A STUDY OF CONSUMER'S ATTITUDE TOWARD BUYING SKIN CARE PRODUCT THROUGH DRUG STORES IN THAILAND

BY

MISS WARUNYA KUNAPERMSIRI

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 2015

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ENTITLED

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

on........6 JUN 2016........

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Independent Study Title	A study of consumer's attitude toward buying skin care product through drug stores in Thailand
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ABSTRACT

Skin care product was predicted to generate revenue of 2.2 Billion US dollars by 2019, a 40% value increase from 2012. A distribution channel was an important factor to drive skin care market growth. Consumers were consider more on distribution channels so it was more important for skin care product sellers to matched channels with the preferences of buyers in order to generated more sale revenue.

Regarding skin care market trend, the industry growing rapidly led to created consumer concerns of safety, environmental friendly, and non-animal testing. This all link to new product launch was more in between cosmetic and pharmaceutical product (OTC: over the counter product) as a consequence the distribution channel also shift form traditional store to special store or drug store to meet with changed of consumer behavior to get the product from reliable channel.

To focus on special store (drug store) channel, what was the right skin care product that suit the most to sell through drug stores, the research was conducted to meet the following objectives; to understand consumer's perception on buying skin care product through each distribution channels, to identify consumer profile, to specify skin care product profile in term of skin care type, price and promotion and to determine consumer's attitudes and behaviors toward buying skin care product which sell through drug stores. Moreover, the research topic is in applied marketing focus on area of marketing knowledge as health opportunities.

The data collection covered both exploratory and descriptive research. The samples were people age between 25 – 45 years old who bought skin care product through drug stores in the past 6 months. For exploratory research in-depth interview (male and female) and focus groups were conducted to gain insight information. In addition, questionnaire is used for descriptive research.

As a result, consumer perceived drug store as a channels which had reliability of skin care product, high product efficacy and well organize shelf lay out. Consideration factors and skin care product from drug stores were difference in each consumer segment. Consumer segment divided by frequency on buying skin care product; super heavy buyer, heavy buyer, medium buyer and light buyer. Promotion, product efficacy, product ingredient, product information, doctor and pharmacist recommended, packaging, shelf lay out and country of origin, and these all effect to consumer buying decision. In addition, skin care product from drug stores represent for exclusive skin care brand, doctor and pharmacist recommended, convenience store location to buy, product ingredients from natural and non-allergenic and well organize shelf lay out to find product. There still had skin care product attribute which not at all match with important factors effect on consideration buying factors.

Keywords: Skin care products, Drug stores, Perception, Buying decision factors, Attitude, Thailand

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Ms. Warunya Kunapermsiri

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CHAPTER 1
INTRODUCTION

In Thailand, total value of skin care market was 1.6 Billion US dollars in 2014 and is expected to reach 2.2 Billion US dollars in 2019 with 3% CAGR (Euromonitor, 2015). Thai skin care market has achieved constant market growth rate thanks to the variety of skin care products and countless product launch each year. Therefore, there are yet many opportunities for newcomers and existing brands alike to create new products and increase market share.

Skin care products tend to be like fashion items, and thus they are aligned with fashion, market, and consumer trend. At present, the skin care trend shifted towards multifunctional product with high effectiveness. Consumers are currently concerning about their health and safety as well as the preservation of environment, which often results in products with natural ingredients that was manufactured in an environment and animal friendly process. Consequently, in order to register a skin care product, new regulations required more disclosure of information such as health and safety documents, proven scientific claims, and many more clinical documents which the brand owner is expected to provide. As a result, many new products are launched as OTC (over the counter), cosmeceutical, or dermocosmetic products. Consumers perceived dermocosmetic brands to be more effective and less invasive than multinational brands. These perceptions helped increase consumers' willingness to try dermocosmetic items. However, product effectiveness is not the only influence on consumers' buying decision. Convenience to access products and their information can also be the most important factors deciding whether or not a consumer will buy skin care products.

Subsequently, distribution channels became an important part to serve consumers' need. The suitable sales channels should be selected to match of consumers' preference in order to drive sales. The distribution channel trends have shifted from traditional stores to specialized stores or drug stores in order to serve consumers' needs for convenient access to products and their information as well as medical consultancy by dermatologists or pharmacists on the premise.

As a result, the purpose of this study is to determine consumers' attitude toward buying skin care product from drug stores by specifying the most reasonable marketing mix (product, price and promotion) to optimize skin care sales at drug stores as well as to determine target consumers' profile. These all are necessary data for brand owners to select the right distribution channels for their products and for drug store owners to select skin care product inventory to match the demand of their target consumer.

CHAPTER 2
REVIEW OF LITERATURE

Regarding skin care market in Thailand, facial care contained the largest portion of 59% with 1.7% growth rate, body care 34% and negative growth rate at 2.5% and sun care 7 % showing the highest growth rate at 6.8% (Mintel, 2015). The biggest market was facial care but the sharpest growth was sun care, this was the reason why products in the market also contained for sun protection as an additional feature. From Euromonitor 2015, in each category contained various type of product unit. For facial care segment, it was included whitening and lightening, cleanser and toner, face mask, acne treatment, anti-aging and hydrating and moisturizing. Next is body care, this segment involved firming and anti-cellulite body care, general purpose body care, hand and nail care and foot care. The last segment of sun care accommodated for 2 type or product; sunscreen product and after sun product.

Because of the various need of consumer for skin care product, brand owner tried to capture all of the market by launched various type of skin care into the market. Consumer trends tend to be more on safety, efficacy, environmental friendly and natural (Kumar, 2005). They searched and found about product feature and benefit before they purchased. People nowadays concerned both hygiene and beauty at the same time for both men and women (Moungkhem & Surakiatpinyo, 2010). Though skin care trends changed as same as consumer attitude changed, to be more natural, performance driving, clinically proven, value added product and approval from truth worthy organization. Referring to Mintel 2015, most of new product launch in 2014 presented in term of high innovation or advance technology to reach high efficacy, to became close to pharmaceutical product which was called cosmeceutical or dermocosmetic.

In addition, Mintel also stated that private label, spa, medical and professional brands increasingly played a stronger role in the Thai skin care market. They can provided different superior products that perfectly addressed consumer skin health, beauty and problems. Others related research shown that their still had an opportunities for skin care manufacturer to get in to the market and gain more market share by produce cosmeceutical product as follow consumer and market trends (Dawson, Larke & Mukoyama, 2006).

The research of Regional Skin care Trends in Thailand 2015 stated that the target consumer of skin care product should divided by age range and income. As a consequence of aging population is rising, the target consumer turn into elderly age to meet with high number of population. Moreover, the elderly consumer spent more on convenient products and services and tend to focus on health, social life and be more open to new technology which aligned with global skin care market trend. For income, the middle-income consumer was still increasing from generation X. Generation X was more on the labor market and feel free to spend as much as they like. "There is also a trend in which Generation X are staying single for longer and moving out of their parents' homes to live alone in condominiums" Euromonitor (2015). This group of middle-income consumer became the largest portion who spent the most on retail channels.

Not only created the product that match with consumer need, the skin care industry marketed their product based on consumer perception (Kumar, Massie & Dumonceaux, 2006). Therefore, distribution channels came to play an important role to help brand owner delivered their product to target consumer. In current market, distribution channels were separate into many channels with rank sale value from the largest value to the smallest value as follow; counter sales (department stores: Central and The Mall), direct sales, special stores or chain drug stores (Boots and Watsons), hypermarkets (Tops, Big C and Lotus) and on-line channel (Facebook, Instragram and company websites) respectively, (Polla, 2012). Retail channels dominated most of all skin care market in Thailand. However, in brand owner point of view, now they need to know how will retail change, the challenges was to understand consumer shopping habit had shifted and what factor motivated consumer to buy (Cannon, Marino, Nishikawa & Pearson, 2012).

In recent year, consumer buying behavior ship from traditional channels of department and mass stores to be more on online retail, beauty stores and specialty stores (drug stores), Polla (2012). Each channels provided their own benefits and cost and promoted brand to expand greater reach while still captured niche market. In the near future, consumer retail trend continue to demonstrate on convenience, specific selection and recommendation and safety regulation. Brand owner choose distribution channel that can get them to their target consumer. Regarding retail trend, drugstores and beauty retailer became more important in the market. For drug stores in Asia Pacific, 40% of total sale revenue came from beauty and personal care (Feidman, 2015). From the reason above, drug stores channel should be the next trend to focus for sell skin care product.

Even though, from previous researches, their still had not much data specific for skin care which sell through drug stores. The information provided broad data of target market, product profile, price, distribution channel and promotion. In this research, the result was focus in depth for target market and marketing mix especially on drug stores channel.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Research objectives

(1) To understand consumer's perception on buying skin care product through each sell channels; hypermarkets, counter sales, direct sales, drug stores and online.

(2) To identify profile of consumer by buying frequency on skin care product through drug stores in term of demography.

(3) To specify buying consideration factors of skin care product through drug stores.
- To evaluate skin care product category those consumers buy from drug stores; facial care, body care, hand and nail care and foot care.
- To evaluate price perception that customer pay each time of purchase.
- To evaluate promotion which effect consumer to buy skin care product.

(4) To determine consumer's attitudes and behaviors toward buying skin care product through drug stores
- To understand consumer's behavior and reason to buy skin care product; feature, benefit and performance.

3.2 Hypothesis

H1: Frequency in buying skin care product through drug stores has no difference on promotion.
H2: Frequency in buying skin care product through drug stores has no difference on buying consideration factors.
H3: Frequency in buying skin care product through drug stores has no difference on skin care product perception.

3.3 Research methodology

The research was conduct with both exploratory research method and descriptive research method to aim all research objectives.

3.3.1 Exploratory research

In order to understand consumer's attitude and behavior toward buying skin care product through drug stores, in-depth interview and secondary research were done to gain more consumer insight and got the reason why consumer brought skin care product through difference distribution channels.

3.3.1.1 Secondary research

Data was collected from creditability resources; journal, articles, news and magazine. The detail of finding were as follows;

- Target consumer segment: consumer profile of age, income, gender, occupation and lifestyles (objective 2).
- The market situation; skin care trends, competitors, market share and market growth (objective 3).
- Consumer behavior on buying skin care product; criteria before buying and influencer to buy (objective 4).

3.3.1.2 In-depth interview and focus group

In-depth interview and focus group were conducted to get more consumer insight information. The interviewees were asked questions about their personal information, buying behavior, product category they buy, criteria to buy etc. to cover the information as follow; consumer profile, skin care product category that consumer buy each drug stores and purchase behavior and factors effect on buying decision. The results of all exploratory research were developed for the questionnaire design in descriptive design research and were a guide line for probable answer which consumer will fill in during answered questionnaire session.

3.3.2 Descriptive research

This method was used to describe characteristics of interest population. Questionnaire was conducted to provided statistic data to analyze in consumer profile, product profile, consumer's attitude and behavior toward buying skin care product (objective

1, 2 and 3) and was collected via online and offline channel (questionnaire was in Appendix A).

3.4 Identification of key research variables

Key variables were studied in this research was consumer's profile such as gender, age, income, behaviors, buying frequency and amount of skin care buy per each time purchasing.

