14.3%
	Bachelor Degree	57.9%	64.9%	59.2%
	Master Degree	26.3%	35.1%	26.5%
	Doctoral Degree	0.0%	0.0%	0.0%
Occupation	University student	36.8%	40.5%	32.7%
	Government officer	5.3%	0.0%	4.1%
	Employee	31.6%	27.0%	36.7%
	Merchant/Business owner	21.1%	16.2%	16.3%
	Freelance	5.3%	5.4%	6.1%
	Housewife	0.0%	0.0%	2.0%
	Unemployed	0.0%	10.8%	2.0%
	Others	0.0%	0.0%	0.0%

APPENDIX F
SEGMENTATION PROFILE: INCOME LEVEL
AND PURCHASING BEHAVIOR

Segmentation Profile		Value		
		Information seeker	Loyal reader	Blog Follower
		n = 19	n = 37	n = 49
Spend on cosmetics per month	Below or equal to 1,000	15.8%	18.9%	16.3%
	1,001 - 2,000	36.8%	43.2%	24.5%
	2,001 - 3,000	15.8%	24.3%	32.7%
	3,001 - 4,000	15.8%	10.8%	12.2%
	4,001 - 5,000	15.8%	0.0%	12.2%
	5,001 - 6,000	0.0%	2.7%	2.0%
	6,001 - 7,000	0.0%	0.0%	0.0%
	Above 7,000	0.0%	0.0%	0.0%
Monthly income	Below or equal to 18,000	21.1%	18.9%	20.4%
	18,001 - 24,000	21.1%	29.7%	18.4%
	24,001 - 35,000	15.8%	13.5%	22.4%
	35,001 - 50,000	15.8%	10.8%	22.4%
	50,001 - 85,000	21.1%	10.8%	10.2%
	85,001 - 160,000	5.3%	16.2%	4.1%
	Above 160,000	0.0%	0.0%	2.0%

APPENDIX G
IMPACT OF BEAUTY BLOGGERS ON
COMSUMERS' DECISION MAKING PROCESS

Report

Ward Method		Q5.1 Aware of cosmetics	Q5.2 Be interested in cosmetics	Q5.3 Prefer brand/pr oduct	Q5.4 Believe that this cosmetic is good	Q5.5 Recall brand better	Q5.6 Recall product more	Q5.7 Want to test at the counter	Q5.8 Want to buy now
Information seeker (n = 19)	Mean	4.32	4.32	4.16	3.63	4.11	4.11	4.05	3.26
	Std. Deviation	.48	.58	.60	.68	.66	.46	.52	1.10
Loyal reader (n = 37)	Mean	4.27	4.03	3.84	2.92	3.78	4.00	3.51	2.73
	Std. Deviation	.61	.50	.65	.72	.53	.53	.69	.99
Blog Follower (n = 49)	Mean	4.31	4.29	4.08	3.65	4.08	4.00	3.78	3.29
	Std. Deviation	.59	.58	.64	.69	.70	.58	.62	.82
Total (n = 105)	Mean	4.30	4.20	4.01	3.39	3.98	4.02	3.73	3.09
	Std. Deviation	.57	.56	.64	.78	.65	.54	.65	.96

ANOVA TABLE

			Sum of Squares	df	Mean Square	F	Sig.
Q5.1 Aware of cosmetics * Ward Method	Between Groups (Combined)		.037	2	.018	.056	.946
	Within Groups		33.811	102	.331		
	Total		33.848	104			
Q5.2 Be interested in cosmetics * Ward Method	Between Groups (Combined)		1.722	2	.861	2.825	.064
	Within Groups		31.078	102	.305		
	Total		32.800	104			
Q5.3 Prefer brand/product * Ward Method	Between Groups (Combined)		1.764	2	.882	2.182	.118
	Within Groups		41.227	102	.404		
	Total		42.990	104			
Q5.4 Believe that this cosmetic is good * Ward Method	Between Groups (Combined)		12.711	2	6.355	12.893	.000
	Within Groups		50.280	102	.493		
	Total		62.990	104			
Q5.5 Recall brand better * Ward Method	Between Groups (Combined)		2.229	2	1.114	2.724	.070
	Within Groups		41.733	102	.409		
	Total		43.962	104			
Q5.6 Recall product more * Ward Method	Between Groups (Combined)		.172	2	.086	.295	.745
	Within Groups		29.789	102	.292		
	Total		29.962	104			
Q5.7 Want to test at the counter * Ward Method	Between Groups (Combined)		3.812	2	1.906	4.774	.010
	Within Groups		40.721	102	.399		
	Total		44.533	104			
Q5.8 Want to buy now * Ward Method	Between Groups (Combined)		7.247	2	3.624	4.154	.018
	Within Groups		88.982	102	.872		
	Total		96.229	104			

Measures of Association

	Eta	Eta Squared
Q5.1 Aware of cosmetics * Ward Method	.033	.001
Q5.2 Be interested in cosmetics * Ward Method	.229	.052
Q5.3 Prefer brand/product * Ward Method	.203	.041
Q5.4 Believe that this cosmetic is good * Ward Method	.449	.202
Q5.5 Recall brand better * Ward Method	.225	.051
Q5.6 Recall product more * Ward Method	.076	.006
Q5.7 Want to test at the counter * Ward Method	.293	.086
Q5.8 Want to buy now * Ward Method	.274	.075

