



**FACTORS INFLUENCING PURCHASING DECISION OF
LIPSTICK CONSUMERS AMONG THAI WOMEN**

BY

MISS CHANYA SIRIPHANNON

**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 2019

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INDEPENDENT STUDY

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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)

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ABSTRACT

The beauty market in Thailand has continuously grown from year to year. The market value has bloomed by double digits because of the digital channel and marketing. The unlimited access of digital platform along with the rapid growth of smart phone users in Thailand, the internet is busy more than it has ever been. The number of users have been increasing rapidly over the year. However, the online shopping for cosmetics are still accounts only 15% of the total value of the beauty market (Marketeer, 2019). Therefore, there is huge opportunity in the beauty market especially for lipsticks which account for 26% of the makeup segment.

In spite of the fact that online shopping has become more popular, some customers choose to stay with traditional shopping, offline stores. This study findings will support and assist brand and retailers to better understand Thai women's lipstick purchasing behavior and identify factors that influence them in lipstick and channel selection. In addition, the study will help brand understand more about lipstick purchasing journey, triggers and barriers of becoming online shoppers and customer profile of online lipstick purchaser in the context of Thailand.

The study conducted with both exploratory and descriptive research to collect data from select target group to gain insight and information regarding the research objectives. Exploratory research included in-depth interviews and focus groups. Descriptive research conducted by online survey to collect data.

The findings from the study divide the respondents into two group, online and offline. The factors which influence lipstick purchasing decisions for both groups are Color, Texture, Form of Lipstick, Price and Review from influencer or beauty blogger. Moreover, the triggers and barriers are provided as a result of the study to later apply in strategies to support brand in increasing online traffic along with enhance the experience of lipstick shopping in offline stores.

Keywords: Lipstick, Cosmetics, Online Shopping, Ecommerce, Online Store, Physical Store



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CHAPTER 1

INTRODUCTION

1.1 Introduction

Lipstick is more than just a type of cosmetics for women. It is one of the tools that help women to beautify their appearance, express their personalities, and elevate their level of self-esteem. The rise of social media in Thailand has changed the level of beauty standards perceived by Thais, which leads to the growth in the beauty market, especially cosmetics. The beauty market in Thailand has been reportedly valued at the amount of 300 billion Thai baht with 10% growth annually (Marketeer, 2019). Cosmetics accounted for 19% of the total market.

Cosmetics have always been sold through traditional ways via counters in stores until the world of beauty could no longer resist the power of digital disruption. Although 85% of the sales of cosmetics were made offline as of the year 2018, the number of online sales is expected to grow at an accelerated speed due to the high penetration of mobile phone usage in Thailand. Thailand is now ranked third in mobile E-commerce, according to the Global Digital Report (Leesa-nguansuk, 2019). Therefore, technology has become a tool used by the Beauty Industry to enhance the experience of the consumers through both in-store retailing and E-commerce. For example, Estee Lauder has used augmented reality in allowing the female customers to try lipstick on the eCommerce channel (Salazar, 2017). It is not just only the way the industry practices that technology has changed but also the way that consumers pursue their journey in purchasing cosmetics has changed as well.

This research study intends to investigate and determine the critical factors that influence women when purchasing lipstick such as brand, packaging, color, and texture, and to understand the customer purchasing journey from search to product acquisition offline vs. online along with identifying customer profiles with their demographics. This study will be beneficial for entrepreneurs who have an interest in owning a cosmetics brand, marketers, and retailers in planning strategies to grow competitively via both online and offline channels.

1.2 Research Background

Thailand's Cosmetics market is the largest in the ASEAN region (Kasikorn Bank, 2017), divided into Local and Imported Brands. The market is considered to be highly competitive, with more than 100 brands consolidated in the landscape. The Thai beauty market consolidation level follows after only Japan and Korea. The total value of the cosmetics industry 2018 in Thailand was 210,000 million Thai baht. The proportion is 46% Facial products, 26% for Lips products, 17% for Eyes products, and 1% goes to Nails products. The cosmetics market is expected to growth 2 to 3 percent annually.