3.5 Target population

Sample of both qualitative and quantitative were non-probability sample which recruited by using convenient sampling method. The target population of this research was as below:

- Age: 18 – 45 years
- Gender: male and female
- SES: A B C- (Appendix B)
- Specific criteria: buy skin care product through drug stores with in past 6 months and be a decision maker for buying skin care product.

In-depth interview was conducted with both male and female at difference age. For the focus group 3 separate group were selected by younger generation, older generation and mixing all of age range.

3.6 Data collection plan

3.6.1 In-depth interview and focus group

For both focus groups and in-depth interviews, the respondents were most likely recruited through personal connections. The three focus groups created based on age of participants, while there were the same in other sample profile. Focus group divided into 3 groups to decrease bias among senior generation and junior generation, in Thai culture elder's opinion effect on younger's opinion. The interview time finished within 2 hours per group and all focus group session took 1 week to end.

Focus group data collection was conducted by experienced moderators in order to collect valuable insight data.

3.6.2 Questionnaire

The questionnaire was distribute by 2 channels with the length of answering time was not more than 10 minutes (Appendix A)

- Online channel (70%): online questionnaire sent out through skin care website, blogger, Facebook, Instagram, Twitter, Line and direct email to targeted respondents.
- Offline channel (30%): printed questionnaires were distributed at each drug stores in difference 3 areas around Bangkok, Boots at MBK, Watson at Central world and Lab Pharmacy at K Village at 30 copies per each place.

3.7 Data analysis

Data analysis was separate into 2 parts; qualitative data analysis and quantitative data analysis.

3.7.1 Qualitative data analysis

From in-depth interview and focus, result was summarized into 3 parts.

- Consumer profile: age, gender and consumption
- Skin care profile: product, price and promotion
- Consumer attitudes toward buying skin care product through drug stores, hypermarket, counters sale, directs sale and online

3.7.2 Quantitative data analysis

For quantitative data, information fill in questionnaire was exported for further analysis. SPSS will used to analyze variance, frequency, ANOVA to see difference among each group and other appropriate statistical analysis. Statistical analysis will define relevant information in term of percentage and ranking.

3.8 Theoretical Framework

The theoretical framework was focus on differentiation of buying frequency; weekly = super heavy buyer, monthly = heavy buyer, quarterly = medium buyer and more than 6 months = light buyer with promotion (H1), buying consideration factors (H2) and skin care product perception (H3). Moreover, each groups which had difference buying frequency were specify in term of age, gender, income, influencer, skin care product price and product category.

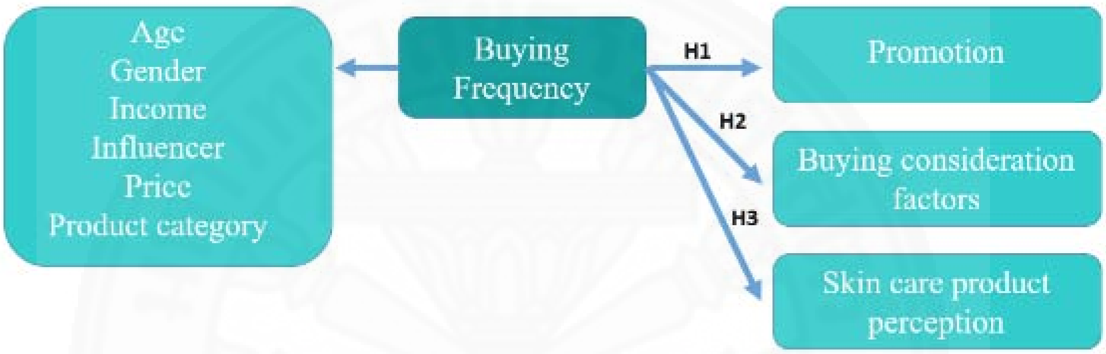

Figure 3.1: Theoretical framework

3.9 Limitation of the study

The study was limited only in Bangkok, Thailand area and selected only Thai people. Actually people who buy skin care product through drug stores in Thailand was both Thai and foreigner. The result from this study represent limited to Thai market only and may difference in other country. The objectives of this study were focus on reason to buy skin care product not include why people don't buy skin care product from drug stores. The barrier factors and reason not to buy skin care product through drug stores may create additional understanding of consumer buying behaviors for skin care product. In order to apply research result to other country market, further research required to select to survey in many countries and variety of respondents nationality.

CHAPTER 4
RESULTS AND DISCUSSION

The results were analyzed using both qualitative methods such as in-depth interview and focus group and quantitative methods such as questionnaire. The research finding can be summarized as follows;

4.1 Qualitative result

4.1.1 Qualitative respondents profile

For an in-depth interview, a total of 4 respondents were selected. The selected interviewees consist of 2 females and 2 males. Each gender group has two age range; high and low. In the focus group interview, the interviewees were divided into 3 groups based on age range, namely younger generation, older generation, and mixed age group. Each focus group consists of 6 persons. The details of all qualitative respondents' profile can be found in the table below.

Consumer profile	In-Depth Interview			
	Male		Female	
Age	36 years old	28 years old	34 years old	29 years old
Occupation	Business owner	Employee	Business owner	Employee
Buying Frequency	Every 2 months	Every 6 months	Every 4 months	Every month

Consumer profile	Focus Group Interview		
	Group 1	Group 2	Group 3
Age	18 - 30 years old	31 - 45 years old	24 - 45 years old
Occupation	Business owner / Employee / Student	Business owner / Employee / Government	Business owner / Employee
Buying Frequency	Weekly, monthly, quarterly, and more than 6 months	Weekly, monthly, quarterly, and more than 6 months	Weekly, monthly, quarterly, and more than 6 months

Table 4.1: Qualitative respondents 'profile

4.1.2 Key finding from qualitative research

In terms of consumer insight information, the purpose of qualitative research in this study was to specify skin care product profile which consumers buy from drugstores and consumer's attitude towards buying skin care product from different sale channels. The details of an in-depth interview and focus group interview result can be found in Appendix C.

4.1.2.1 Skin care product profile

Product: Consumers buy various categories of skin care products available in the market. The buying criteria depend largely on the individual using those products such as male, female, family members, friends and colleagues. The product category used difference in age, gender and income. Mature females with high income tend to buy 2-3 skin care products at higher price whereas younger females tend to try many types of skin care categories at lower price. Male consumers are interested in using skin care products but they do not normally buy them by themselves. On the rare occasion that they do so, male interviewees have, in the past 6 months, bought from the following categories: facial care, body care, body wash, sun care, hand and nail care, roll on, body spray, perfume, lip balm, eye cream, facial mask, foot mask, after shave, hair wax and body spray, cleansing foam and make up remover, etc.

Price: In general, consumers' spending skin care product ranges from 100 to 1,000 THB per item. However, total spending on skin care product per each visit to a drug store totals to 1,000 – 3,000 THB. Most respondents cannot remember how many skin care categories they bought from in each purchase but they normally buy more than 1 item per visit. Consumers who buy skin care product only for themselves spend less than consumers who buy for other people, namely family and friends.

Promotion: Consumers pay attention to various type of sale promotion but the most effective on the market was pricing promotion, namely discounts, sales, and buy 1 get 1 free. Other promotions seek to engage consumers to product trial, such as free sample in bundled packaging, free sample after purchase at sales counter and discount on other items under the same brand.

4.1.2.2 Consumer's attitude towards sale channels

Hypermarket: A hypermarket is a superstore combining a supermarket and a department store. In hypermarket, wide range of products are available, including full grocery lines and general merchandise, in order to become a one-stop shopping point serving all consumers' needs. In Thailand, major local hypermarkets are Tops, Foodland, Big C, and Lotus. Consumers perceive that hypermarkets can provide various skin care products at the cheapest price and constant availability. Normally they come to buy products they have already used and known well. When shopping at a hypermarket, purchasing skin care products is not the main purpose of their visit but rather a bonus activity they do once the necessities, such as food and clothes, are taken care of. In general, consumers shop for their family and friends when they go to hypermarket. They also shop from a variety of product categories and spend a sizeable amount per a visit to hypermarket.

Sale Counters: In Thailand, department stores also have separate sales counters for each department or each product category. Skin care products too have sales counter that exist exclusively for each brand. The perception on skin care product provided at sales counter was that they are high-end products with high efficiency, high price. Consumers also perceive sales counters to hold more skin care items that are always available for purchase. Consumers buy from sales counter when they need detailed information and an advice on skin care product.

Direct Sales: In this channel, salespersons sell products directly to consumers using one-on-one demonstrations, personal presentation, thus presenting both products and services to consumers. Direct sales can be by door-to-door approach or by telemarketing. Consumers can get product information in depth from this channel and will receive a lot of product samples for trial. However, consumers perceives direct sales more as a channel exploited to recruit members for a pyramid scheme than as a proper channel to sell skin care product. People try to avoid new brands from direct sales channel because they perceive direct salespersons to lack knowledge of the product and only focus only on selling. Some respondents stated that direct sale is an annoying channel that waste time without leading to the products they want.

Therefore, they prefer buying skin care products by direct sale only when they know the brand well and are familiar with the items.

Drug stores: A store that sets aside certain area for selling medicines with pharmacists to administer the sale. Drug stores can also sell many types of products: pharmaceutical product, health care, beauty care, skin care, and hair care etc. Currently, the key players dominating market share of drug stores in Thailand are Watson and Boots. Other drug stores in the market with less market share are LAB Pharmacy, D-chain and X-tra. Consumers can find products easily thanks to separated corners for each product category as well as an area devoted solely for health care products. Each drug stores have many exclusive brands available only on its premise that cater to specific needs such as sensitive skin or allergens. Consumers perceive these drug store house brands to offer high quality product recommended by doctors and pharmacists. Drug stores are a convenient channel to buy skin care products because their location is usually easy to locate and their inventory is categorized neatly by shelf layout. Consumers can enter and directly buy products they want without having to waste time looking for skin care product among other unwanted items.

Online: An online sales channel provides an alternative to traditional retail stores for brands to expand their market. Consumers can register to buy the product and use the service, then pay by internet banking or credit card. In this study, online channel includes every online activity that can facilitate sales of product. Therefore, by definition, this includes official websites, Facebook pages, Instragram accounts, online shopping platforms etc. Consumers buy skin care products online because they prefer reading reviews of the product and comparing product benefits and prices before making a purchase. Online channels give consumer easy access to product information and items unavailable in the local market. They said that “buying skin care product online gives me had better quality of life. I don’t have to go out and I can select only the products I want”. The inventory itself is available in many categories. Furthermore, new items, limited edition items and new innovations always enter into the market by online channels first in order to pre-promote the product launch.

4.2 Quantitative result

4.2.1 Quantitative respondents profile

The data were collected from 281 respondents in the quantitative research and 212 of all respondents, which amounts to 75%, buy skin care products from drug stores in the past 6 months. Approximately 76.5% of all respondents are female and 66% are 26 - 35 years old. For the income, 40% of the respondents earn high personal income that amounts to 50,001 – 100,000 THB. Respondent profiles are summarized in detail in Appendix D.

4.2.2 Key finding from quantitative research

4.2.2.1 Consumer perception for distribution channels

Each respondent were asked to select tops 3 statements that represent each distribution channels most. The result shows that consumers named different top-of-mind attributes across distribution channels (Appendix F), which will be further elaborated below.