APPENDIX H

KEY FACTORS IN CHOOSING BEAUTY BLOGGERS

Report

Ward Method	Q6.1 Good reputation	Q6.2 GIVING truth Info	Q6.3 Variety of product reviews	Q6.4 Content easy to read	Q6.5 Up to date reviews	Q6.6 Attractiv eness of media	Q6.7 BB Is good- looking person	Q6.8 Fun to read
Information seeker (n = 19)	Mean 3.84	4.63	4.00	4.42	4.21	3.79	3.79	4.47
	Std. Deviation .83	.50	.75	.51	.71	.79	.92	.51
Loyal reader (n = 37)	Mean 3.46	4.62	4.35	4.35	4.03	3.43	3.11	4.32
	Std. Deviation .84	.55	.72	.75	.69	1.12	1.02	.94
Blog Follower (n = 49)	Mean 4.02	4.57	3.98	4.35	4.02	3.63	3.57	4.04
	Std. Deviation .85	.61	.80	.60	.85	.95	.94	.84
Total (n = 105)	Mean 3.79	4.60	4.11	4.36	4.06	3.59	3.45	4.22
	Std. Deviation .87	.57	.78	.64	.77	.99	.99	.84

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Q6.1 Good reputation * Ward Method	Between Groups (Combined)		6.695	2	3.348	4.697	.011
	Within Groups		72.695	102	.713		
	Total		79.390	104			
Q6.2 Giving truth info * Ward Method	Between Groups (Combined)		.076	2	.038	.117	.889
	Within Groups		33.124	102	.325		
	Total		33.200	104			
Q6.3 Variety of product reviews * Ward Method	Between Groups (Combined)		3.217	2	1.608	2.761	.068
	Within Groups		59.412	102	.582		
	Total		62.629	104			
Q6.4 Content easy to read * Ward Method	Between Groups (Combined)		.082	2	.041	.099	.906
	Within Groups		42.166	102	.413		
	Total		42.248	104			
Q6.5 Up to date reviews * Ward Method	Between Groups (Combined)		.547	2	.273	.456	.635
	Within Groups		61.110	102	.599		
	Total		61.657	104			
Q6.6 Attractiveness of media * Ward Method	Between Groups (Combined)		1.764	2	.882	.903	.409
	Within Groups		99.627	102	.977		
	Total		101.390	104			
Q6.7 BB is good- looking person * Ward Method	Between Groups (Combined)		7.236	2	3.618	3.896	.023
	Within Groups		94.725	102	.929		
	Total		101.962	104			
Q6.8 Fun to read * Ward Method	Between Groups (Combined)		3.199	2	1.599	2.305	.105
	Within Groups		70.763	102	.694		
	Total		73.962	104			

Measures of Association

	Eta	Eta Squared
Q6.1 Good reputation * Ward Method	.290	.084
Q6.2 Giving truth info * Ward Method	.048	.002
Q6.3 Variety of product reviews * Ward Method	.227	.051
Q6.4 Content easy to read * Ward Method	.044	.002
Q6.5 Up to date reviews * Ward Method	.094	.009
Q6.6 Attractiveness of media * Ward Method	.132	.017
Q6.7 Beauty blogger is good-looking person * Ward Method	.266	.071
Q6.8 Fun to read * Ward Method	.208	.043

APPENDIX I

CHARACTERISTICS OF INFLUENTIAL BEAUTY BLOGGERS

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q7.1 Good reputation	82	1	5	3.73	.930
Q7.2 Giving truth info	82	2	5	4.59	.684
Q7.3 Trustworthy	82	3	5	4.51	.614
Q7.4 Up to date	82	2	5	3.71	.824
Q7.5 Persuasive capability	82	1	5	3.57	.969
Q7.6 Full of necessary info	82	3	5	4.38	.696
Valid N (<u>listwise</u>)	82				

APPENDIX J
CONSUMERS' PERCEPTIONS AND ATTITUDES TOWARD
TOP THREE THAI BEAUTY BLOGGERS

Descriptive Statistics

(N = 82)	Minimum	Maximum	Mean	Std. Deviation
Q9.1 <u>PP_Good reputation</u>	1	5	4.57	.703
Q9.2 <u>PP_Giving truth info</u>	1	5	3.63	.778
Q9.3 <u>PP_Trust worthy</u>	2	5	3.62	.714
Q9.4 <u>PP_Up to date</u>	2	5	3.83	.798
Q9.5 <u>PP_Persuasive capability</u>	2	5	3.72	.758
Q9.6 <u>PP_Full of necessary info</u>	2	5	3.28	.758
Q11.1 <u>YY_Good reputation</u>	1	5	4.15	.705
Q11.2 <u>YY_Giving truth info</u>	1	5	3.18	1.079
Q11.3 <u>YY_Trustworthy</u>	1	5	3.21	.913
Q11.4 <u>YY_Up to date</u>	2	5	3.52	.757
Q11.5 <u>YY_Persuasive capability</u>	1	5	3.40	.859
Q11.6 <u>YY_Full of necessary info</u>	1	5	3.48	.805
Q13.1 <u>SP_Good reputation</u>	2	5	3.57	.648
Q13.2 <u>SP_Giving truth info</u>	2	5	4.02	.785
Q13.3 <u>SP_Trustworthy</u>	2	5	3.99	.711
Q13.4 <u>SP_Up to date</u>	2	5	3.95	.683
Q13.5 <u>SP_Persuasive capability</u>	2	5	3.77	.920
Q13.6 <u>SP_Full of necessary info</u>	2	5	4.12	.744
Valid N (<u>listwise</u>)				

BIOGRAPHY

Name	Miss Pinya Nimla-or
Date of Birth	May 29 th , 1990
Educational Attainment	2012: Bachelor of Business Administration Assumption University of Thailand 2013: Master of Science in Anti-Aging and Regenerative Science Mae Fah Luang University of Thailand