The key players in the market are multinational Brands such as L'Oréal and M.A.C. The market tends to favor items from Korea and Japan because of the popularity of the K-Pop and J-Pop culture that has been invading Thailand for the last ten years. Local brands are on the rise in this competition as well. Thai Brands are growing stronger because of the improvement of innovations in manufacturing that improve both design and quality to be as good as those from Korean or Japan with affordable prices and that cater to the real needs of the locals.

It is not just the number of brands that are growing, but the channels for buying cosmetics are increasing, too. There are department stores such as Siam Paragon, drug stores such as Boots and Watsons, specialty stores such as Eve and Boy and Beautrium, and supermarkets, for example, Tops. Most of the physical chains also have their online stores that allow people to shop 24/7 with exclusive premiums and promotions. Moreover, there are unique stores on which cosmetics are available to buy, such as beauticool.com and konvy.com. Physical and online channels are now competing against each other with price and premium.

The growth of the market is the confirmation of the changes in consumer lifestyles in Thailand, especially among females. The media has transformed the way we live and the perception of women among themselves. With the rise of Social Media and the use of Smartphones and beauty apps, women are growing up faster and aging more slowly. Young girls are now growing up wanting to become a YouTuber. They are exposed to cosmetics earlier and are learning to spend on their first purchase of

cosmetics more quickly. Adults are purchasing cosmetics for pampering themselves in order to age more slowly and look younger. Appearance does matter for all ages.

If you ask Thai women, "What are you carrying in your purse?", you will need to give them quite some time to get everything out and show you in detail. Some of them might even be more surprised by how many tubes of lipstick are lying in their purse. Women might not buy other cosmetics as much as lipstick, as lipstick is prominent in helping with changing their appearance from day to night from one emotion to another. The color change can make your whole appearance change for the day. Women empower their days with colors, which is the reason they are carrying different kinds of lipstick. Texture is also important because it gives you different dramatic finishing looks on your whole facial features. It is crucial for women nowadays to have their makeup bag in hand so that they are ready for any occasion that might unexpectedly occur during the day.

1.3 Research Objectives

The objectives of the proposed study include the following:

1. To identify the critical factors affecting Thai women's decisions when purchasing lipstick.
2. To identify the key triggers and barriers in the selection of channels in lipstick purchasing between online and offline channels.
3. To understand the customer journey of female consumers in purchasing lipstick through an online channel from the search to the product delivery.
4. To identify online lipstick consumer profiles.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Global View on Beauty Products

Mintel reported that most US women are buying beauty products for the same purpose but prefer more personalization and customization in response to different specific needs. A total of 71% of women agreed that, *“It’s important to look their best when leaving the house.”* Moreover, 69% said, *“They get a boost of self-esteem from using beauty products.”* In addition, 81% of US women buying beauty products believe that it is important to express personal style (Utroske, 2016).

2.2 Digitalization and Beauty Products

Digitalization has changed the behavior of purchasing since the beginning of the process of acquiring information. Online reviews and Social Media are growing stronger and are used as tools for customers to educate themselves before buying. They are accessible everywhere on every device at any point in time. It is significant for brands to not overlook this change. Beauty Products have always been sold through stores for decades, but now this is being disrupted by technology. The market landscape has shifted from selling through counters or shops to direct-to-consumer. *“These changes are powered by artificial intelligence, which is driving personalization while sampling, loyalty/rewards, cross- and up-selling and promotions are all key to successful direct-to-consumer sales.”* (Kestenbaum, 2019). This creates two-way communications between brands and customers. In addition, it allows brands to develop a relationship with customers at a lower cost with unlimited access from any location around the world, which can be built as a community for the exchange of information and interests.