Hypermarket: 64.4% of all respondents perceive hypermarket to be the channel that offers the best skin care products promotion. Hypermarkets often offer price-reduction promotions such as discounts, buy 1 get 1 free, and giveaway sample. The next attribute in consumers' perception, with 45.6% of the respondents, was that hypermarkets give the best price offer. Hypermarkets always sell at lower prices in comparison to other channels. The last attribute was location of hypermarket. In the amount of 41.6% of the respondents find hypermarkets' location to be convenient for purchasing skin care product thanks to the ubiquity of hypermarket branches in Bangkok.

Sales Counter: Exclusive skin care brand (58.7%), high product efficiency (56.2%), and new skin care innovation (43.1%) are the top 3 attributes represented for sales counter channel. Consumers perceive sales counter as a specialized store which provides high quality product with high efficacy as well as new fashionable items.

Direct Sales: Salesperson selling skin care products in direct interaction is direct sales. Consumers perceive this channel to be their access for exclusive skin care brand with new innovation, an attribute similar to sales counter channel. However, direct sales products are not perceived to offer highly efficacy product like sales counter items. Instead, it is known for having the most competitive price offer. In sum, the consumers perceive exclusive skin care brand, new innovation, and best price offer as their top-of-mind attribute at the percentage of 69%, 48% and 38.1% respectively.

Drug Stores: The top-of-mind attribute of drug stores for 76.9% of the respondents is reliability of skin care product. In second place is highly efficacy product, which accounts for 54.1% of the respondents. The third is well-organized shelf layout, an attribute agreed by 40.2% of all respondents.

Drug stores represent skin care products that gain its reliability from approval of doctors and pharmacists, thus it is perceived to be linked to highly efficacy product. Given that the feature does not exist in any other distribution channel, well-organized shelf layout can be considered new attribute for drug stores. Thanks to drug stores' categorized inventory layout, consumers find it easy to select items they need without wasting time with other unwanted products.

Online: Consumers perceive online channel as an access to exclusive brand (59.1%), access to new innovation items (50.5%), and access to highly efficacy product (42%) similar to purchasing through sales counter. In term of online channel, customer tend to find more special product which is not available in other channels. Most of the products which people find online are new to the market and also new product benefits and high efficacy.

4.2.2.2 Segmentation by skin care buying frequency through drug stores

From total 281 respondents, only 212 people at 75.1 % of total respondents were buyers of skin care product through drug stores. In this study, buying frequency was selected to segment group of consumer. Each buying frequency represent for each segment rank by large to small number of respondents as follows; quarterly = medium buyer (51.9%), monthly = heavy buyer (21,8%), more than 6 months = light buyer (19.3%) and weekly = super heavy buyer (0.9%). All of each segment consumer profile as per detail in Appendix E. Regarding Table 4.7, there were only age and product category had a significant difference at the same level of .000. Consumer at middle age (26 – 35 years old) tends to buying more frequency than older and younger generation. In the same way, consumer buy facial care product most frequency from drug stores in all segments.

Buying Frequency	Age (years)					Total
	less than 18	18-25	26-35	36-45	More than 35	
	Count	Count	Count	Count	Count	
Super Heavy	0	0	0	0	2	2
Heavy	0	2	30	18	2	52
Medium	0	6	79	25	7	117
Light	0	0	33	8	0	41
Total	0	8	142	51	11	212

Buying Frequency	Product Category					Total
	Facial care	Hands and nails care	Body care	Foot care	Other	
	Count	Count	Count	Count	Count	
Super Heavy	0	0	0	2	0	2
Heavy	31	15	13	0	0	59
Medium	91	4	14	2	0	111
Light	32	2	6	0	0	40
Total	154	21	33	4	0	212

		Gender	Age	Personal Income	Spending	Product Category	Influencer
Buying frequency	Chi-square	6.111	46.980	14.272	14.076	131.982	17.471
	df	3	9	9	9	9	15
	Sig.	0.106	.000*	0.113	0.12	.000*	0.291

Table 4.2: Pearson Chi-Square test for buyers profile in each segment ($p < .05$)

(*The Chi-square statistic is significant at the .05 level)

Super heavy buyer: 0.9% of all buyers in this survey are super heavy buyers. All of them are female aged over 45 years old with 30,001 – 50,000 THB personal monthly income. They spend 501 – 1,000 THB per purchase on foot care product. In addition, super heavy buyers cited themselves as the biggest influence on their buying decision.

Heavy buyer: Consumer's profile in this segment mostly comprises of female, which accounts for 22.2% of the segment in comparison to 5.7% that accounts for male. 14.2% of the consumers in this segment are 26-35 years old, 8.5% are 36 – 45 years old, and 0.9% are 18 – 25 years old as well as more than 45 years old. 12.7% of them earn within 50,001 – 10,000 THB per month. 11.8% of them spend 501 – 1,000 THB for each purchase and 11.3% of them cited themselves as their own main influence when making a purchasing decision. The product categories from which the respondents buy, in order of spending, are facial care, hands and nails care, and body care at 14.6%, 7.1%, and 6.1% respectively. Foot care was not included from this segment.

Medium buyer: 42.9% and 9.0% of total buyers are female and male respectively. For this segment, 31.3% of the consumers are 26-35 years old, 11.8% are 36 – 45 years old, 3.3% are more than 45 years old, and 2.8% are 18 – 25 years old. 23.1% of all buyers in medium buyer segment have monthly income of 50,001 – 100,000 THB. 26.9% of them regularly spend 501 – 1,000 THB each purchase and 24.5% of them cited themselves as their own main influence when making a purchasing decision. They normally buy from the following product category, in order of spending: facial care, body care, hands and nails care, and foot care at 42.9%, 6.6%, 1.9% and 0.9% spending respectively.

Light buyer: 12.7 % of all buyers are female and 6.6% are male. Only 26-35 years and 36 – 45 years old are light buyers at 15.6% and 3.3% respectively. 5.7% of consumers in this segment earn monthly income of 30,001 – 50,000 THB. 13.2% of them spend as much as 501 – 1,000 THB per purchase. 15.1%, 2.8%, and 0.9% of Consumers in this group buy facial care, body care and hands and nail care respectively. Additionally, the light buyers among the respondents do not buy foot care.

4.2.2.3 Promotion effect toward decision to buy skin care product through drug stores

As shown in Figure 4.1, on a scale of 1 to 5 from not at all important to very important, consumers were asked to rate the importance of promotion to their decision making. The average score of consumers' rating were as follows: discount 4.085 (SD = 0.935), member-only special offer 3.84 (SD = 1.184), free sample 3.68 (SD = 1.414), buy 1 get 1 3.66 (SD = 1.07), giveaway small pack bundled with the item 3 (SD = 1.209), and free sample of other same-brand item given away with the purchase 3.21 (SD = 1.179), respectively. Regarding segmentation by buying frequency, this study focus on how each promotion affect consumers' buying decision in each segment. Figure 4.2 depicts the rating score of each promotion in the segment. For super-heavy buyer, giveaway small pack bundled with the item is the most important promotion for their decision making, with the rating score of 5 (see Figure 4.2). On the other hand, heavy buyer, medium buyer, and light buyer are most affected by discount or on sale promotion, to which they gave the average score of 4.034, 4.2 and 3.902 respectively (details on Appendix F).

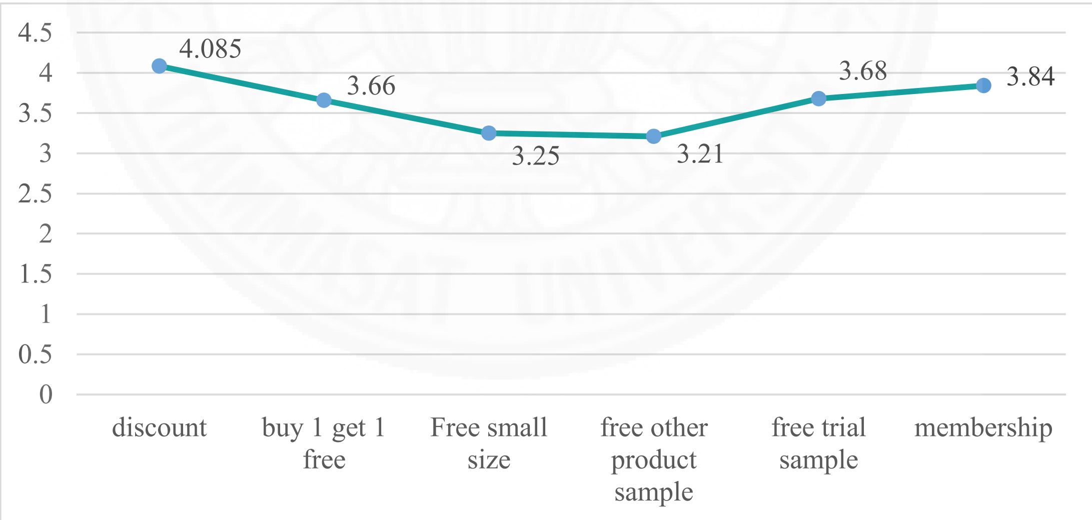

Figure 4.1: Average important score of promotion (n=212)

Figure 4.2: Importance score of promotion in each segment (n=212)

By ANOVA analysis, the hypothesis, H1 was rejected. There were significant difference in buying frequency and importance of promotion to buying decision. The 2 promotions which consumers ranked differently were giveaway small pack bundled with the item, whose score is .008, and free sample, with at .000 score. Giveaway small pack bundled with the item is deemed most important for super heavy buyer with the highest score of 5 (as shown in Figure 4.3), whereas free sample was given 4.01 average importance score by medium buyer as per detail in Appendix G.

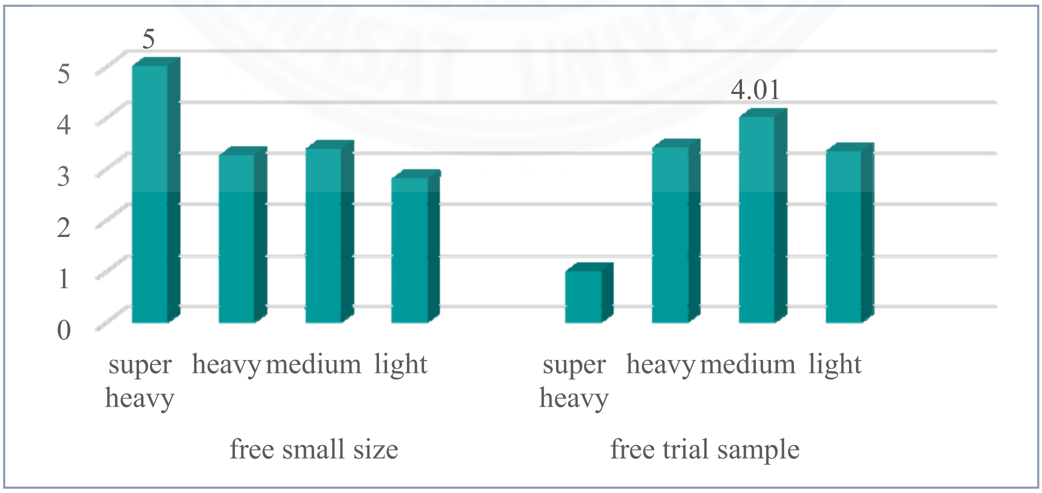

Figure 4.3: Importance score of significant difference in promotion (n=212)

4.2.2.4 Consideration factors on buying skin care product through drug stores

For consideration factors affecting buying decisions of skin care products, consumers who shop skin care at drug store gave nearly every factor a significantly different importance score. Out of 11 factors, 7 have significant difference between segments (details in Appendix H). As depicted in Figure 4.4, top 5 factors affecting buying decision and their ranking score are as follows: product efficacy 4.7 (SD = 0.632), product ingredients 4.22 (SD = 0.796), product information 4.33 (SD = 0.847), store location 4.28 (SD = 0.828), and doctor and pharmacist recommendation 4.27 (SD = 0.907). There were significant different in each segment. However, since the research did not gain much information on super heavy buyers, the data for this segment was not well represented. Additionally, heavy buyers rated product efficacy, product ingredients, and product information with importance score of 4.51, 4.24, and 4.22 respectively. As depicted in Figure 4.5, these same consideration factors are also ranked highly by medium buyers at a higher degree, with average importance score of 4.82, 4.6 and 4.45 respectively. This means that medium buyers place more importance on product efficacy, product ingredients and product information than heavy buyer. As for the last segment, light buyers ranked product efficacy the highest at 4.66. However, light buyers' second rank is different from the other segments as they placed recommendation from doctors and pharmacists second at the average importance score of 4.44 instead of product ingredients. Product ingredient was ranked third at the score of 4.29.

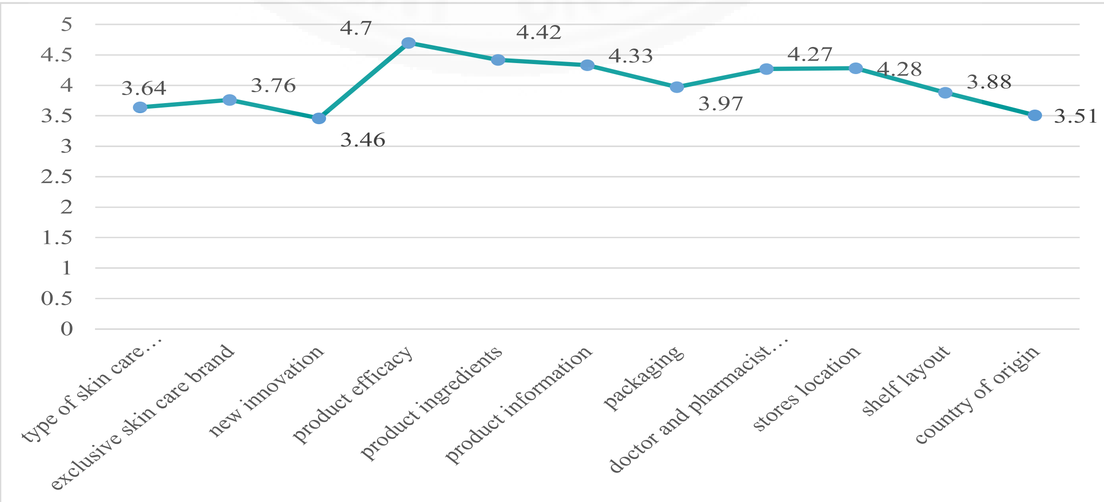

Figure 4.4: Average important score of buying decision factors (n=212)

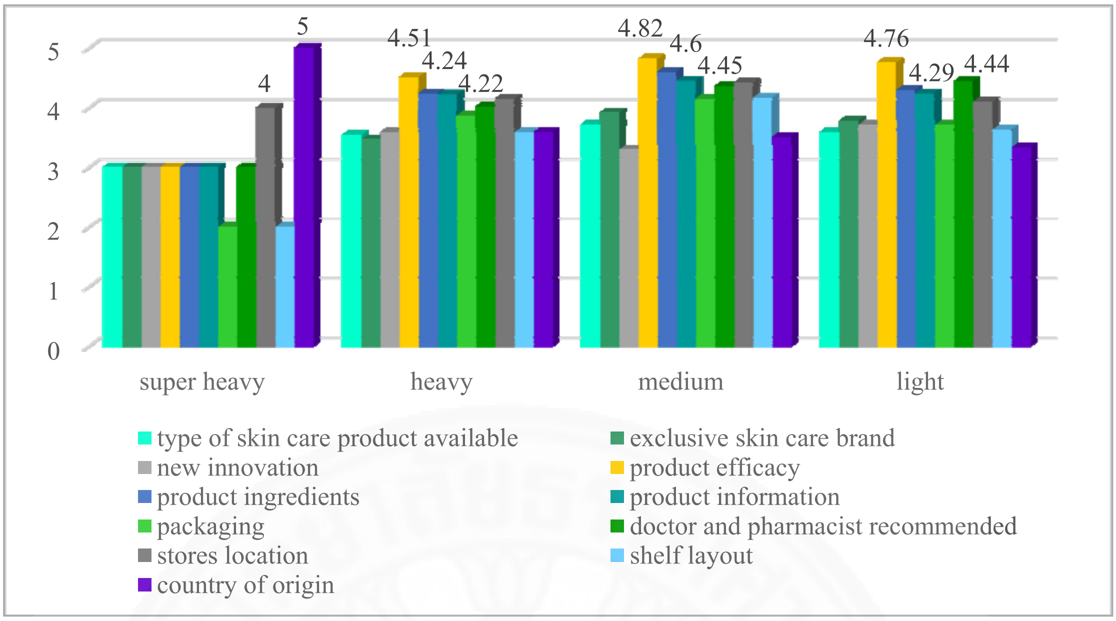

Figure 4.5: Importance score of buying decision factors in each segment (n=212)

To understand the statistical difference between each segment (Figure 4.6), the ANOVA analysis was selected. As a result, H2 hypothesis was rejected, thus confirming significant difference in 7 factors; product efficacy, product ingredients, product information, packaging, recommendation from doctors and pharmacists, shelf layout and country of origin. However, only 4 of 7 factors are cited as the top 3 highest score in each segment. For example, medium buyers tend to give the higher importance score in almost all consideration factors. Product efficacy, product ingredients, and product information, the top 3 factors, was given the highest score of all segments from medium buyers. The last factor is recommendation from doctors and pharmacists, which gains importance score of 4.44 from light buyer.

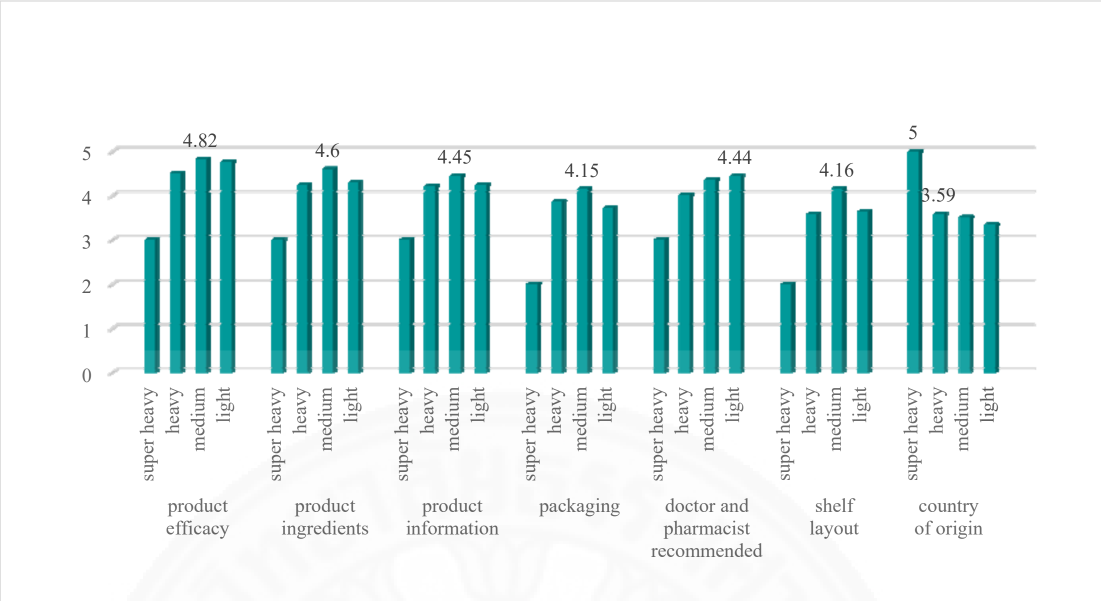

Figure 4.6: Importance score of significant difference in buying decisions factors (n=212)

4.2.2.5 Consumer's attitude toward skin care product which sell through drug stores

From consideration factors of skin care product purchase, it is apparent that most factors involve quality of the product itself; efficacy, ingredients, information and reliability stemming from doctor and pharmacist recommendation, with an exception of location convenience. Consumers' attitude toward skin care products from drug store channels was evaluated to deeply understand how consumers perceive skin care from drug stores. Top 5 attributes that represent skin care from drug stores the most are as follows: recommendation from doctors and pharmacists, with a score of 4.45 (SD = 0.780), location convenience, at 4.27 (SD = 0.832), product efficacy and natural non-allergenic product ingredients, both at 4.25(SD = 0.876 and 0.923 respectively), and product information, at 4.09 (SD = 0.954), as shown in Figure 4.7. In each segment, super heavy buyer strongly agreed that skin care products from drug stores are available in many categories, often feature new innovations, and can only be bought exclusively from drug stores. These attributes are given the highest score at 5 by super heavy buyers. However, due to the small sample size of super heavy user, the result does not represent its segment well. For heavy buyers, product efficacy, product ingredients, and recommendation from doctors and pharmacists were the top 3 attributes, with average rating score of 4.08, 4.07 and 4.02 respectively. Medium buyers agree with heavy users; naming the same top 3 attributes with even higher score. However, their ranking is different, with recommendation from doctors and pharmacists rated at 4.61, product ingredients at 4.45, and product efficacy at 4.38. The last segment, light buyers, named recommendation from doctors and pharmacists their top attribute, with the score of 4.61. Second and third ranks for light buyers are store location, with score of 4.51, and product information, with score of 4.02 (details in Figure 4.8).

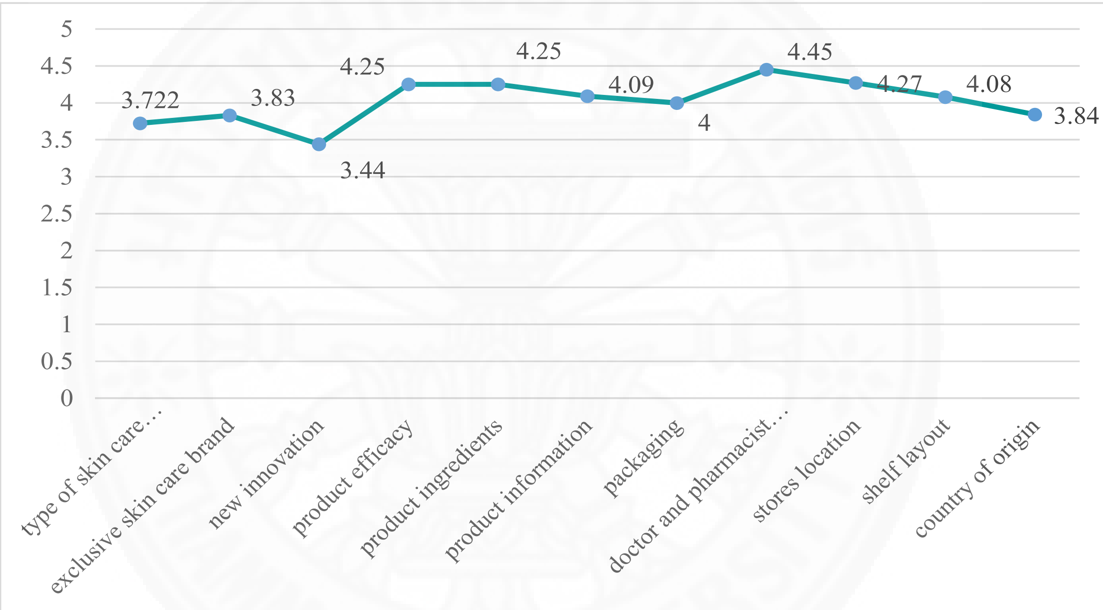

Figure 4.7: Average respondent score of product attributes (n=212)

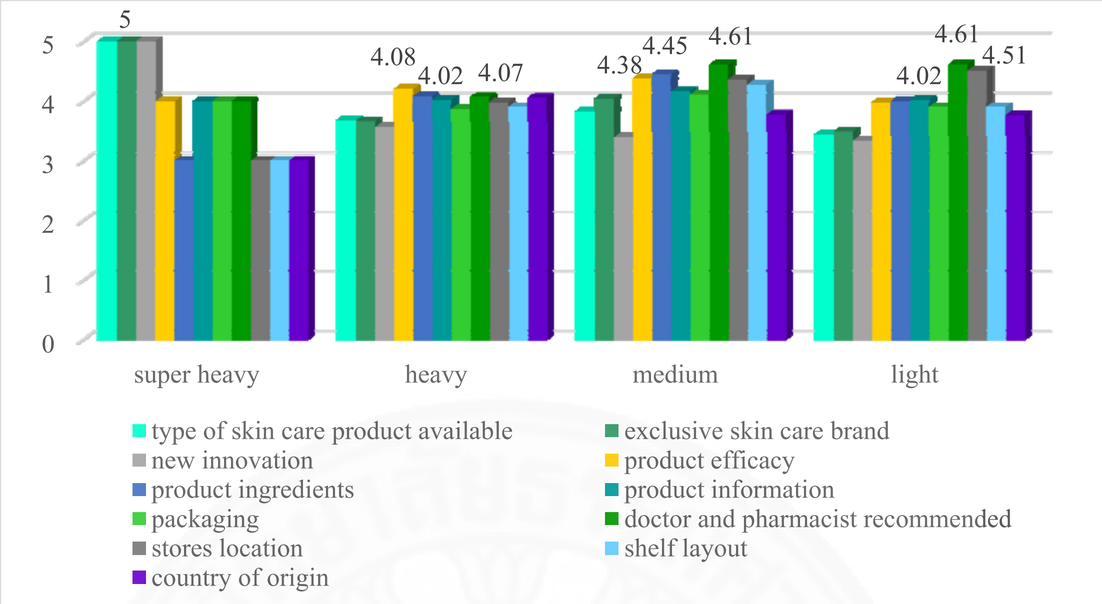

Figure 4.8: Respondents score of skin care product attributes (n=212)

ANOVA expressed 5 attributes by rejected H3, with significant difference between each segments (details on Appendix I); exclusive skin care brand, product ingredients, recommendation from doctors and pharmacists, store location, and categorized shelf layout. As depicted in Figure 4.9, medium buyers gave the highest importance score to product ingredients (4.45) and recommendation from doctors and pharmacists (4.61). In comparison, light buyers gave store location an average importance score of 4.51 and also gave recommendation from doctors and pharmacists 4.61 importance score, the same score as medium buyers.

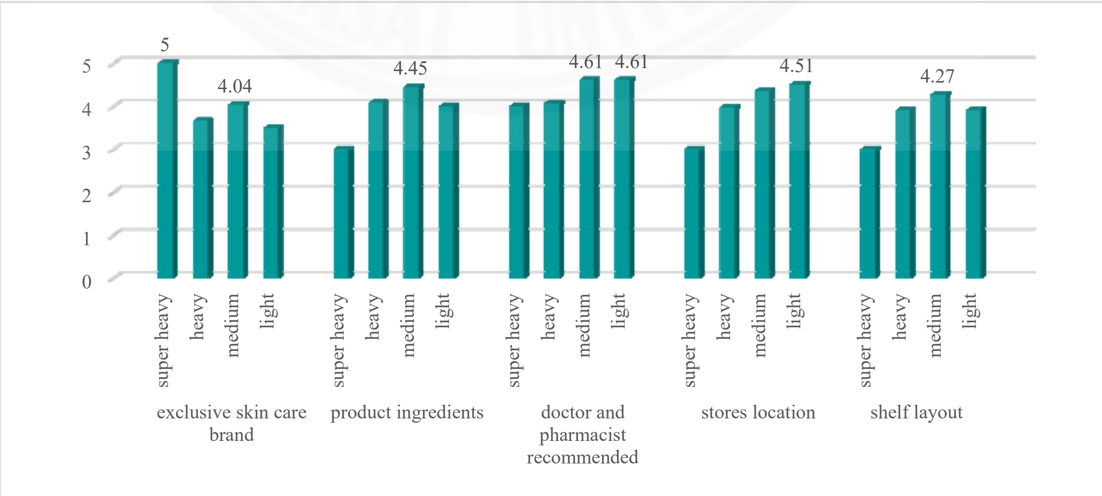

Figure 4.9: Respondent score of product attributes (n=212)

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

In conclusion, the research result reflects consumers' perception on buying skin care product from each distribution channels as well as their attitudes toward buying skin care product from drug stores by specifying target consumers' profiles, factors affecting buying decision, and their perception toward skin care products from drug stores.

5.1 Consumer's perception on each distribution channels

Consumers hold different perception toward purchasing skin care products from each distribution channels. Hypermarkets are valued for best promotions, prices, and location to buy skin care product. Sales counters are most regarded as the access to exclusive skin care brands, highly efficacy product, and new skin care innovations. Similarly, consumers view direct sales as an access to exclusive skin care brands with new innovations but direct sales does not represent highly efficacy product. Instead, it is valued for the best price offer. As for drug stores, consumers recognize their reliability of skin care product, highly efficacy product, and well-organized shelf layout. Lastly, online channel is regarded as an access to exclusive brand with new innovation and highly efficacy product, similar to sales counters. The difference was sales counters' significant disparity in age group of respondents and online channels' disparity in respondents' income.

5.2 Consumer segment's profile

In this study, consumers were segmented by buying frequency. The medium buyers consume the most, with their collective spending contributing more than half of all spending. The spending of heavy buyers, light buyers and super heavy buyers follow respectively. Consumers in each segment has nearly identical profile if not for age and product category they regularly purchase from, which varies from one segment to another. Buyer's profiles are female, aged 26-35 with 30,001 – 50,000 THB monthly income. They spend 501 – 1,000 THB per purchase on facial care products and cite themselves as their own main influence when making a purchasing decision.

5.3 Factors affecting buying decision

The factors which affect consumers' buying decision differently to a significant degree between segments are promotion, product efficacy, product ingredients, product information, recommendation from doctors and pharmacists, packaging, shelf layout, and country of origin, listed here from high to low score. Each consideration factor affects decision-making process of each group differently. To identify which factors affect buying decision the most, both the factors that received high importance score and those that have significant difference must both be taken into consideration.

Heavy buyers: Heavy buyers are affected by discount promotion, buy 1 get 1 free, and special membership offer the most. In contrast, there is no significant difference between heavy buyers, medium buyers, and light buyers in terms of promotion impact. The efficacy of skin care product, natural and non-allergenic ingredients, and information of skin care product were also ranked as the top 3 factors influencing their decisions on skin care product purchasing.

Medium buyers: Medium buyers gave the highest score for nearly every factor affecting their decision to buy skin care from drug stores,, namely promotions, product efficacy, product ingredients, and product information. For promotions, medium buyers ranked discount, free sample, and membership as their top 3, respectively. However, only free sample gains higher importance score, which is markedly different from the score from other segments. Product efficacy, product ingredients, and product information have as much impact on buying decision of medium buyers as it does on heavy buyers. However, they are more important in normal buyers' perception than in heavy buyers'.

Light buyer: Discount, membership, and buy 1 get 1 free are top 3 most important promotions affecting buying decision. In a similar pattern to the heavy buyers, there is no significant difference between each promotion in each segment. Product efficacy, recommendation from doctors and pharmacists, and product ingredients are the other 3 factors with significant difference.

5.4 Consumers' perception toward skin care products from drug stores

Even though factors that may affect skin care buying decisions have been identified, consumers still perceive skin care from drug stores to be somewhat unable to meet all their requirements. Currently, skin care products from drug stores are perceived as exclusive skin care brands that are sold in a convenient store location with easy access as a result of a well-organized shelf layout, They come with recommendations from doctors and pharmacists and contain natural and non-allergenic product ingredients, Given all these favorable opinions, there is still room for improvement in the consumers' perceived value on skin care product from drug stores as it is not perceived well enough on some factors affecting buying decision, namely promotion, product efficacy, product information, and packaging. Drug store skin care products can be improved to increase sales by launching more promotion campaigns, informing consumers of its highly efficacy product, increasing availability of product information, and redesigning packaging.

Heavy buyers: Highly efficacy product with recommendations from doctors and pharmacists and natural and non-allergenic products are what heavy buyers regard drug stores skin cares for. Consumers in this segment also gave importance to product information, an area which unfortunately drug store skin cares are still relatively lacking, thus the low score and the lack of score difference in each segment.

Medium buyers: Medium buyers perceived skin care product from drug stores to be products that have the recommendation from doctors and pharmacists with natural and non-allergenic ingredients and high efficacy. Product information also plays an important role and is one of the consideration factors, however, similar to the heavy buyers, medium buyers also did not give drug store skin care product high score in this area.

Light buyers: Recommendation from doctors and pharmacists, convenient store location, and product information are major factors in buying decisions of light buyer. Light buyers buy skin care products at the lowest frequency of all segments. By analyzing the consumers' perception and consideration factors, it is found that current drug store skin care products in the market do not emphasize their high efficacy and their natural and non-allergenic ingredients, the two most important factors in consumers' point of view. In other words, the bigger the gap between consideration factors and product perception, the smaller purchase consumers are likely to make.

From the managerial point of view, drug store owners and skin care product owners should target medium buyer segment because they are the largest part of the population. Medium buyers are also affected by factors influencing buying decision to a higher degree in comparison to buyers in other segment. In other words, any adjustment on the product attributes will likely have the biggest impact on medium buyers that can lead to an increase in sales revenue. Currently, in the consumers' perception, drug store skin care products still have not met all of their expectations. Therefore, drug stores and skin care product owners should emphasize on promotions (buy 1 get 1 free), inform consumers of their highly efficacy products, increase availability of product information as well as redesign packaging. As for skin care product owners, more focus should be placed to produce product that meet with these requirements in order to increase sales from drug store channel.

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APPENDICES

APPENDIX A
QUESTIONNAIRE

A Study of consumer's attitude toward buying skin care product through drug stores in Thailand

This questionnaire is conducted as a part of Independent Study for Master's Degree Program in Marketing, Thammasat University, academic year 2016. We deeply appreciate your kind contribution. Your response will be confidential and only be used for survey purposes.

Definition: Skin care product: product which use to take care for all category of skin include facial, eyes, lip, neck, body, knees, hand and nail and foot.
Drug stores: places that have one corner to sell drugs and medicines with pharmacists in store and can be sell many type of product in store not only pharmaceutical product.

Section 1: General information

This section's objective are only for classification purposes and no individual answers will be reported.

1.1 Gender

1) Male	2) Female

1.2 Age

1) Less than 18 years old	2) 18 - 25 years old
3) 26 - 35 years old	4) 36 - 45 years old
5) More than 45 years old	

1.3 Monthly personal income

1) Below 30,000 THB	2) 30,001 - 50,000 THB
3) 50,001 - 100,000 THB	4) Above 100,001 THB

" ----- End of section 1 ----- "

Section 2: Consumer perception for distribution channels

This section's objective is to understand consumer perception of each distribution channels that you have toward buying skin care product.

2.1 Did you buy skin care product by yourself in the past 6 months?

1) Yes 2) No

2.2 Which statement represent for each channels the most?

(Please choose top 3 attributes per each channel)

	Hypermarket Tops / Foodland / Lotus / Big C	Sales Counter Central / The Mall	Direct Sales Door to door / Over the phone	Drug stores Boots / Watson / LAB Pharmacy	Online Facebook / IG / Websites
2.2.1 Various type of skin care product (body, facial, hand, etc.)					
2.2.2 Exclusive skin care brand					
2.2.3 New innovation (Trend leader)					
2.2.4 High product efficiency					
2.2.5 Reliability in product quality (pharmacist recommend)					
2.2.6 Best price offer (The lowest price)					
2.2.7 Shop location convenience to buy					
2.2.8 Well organize shelf (easy to find product)					
2.2.9 Best sell promotion (1 Free 1, Free trial, discount)					

2.3 Did you buy skin care product through drug stores in the past 6 months?

1) Yes 2) No (end the questionnaire)

" ----- End of section 2 ----- "

Section 3: Consumer's attitudes and behaviors toward buying skin care product through drug stores; Boots, Watson and other

This section's objective is to understand more about skin care product profile and determine consumer perceptions toward buying skin care product through drug stores.

3.1 How often do you buy skin care product through drug stores?

1) Weekly 2) Monthly

3) Quarterly 4) More than 6 months

3.2 What kind of skin care product you buy from drug stores?

1) Facial care 2) Hands and nails care

3) Body care 4) Foot care

5) Other (Please specify _____________________)

3.3 How much do you spend for buying skin care product each time at drug stores?

1) 1 - 500 THB 2) 501 - 1,000 THB

3) 1,001 - 3,000 THB 4) more than 3,000 THB

3.4 Who influences you to purchase skin care product through drug stores?
(Please choose only 1 answer)

1) Yourself 2) Friends

3) Family member 4) Beauty blogger

5) Doctor and Pharmacist 6) Celebrity

7) Sale staff in store 8) Other (Please specify __________)

3.5 How importance of the promotion effect to your decision to buy skin care product through drug stores?

	Not at all Important 1	Slightly Important 2	Important 3	Fairly Important 4	Very Important 5
3.5.1 Discount price (on sale)					
3.5.2 Buy 1 get 1 free					
3.5.3 Buy 1 get 1 small size for free					

	Not at all Important 1	Slightly Important 2	Important 3	Fairly Important 4	Very Important 5
3.5.4 Buy 1 get 1 free sample of other product in the same brand					
3.5.5 Free trial sample take away					
3.5.6 Membership for special offer					
3.5.7 Other (Please specify________)					

3.6 How importance is these factors effect to your consideration in buying skin care product through drug stores?

	Not at all Important 1	Slightly Important 2	Important 3	Fairly Important 4	Very Important 5
3.6.1 Type of skin care product available (body, facial, hand, etc.)					
3.6.2 Exclusive skin care brand					
3.6.3 New innovation (Trend leader)					
3.6.4 Product efficiency					
3.6.5 Product ingredients					
3.6.6 Product information					

	Not at all Important 1	Slightly Important 2	Important 3	Fairly Important 4	Very Important 5
3.6.7 Packaging					
3.6.8 Doctor and Pharmacist recommended					
3.6.9 Convenience to buy (stores location)					
3.6.10 Convenience to find product (shelf lay out)					
3.6.11 Country-of-origin (Thai, Japan, Korea, France, USA etc.)					
3.6.12 Other (Please specify_______)					

3.7 How much do you agree with the following statements about skin care products that sell through drug stores?

	Strongly Disagree 1	Disagree 2	Neither agree nor disagree 3	Agree 4	Strongly Agree 5
3.7.1 Drugstores provide various type of skin care product (body, facial, etc.)					
3.7.2 Drugstores has exclusive skin care brand					
3.7.3 Drugstores sell skin care product which is highly new innovation (new in the market)					

	Strongly Disagree 1	Disagree 2	Neither agree nor disagree 3	Agree 4	Strongly Agree 5
3.7.4 Drugstores sell skin care product with high product efficiency					
3.7.5 Drugstores sell skin care product with contain natural and non- allergic ingredients					
3.7.6 Drugstores sell skin care product with full of product information (benefits, how to use etc.)					
3.7.7 Drugstores sell skin care product with nice packaging: design, easy to use etc.					
3.7.8 Drugstores sell skin care product with doctor and pharmacist recommended					
3.7.9 Drug stores located in a convenience location to buy					
3.7.10 Drug stores well organize shelf lay out (easy to find product)					
3.7.11 Drugstores sell skin care product which come from reliable and qualify country of origin					
3.7.12 Other (Please specify______________)					

“ ----- End of questionnaire ----- "

We deeply appreciate your time and kind contribution.

APPENDIX B

SOCIO-ECONOMICS STATUS SCALE IN BANGKOK 2014

SES	Income per Household (Baht)	% of SES Distribution in Bangkok 2014
A+	>160,000	1%
A	85,001 – 160,000	3%
B	50,001 – 85,000	8%
C+	35,001 – 50,000	17%
C	24,001 – 35,000	25%
C-	18,001 – 24,000	22%
D	7,501 – 18,000	21%
E	0 – 7,500	3%

APPENDIX C
SUMMARY OF QUALITATIVE RESEARCH RESULT

Objective	In-Depth Interview			
	Male		Female	
Consumer profile				
Age	36 years old	28 years old	34 years old (married with no kid)	29 years old
Occupation	Own business	Employee	Own business	Employee
Consumption	every 2 months	everey 6 months	every 4 months (once want to use)	every month
Skin care product profile				
Product	Face care (foam cleansing), roll on, after shave, hair wax and body spray, body wash (all items)	Face care (foam cleansing), roll on, after shave, hair wax and body spray	Body care (jurgens) and hand care	Face care (cream, serum and face masks), body care and hand care
Price	500 THB/piece (3000 THB/time)	300 THB/piece	400 THB/piece	500 THB/piece (1000 THB/time)
Promotion	- Pacakaging special for men	- Price discount 50% - 1 Free 1 - Free give away small size product (same product which they buy)	- Price discount 50% (not high price) - 1 Free 1 - Didn't like free sample because she think that it can see efficiency in a short time	- Free sample for related product that she buy - Discount for other product category in the same brand
Consumer behavior				
Consumer's attitude toward buying	- Convenience go to one place can buy all product he use: category and brand '- Have specific corner for men which make he easy to find product (mostly buy from Watsons)	- More convenience than buy from hypermarket (mostly buy from Watsons) - Easy to find product because have specific only beauty product - Many brand and items provide - Drug store be more direct for skin care and medicine compare to supermarket which sell other product cateegory ex. food and beverage	- Convenience - Have new product and uniques brand which are not same as in hypermarket - Difference specific brand - Better service advisor, Have product knowledge and trustworthy	- Specific product for each benefits - Have difference brand which provide intense product efficiency - Pharmacist recommendatiion is reliability - More on non irritation and clinical test to approved efficay

Objective	Focus Group Interview		
	Group 1	**Group 2**	**Group 3**
Consumer profile			
Age	18 - 30 years old	31 - 45 years old	24 - 45 years old
Occupation	Own business / Employee / Student	Own business / Employee / Government	Own business / Employee
Consumption	weekly, monthly, quarterly and more than 6 months	weekly, monthly, quarterly and more than 6 months	weekly, monthly, quarterly and more than 6 months
Skin care product profile			
Product	facial care, body care, body wash, sun care, hand and nail care, roll on, body spray, perfume, lip balm etc.	facial care, body care, body wash, sun care, hand and nail care, roll on, body spray, perfume, lip balm, eye cream, mask, cleasing foam, make up remover etc.	facial care, body care, body wash, sun care, hand and nail care, roll on, lip balm, eye cream, mask, cleasing foam, make up remover etc.
Price	100 - 800 THB/piece (1,000 - 2,000 THB/time)	200 - 1,000 THB/piece (1,000 - 3,000 THB/time)	200 - 1,000 THB/piece (1,000 - 2,000 THB/time)
Promotion	- Price discount 50% - On sale - 1 Free 1 - Free give away small size product (same product which they buy)	- On sale - 1 Free 1 - Free sample for related product in the same brand - Discount for other product category in the same brand - Membership get point for discount or small free sample	- On sale - 1 Free 1 - Membership get point for discount or small free sample
Perception and buying behavior for each channels			
Hypermarket	- Sell lot of staff; food, clothes, skin care, etc - Hard to find skin care product and also lot of people - Offer good price - Can go one place to buy category - many promotion change each month - mass product always available - best price for commodity brand	- offer the cheapest price for same brand - take more time once you need to buy only some product because they have various type of other product provide not only skin care	- meet with family needs, can go one place to buy all goods; food, skin care, toys etc. - easy for people who don't want to have many option to choose for skin care brand. They have not much time to spend on listening to staff advisor
Counter Sales	- specific for all product in that brand - have all product range - high price	- sale person know product very well but most of them push to sell product to consumer so consumer feel not comfort to look over produuct before buy, they go once they have at least one product to buy.	- more premium and high price but assure for product quality and efficacy. - provide full range of product in that brand
Direct Sale	- feel not comfort because most o them are sale chain that come to find more people to become the sale line - product for each brand have intensive efficacy	- get in depth product information - have give away trial product	- feelin annoy for sale approach and take time to know their product - most of the brand not focus on product efficacy but on get membership
Drug stores	- pharmacist approved - have an exclusive brand only available at drug stores - high price - easy to find product because they offer only health care roduct - cosmeceutical product can sell only at drug stores	- have many stores, it's every where - product will have high efficacy - lot if informaition provide also have beauty advisor give advise at point of sale - sell product that come from hospitality	- mostly have product with recommend from doctor and pharmacist - not a fashion product, most of product come in the market in a plain white color with simple packaging
Online	- Cheap - have many product available - can compare price before buying - also have product review to accommodate for product data before buy - always open	- new trend of product can find here - some product not avilable in stores have to buy from other country - easy to comare product	- new trend of product will first available on online channels - can get product from many country-of-origin - easy to find differnce type of product eapecially for specific skin care purpose. - focus for the new and fashion product

APPENDIX D

SUMMARY OF RESPONDENT'S PROFILE

Gender frequency distribution (n=281)

Gender	Frequency	Percent
male	66	23.5
female	215	76.5
Total	281	100

Age frequency distribution (n=281)

Age	Frequency	Percent
18-25 years old	11	3.9
26-35 years old	186	66.2
36-45 years old	68	24.2
more than 45 years old	16	5.7
Total	281	100

Buying skin care product through drug store in the past 6 months frequency distribution (n=281)

	Frequency	Percent
Yes	212	75.4
No	69	24.6
Total	281	100

Personal income frequency distribution (n=281)

Personal Income	Frequency	Percent
<= 30,000 THB	41	14.6
30,001 - 50,000 THB	81	28.8
50,001 - 100,000 THB	113	40.2
> 100,000	46	16.4
Total	281	100

Buying consumption frequency distribution (n=281)

	Buying Consumption	Frequency	Percent
Valid	weekly	2	0.7
	monthly	59	21
	quarterly	110	39.1
	> 6 months	41	14.6
	Total	212	75.4
Missing	System	69	24.6
Total		281	100

Type of skin care product category buy frequency distribution (n=281)

	Product Category	Frequency	Percent
Valid	facial care	154	54.8
	hands and nails care	21	7.5
	body care	33	11.7
	foot care	4	1.4
	Total	212	75.4
Missing	System	69	24.6
Total		281	100

Each time spending on skin care product frequency distribution (n=281)

	Spending	Frequency	Percent
Valid	1-500 THB	37	13.2
	501-1,000 THB	112	39.9
	1,001-3,000 THB	59	21.0
	> 3,000 THB	4	1.4
	Total	212	75.4
Missing	System	69	24.6
Total		281	100

Influencer frequency distribution (n=281)

	Influencer	Frequency	Percent
Valid	yourself	96	34.2
	friends	18	6.4
	family member	15	5.3
	beauty blogger	51	18.1
	doctor and pharmacist	28	10
	sale staff in store	4	1.4
	Total	212	75.4
Missing	System	69	24.6
Total		281	100

APPENDIX E

SUMMARY OF SKIN CARE BUYER THROUGH DRUG STORE'S PROFILE

Gender frequency distribution (n=212)

	Gender					
	male		female		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
super heavy buyer	0	0.0	2	0.9	2	0.9
heavy buyer	12	5.7	47	22.2	59	27.8
medium buyer	19	9.0	91	42.9	110	51.9
light buyer	14	6.6	27	12.7	41	19.3
Total	45	21.2	167	78.8	212	100

Age frequency distribution (n=212)

	Age					
	less than 18 years		18-25 years old		26-35 years old	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
super heavy buyer	0	0.0	0	0.0	0	0.0
heavy buyer	0	0.0	2	0.9	30	14.2
medium buyer	0	0.0	6	2.8	79	37.3
light buyer	0	0.0	0	0.0	33	15.6
Total	0	0	8	3.8	142	67.0

	Age					
	36-45 years old		> 45 years old		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
super heavy buyer	0	0.0	2	0.9	2	0.9
heavy buyer	18	8.5	2	0.9	59	27.8
medium buyer	25	11.8	7	3.3	110	51.9
light buyer	8	3.8	0	0.0	41	19.3
Total	51	24.1	11	5.2	212	100

Personal income frequency distribution (n=212)

	Personal Income									
	<= 30,000 THB		30,001 - 50,000 THB		50,001 - 100,000 THB		> 100,000 THB		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
super heavy buyer	0	0.0	2	0.9	0	0.0	0	0.0	2	0.9
heavy buyer	7	3.3	11	5.2	27	12.7	14	6.6	59	27.8
medium buyer	10	4.7	34	16.0	49	23.1	18	8.5	111	52.4
light buyer	9	4.2	12	5.7	13	6.1	6	2.8	40	18.9
Total	26	12.3	59	27.8	89	42.0	38	17.9	212	100

Type of skin care product category buy frequency distribution (n=212)

	Product Category					
	facial care		hands and nails care		body care	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
super heavy buyer	0	0.0	0	0.0	0	0.0
heavy buyer	31	14.6	15	7.1	13	6.1
medium buyer	91	42.9	4	1.9	14	6.6
light buyer	32	15.1	2	0.9	6	2.8
Total	154	72.6	21	9.9	33	15.6

	Product Category					
	foot care		other		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
super heavy buyer	2	0.9	0	0.0	2	0.9
heavy buyer	0	0.0	0	0.0	59	27.8
medium buyer	2	0.9	0	0.0	111	52.4
light buyer	0	0.0	0	0.0	40	18.9
Total	4	1.9	0	0.0	212	100

Each time spending on skin care product frequency distribution (n=212)

	Spending									
	1-500 THB		501-1,000 THB		1,001-3,000 THB		> 3,000 THB		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
super heavy buyer	0	0.0	2	0.9	0	0.0	0	0.0	2	0.9
heavy buyer	13	6.1	25	11.8	21	9.9	0	0.0	59	27.8
medium buyer	20	9.4	57	26.9	30	14.2	4	1.9	111	52.4
light buyer	4	1.9	28	13.2	8	3.8	0	0.0	40	18.9
Total	37	17.5	112	52.8	59	27.8	4	1.9	212	100

Influencer frequency distribution (n=212)

	Influencer							
	yourself		friends		family member		beauty blogger	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
super heavy buyer	2	0.9	0	0.0	0	0.0	0	0.0
heavy buyer	24	11.3	4	1.9	5	2.4	16	7.5
medium buyer	52	24.5	8	3.8	10	4.7	29	13.7
light buyer	18	8.5	6	2.8	0	0.0	6	2.8
Total	96	45.3	18	8.5	15	7.1	51	24.1

	Influencer							
	doctor and pharmacist		sale staff in store		other		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
super heavy buyer	0	0.0	0	0.0	0	0.0	2	0.9
heavy buyer	8	3.8	2	0.9	0	0.0	59	27.8
medium buyer	10	4.7	2	0.9	0	0.0	111	52.4
light buyer	10	4.7	0	0.0	0	0.0	40	18.9
Total	28	13.2	4	1.9	0	0.0	212	100

APPENDIX F

SUMMARY OF CONSUMER PERCEPTION ON EACH SALE CHANNELS (n=281)

		Hypermarket		Sales Counter		Direct Sales		Drug Stores		Online	
		Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Various type of skin care product	Yes	1	0.4	0	0	0	0	0	0	0	0
	No	280	99.6	281	100	281	100	281	100	281	100
	Total	281	100	281	100	281	100	281	100	281	100
Exclusive skin care brand	Yes	13	4.6	165	58.7	194	69	67	23.8	67	23.8
	No	268	95.4	116	41.3	87	31	214	76.2	214	76.2
	Total	281	100	281	100	281	100	281	100	281	100
New innovation	Yes	35	12.5	121	43.1	135	48	49	17.4	49	17.4
	No	246	87.5	160	56.9	146	52	232	82.6	232	82.6
	Total	281	100	281	100	281	100	281	100	281	100
High product efficacy	Yes	62	22.1	158	56.2	72	25.6	152	54.1	152	54.1
	No	219	77.9	123	43.8	209	74.4	129	45.9	129	45.9
	Total	281	100	281	100	281	100	281	100	281	100
Reliability	Yes	49	17.4	84	29.9	51	18.1	216	76.9	216	76.9
	No	232	82.6	197	70.1	230	81.9	65	23.1	65	23.1
	Total	281	100	281	100	281	100	281	100	281	100
Best price	Yes	128	45.6	15	5.3	107	38.1	32	11.4	32	11.4
	No	153	54.4	266	94.7	174	61.9	249	88.6	249	88.6
	Total	281	100	281	100	281	100	281	100	281	100
Shop location	Yes	117	41.6	87	31	39	13.9	60	21.4	60	21.4
	No	164	58.4	194	69	242	86.1	221	78.6	221	78.6
	Total	281	100	281	100	281	100	281	100	281	100
Shelf lay out	Yes	75	26.7	91	32.4	16	5.7	113	40.2	113	40.2
	No	206	73.3	190	67.6	265	94.3	168	59.8	168	59.8
	Total	281	100	281	100	281	100	281	100	281	100
Best promotion	Yes	181	64.4	39	13.9	140	49.8	66	23.5	66	23.5
	No	100	35.6	242	86.1	141	50.2	215	76.5	215	76.5
	Total	281	100	281	100	281	100	281	100	281	100

APPENDIX G

SUMMARY OF IMPORTANT SCORE IN PROMOTION

Important score distribution in each segment (n=212)

Promotion	Buying Frequency	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
discount	super heavy	2	3	0	0	3	3
	heavy	59	4.034	1.1592	0.1509	3.732	4.336
	medium	110	4.2	0.8328	0.0794	4.043	4.357
	light	41	3.902	0.8002	0.125	3.65	4.155
	Total	212	4.085	0.935	0.0642	3.958	4.211
buy 1 get 1 free	super heavy	2	3	0	0	3	3
	heavy	59	3.81	1.167	0.152	3.51	4.12
	medium	110	3.66	0.921	0.088	3.49	3.84
	light	41	3.46	1.286	0.201	3.06	3.87
	Total	212	3.66	1.07	0.073	3.52	3.81
free small size	super heavy	2	5	0	0	5	5
	heavy	59	3.254	1.4455	0.1882	2.878	3.631
	medium	110	3.382	0.9285	0.0885	3.206	3.557
	light	41	2.805	1.2087	0.1888	2.423	3.186
	Total	212	3.25	1.1718	0.0805	3.091	3.409
free other product sample	super heavy	2	2	0	0	2	2
	heavy	59	3.22	1.353	0.176	2.87	3.57
	medium	110	3.35	1.037	0.099	3.16	3.55
	light	41	2.88	1.229	0.192	2.49	3.27
	Total	212	3.21	1.179	0.081	3.05	3.37
free trial sample	super heavy	2	1	0	0	1	1
	heavy	59	3.41	1.51	0.197	3.01	3.8
	medium	110	4.01	1.31	0.125	3.76	4.26
	light	41	3.34	1.296	0.202	2.93	3.75
	Total	212	3.68	1.414	0.097	3.49	3.88
membership	super heavy	2	4	0	0	4	4
	heavy	59	3.83	1.302	0.169	3.49	4.17
	medium	110	3.93	1.171	0.112	3.71	4.15
	light	41	3.63	1.067	0.167	3.3	3.97
	Total	212	3.84	1.184	0.081	3.68	4

ANOVA comparison for difference between segments (n=212, P < .05)

Promotion	Segment	Sum of Squares	df	Mean Square	F	Sig.
discount	Between Groups	5.33	3	1.777	2.063	0.106
	Within Groups	179.142	208	0.861		
	Total	184.472	211			
buy 1 get 1 free	Between Groups	3.848	3	1.283	1.123	0.341
	Within Groups	237.699	208	1.143		
	Total	241.547	211			
free small size	Between Groups	16.161	3	5.387	4.096	0.008
	Within Groups	273.589	208	1.315		
	Total	289.75	211			
free other product sample	Between Groups	9.75	3	3.25	2.383	0.070
	Within Groups	283.699	208	1.364		
	Total	293.448	211			
free trial sample	Between Groups	35.378	3	11.793	6.347	0.000
	Within Groups	386.448	208	1.858		
	Total	421.825	211			
member ship	Between Groups	2.628	3	0.876	0.621	0.602
	Within Groups	293.235	208	1.41		
	Total	295.863	211			

APPENDIX H

SUMMARY OF IMPORTANT SCORE IN BUYING CONSIDERATION FACTORS

Important score distribution in each segment (n=212)

Buying Decision Factors	Buying Frequency	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
type of skin care product available	super heavy	2	3	0	0	3	3
	heavy	59	3.54	1.194	0.155	3.23	3.85
	medium	110	3.72	0.847	0.081	3.56	3.88
	light	41	3.59	1.072	0.167	3.25	3.92
	Total	212	3.64	0.995	0.068	3.5	3.77
exclusives kin care brand	super heavy	2	3	0	0	3	3
	heavy	59	3.47	1.305	0.17	3.13	3.81
	medium	110	3.92	1.015	0.097	3.73	4.11
	light	41	3.78	1.013	0.158	3.46	4.1
	Total	212	3.76	1.112	0.076	3.61	3.91
new innovation	super heavy	2	3	0	0	3	3
	heavy	59	3.59	1.1	0.143	3.31	3.88
	medium	110	3.3	0.973	0.093	3.12	3.48
	light	41	3.71	0.955	0.149	3.41	4.01
	Total	212	3.46	1.013	0.07	3.32	3.59
product efficiency	super heavy	2	3	0	0	3	3
	heavy	59	4.51	0.898	0.117	4.27	4.74
	medium	110	4.82	0.387	0.037	4.74	4.89
	light	41	4.76	0.538	0.084	4.59	4.93
	Total	212	4.7	0.632	0.043	4.62	4.79
product ingredients	super heavy	2	3	0	0	3	3
	heavy	59	4.24	0.989	0.129	3.98	4.49
	medium	110	4.6	0.68	0.065	4.47	4.73
	light	41	4.29	0.642	0.1	4.09	4.5
	Total	212	4.42	0.796	0.055	4.32	4.53
product information	super heavy	2	3	0	0	3	3
	heavy	59	4.22	1.035	0.135	3.95	4.49
	medium	110	4.45	0.762	0.073	4.31	4.6
	light	41	4.24	0.699	0.109	4.02	4.46
	Total	212	4.33	0.847	0.058	4.22	4.45

Buying Decision Factors	Buying Frequency	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
packaging	super heavy	2	2	0	0	2	2
	heavy	59	3.86	1.196	0.156	3.55	4.18
	medium	110	4.15	0.969	0.092	3.97	4.34
	light	41	3.71	0.901	0.141	3.42	3.99
	Total	212	3.97	1.05	0.072	3.82	4.11
doctor and pharmacist recommended	super heavy	2	3	0	0	3	3
	heavy	59	4.02	0.9	0.117	3.78	4.25
	medium	110	4.36	0.875	0.083	4.2	4.53
	light	41	4.44	0.923	0.144	4.15	4.73
	Total	212	4.27	0.907	0.062	4.15	4.39
stores location	super heavy	2	4	0	0	4	4
	heavy	59	4.15	0.906	0.118	3.92	4.39
	medium	110	4.42	0.771	0.073	4.27	4.56
	light	41	4.1	0.831	0.13	3.84	4.36
	Total	212	4.28	0.828	0.057	4.17	4.39
shelf layout	super heavy	2	2	0	0	2	2
	heavy	59	3.58	1.221	0.159	3.26	3.89
	medium	110	4.16	1.063	0.101	3.96	4.36
	light	41	3.63	1.019	0.159	3.31	3.96
	Total	212	3.88	1.141	0.078	3.72	4.03
country of origin	super heavy	2	5	0	0	5	5
	heavy	59	3.59	1.002	0.13	3.33	3.85
	medium	110	3.51	0.714	0.068	3.37	3.64
	light	41	3.34	1.015	0.159	3.02	3.66
	Total	212	3.51	0.873	0.06	3.4	3.63

ANOVA comparison for difference between segments (n=212, P < .05)

		Sum of Squares	df	Mean Square	F	Sig.
type of skin care product available	Between Groups	2.174	3	0.725	0.729	0.536
	Within Groups	206.859	208	0.995		
	Total	209.033	211			
exclusives kin care brand	Between Groups	8.731	3	2.91	2.402	0.069
	Within Groups	252	208	1.212		
	Total	260.731	211			
new innovation	Between Groups	6.793	3	2.264	2.245	0.084
	Within Groups	209.825	208	1.009		
	Total	216.618	211			
product efficacy	Between Groups	9.608	3	3.203	8.921	0.000
	Within Groups	74.67	208	0.359		
	Total	84.278	211			
product ingredients	Between Groups	10.227	3	3.409	5.738	0.001
	Within Groups	123.566	208	0.594		
	Total	133.792	211			
product information	Between Groups	6.252	3	2.084	2.99	0.032
	Within Groups	144.969	208	0.697		
	Total	151.222	211			
packaging	Between Groups	14.993	3	4.998	4.773	0.003
	Within Groups	217.776	208	1.047		
	Total	232.769	211			
doctor and pharmacist recommended	Between Groups	9.139	3	3.046	3.851	0.01
	Within Groups	164.535	208	0.791		
	Total	173.675	211			
stores location	Between Groups	4.58	3	1.527	2.268	0.082
	Within Groups	140.001	208	0.673		
	Total	144.58	211			
shelf layout	Between Groups	23.838	3	7.946	6.585	0.000
	Within Groups	250.974	208	1.207		
	Total	274.811	211			
country of origin	Between Groups	6.01	3	2.003	2.689	0.047
	Within Groups	154.948	208	0.745		
	Total	160.958	211			

APPENDIX I

SUMMARY OF RESPONDENT'S SCORE IN PRODUCT ATTRIBUTE

Important score distribution in each segment (n=212)

Promotion	Buying Frequency	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
type of skin care product available	super heavy	2	5	0	0	5	5
	heavy	59	3.678	1.2239	0.1593	3.359	3.997
	medium	110	3.827	0.9565	0.0912	3.647	4.008
	light	41	3.439	1.0012	0.1564	3.123	3.755
	Total	212	3.722	1.0544	0.0724	3.579	3.864
exclusives kin care brand	super heavy	2	5	0	0	5	5
	heavy	59	3.66	1.06	0.138	3.38	3.94
	medium	110	4.04	0.812	0.077	3.88	4.19
	light	41	3.49	1.098	0.172	3.14	3.83
	Total	212	3.83	0.972	0.067	3.7	3.97
new innovation	super heavy	2	5	0	0	5	5
	heavy	59	3.56	1.103	0.144	3.27	3.85
	medium	110	3.39	0.949	0.09	3.21	3.57
	light	41	3.34	0.911	0.142	3.05	3.63
	Total	212	3.44	0.994	0.068	3.31	3.58
product efficacy	super heavy	2	4	0	0	4	4
	heavy	59	4.2	0.961	0.125	3.95	4.45
	medium	110	4.38	0.824	0.079	4.23	4.54
	light	41	3.98	0.851	0.133	3.71	4.24
	Total	212	4.25	0.876	0.06	4.13	4.37
product ingredients	super heavy	2	3	0	0	3	3
	heavy	59	4.08	0.988	0.129	3.83	4.34
	medium	110	4.45	0.831	0.079	4.3	4.61
	light	41	4	0.949	0.148	3.7	4.3
	Total	212	4.25	0.923	0.063	4.13	4.37
product information	super heavy	2	4	0	0	4	4
	heavy	59	4.02	1.025	0.133	3.75	4.28
	medium	110	4.16	0.972	0.093	3.98	4.35
	light	41	4.02	0.821	0.128	3.77	4.28
	Total	212	4.09	0.954	0.066	3.97	4.22

Promotion	Buying Frequency	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
packaging	super heavy	2	4	0	0	4	4
	heavy	59	3.86	1.042	0.136	3.59	4.14
	medium	110	4.11	0.942	0.09	3.93	4.29
	light	41	3.9	0.768	0.12	3.66	4.14
	Total	212	4	0.939	0.064	3.87	4.13
doctor and pharmacist recommended	super heavy	2	4	0	0	4	4
	heavy	59	4.07	0.828	0.108	3.85	4.28
	medium	110	4.61	0.743	0.071	4.47	4.75
	light	41	4.61	0.628	0.098	4.41	4.81
	Total	212	4.45	0.78	0.054	4.35	4.56
stores location	super heavy	2	3	0	0	3	3
	heavy	59	3.98	0.974	0.127	3.73	4.24
	medium	110	4.36	0.751	0.072	4.22	4.51
	light	41	4.51	0.675	0.105	4.3	4.73
	Total	212	4.27	0.832	0.057	4.16	4.39
shelf layout	super heavy	2	3	0	0	3	3
	heavy	59	3.9	0.959	0.125	3.65	4.15
	medium	110	4.27	0.866	0.083	4.11	4.44
	light	41	3.9	0.889	0.139	3.62	4.18
	Total	212	4.08	0.915	0.063	3.96	4.21
country of origin	super heavy	2	3	0	0	3	3
	heavy	59	4.05	0.918	0.119	3.81	4.29
	medium	110	3.77	0.774	0.074	3.63	3.92
	light	41	3.76	0.86	0.134	3.48	4.03
	Total	212	3.84	0.839	0.058	3.73	3.95

ANOVA comparison for difference between segments (n=212, P < .05)

		Sum of Squares	df	Mean Square	F	Sig.
type of skin care product available	Between Groups	7.883	3	2.628	2.411	0.068
	Within Groups	226.697	208	1.09		
	Total	234.58	211			
exclusives kin care brand	Between Groups	13.903	3	4.634	5.201	0.002
	Within Groups	185.319	208	0.891		
	Total	199.222	211			
new innovation	Between Groups	6.368	3	2.123	2.186	0.091
	Within Groups	201.953	208	0.971		
	Total	208.321	211			
product efficacy	Between Groups	5.251	3	1.75	2.327	0.076
	Within Groups	156.499	208	0.752		
	Total	161.75	211			
product ingredients	Between Groups	11.901	3	3.967	4.916	0.003
	Within Groups	167.849	208	0.807		
	Total	179.75	211			
product information	Between Groups	1.1	3	0.367	0.399	0.754
	Within Groups	191.013	208	0.918		
	Total	192.113	211			
packaging	Between Groups	2.784	3	0.928	1.054	0.37
	Within Groups	183.216	208	0.881		
	Total	186	211			
doctor and pharmacist recommended	Between Groups	12.852	3	4.284	7.703	0.000
	Within Groups	115.676	208	0.556		
	Total	128.528	211			
stores location	Between Groups	11.451	3	3.817	5.895	0.001
	Within Groups	134.681	208	0.648		
	Total	146.132	211			
shelf layout	Between Groups	9.654	3	3.218	4.012	0.008
	Within Groups	166.818	208	0.802		
	Total	176.472	211			
country of origin	Between Groups	4.821	3	1.607	2.325	0.076
	Within Groups	143.727	208	0.691		
	Total	148.547	211			

BIOGRAPHY

Name	Ms. Warunya Kunapermsiri
Date of Birth	July 26, 1985
Educational Attainment	2011: Bachelor of Arts
	Diploma in English for Business and Management
	Thammasart University
	2006: Bachelor of Science
	Food Science and Technology
	Kasetsart University
Work Position	Business Development Specialist
	Forecus Co., Ltd.
Work Experiences	2015 – 2011: Sale Supervisor
	Brenntag Ingredients (Thailand) PCL.
	2011 – 2010: Key Account Specialist
	DKSH Co., Ltd.
	2010 – 2006: Senior Scientist Marketing
	ALS Laboratory Group (Thailand) Co., Ltd.