Shopping behavior is now moving from Brick and Mortar towards E-commerce. The only absence of the online world is that of the physical trials, which are now being replaced by technologies to complete the online experience to 360-degree

levels. Instagram and YouTube have changed the way that people react and consume information about products. Brands used to be the one that had the control in hand, but this is no longer the case. Consumers are now in the driver's seat. They know what they want and will choose to interact with brands that effectively respond to their needs at a customized level. They are looking for compelling experiences offered by brands through products and brand communication because cosmetics are an important part of their lifestyles.

There are three major consumer trends to be aware of, which are Made for Social, the influences on influencers, and the individual consumer experience.

‘Made for Social’ refers to the desire of a woman to be photo-ready or flawless at all times, not just on social media. This is leading brands to launch many new campaigns and product development in order to respond to the shifting demand for beauty. This further expands the impact of the packaging on the products as well. Packaging has to be cute, photogenic and Instagram friendly.

The ‘influence on influencers’ refers to the phenomena where stars or celebrities who have a strong presence in the media create new brands that cater to a specific target group of customers, who are their followers, for example Kylie Cosmetics. Also, the impact of the power that influencers have on consumer decisions has become stronger than that of the salespersons in the stores. These days, people tend to look for all information via their smartphones and listen to their favorite influencers.

‘Individual customer experiences’ refer to how brands are responding to the consumer's voices and catering their new product lines to be more specific to different demographics such as age and skin tones.

Consumers still want some guidance from brands but now prefer it to be more personalized. Customers prefer to buy from those online sites that record their purchase history and the ones that can recommend some items based on their prior purchases and site visit activities (Simpson & Craig, 2019).

Therefore, the global cosmetics industry is now being challenged by digitally native brands that have leveraged social media platforms to create and communicate a more captivating consumer experience.

2.3 Thailand's Online Beauty Market Landscape

In Thailand's Beauty Market Landscape, where people are very price-sensitive, it is expected that people will be turning to online purchasing more because of the higher penetration rate of the Internet with a much lower price provided through the E-commerce channels. According to the research of ecommerceIQ, 31% of females are buying color cosmetics online, mostly via the two biggest E-commerce platforms, Lazada and Shopee. Also, 25% consider the function of the product when making purchase decisions, followed by price at 22% and product reviews at 17%. Thai consumers look for good quality products at an affordable price, which brings them the best results (Oktaviani, 2018).

Other than being a large marketplace, Social Networking sites in Thailand, such as Facebook, Instagram, Line, and Twitter, have grown to become a part of the new marketplace for Thai business ventures. Thai consumers tend to shop more on social network stores in which convenience, reasonable prices, store reputation, product quality, and security in the payment system are the primary motivators for shopping. Besides this, Thais tend to spend more if the customer service and engagement are well delivered (Ackaradejruangsri, 2015).

2.4 Factors Influencing Thai consumers to buy beauty products online

The ecommerceIQ Beauty Survey has reported that Price is an essential factor in luring customers to move to an online platform. Offering discounts is strongly considered as among the most significant factors, followed by free delivery, variety of products, sample giveaways, product information displays, and lastly, being able to chat with sellers. Online purchasing makes it convenient for shoppers to compare products and prices in one place.

Color Cosmetics are the most frequently purchased beauty products via online platforms because of the convenient access of information online, and the price starts much lower than others in the beauty products categories. The price of color cosmetics is as little as 39 Thai baht, while other skincare products start in the range of 1,000 Thai baht. Although price is the main concern, 57% of the customers still demand

variety, which is the reason Thai customers do not have loyalty because they tend to look for something new and are very open about trying new products. Thais adopt new products much more quickly in comparison to other countries.

There are seven features that Thai consumers take into account when buying beauty products: product function, price, good reviews, brand reputation, advice from experts, friends and family recommendations, and delivery time (Oktaviani, 2018).

To understand more about Thai consumers with regard to purchasing lipstick, the Marketing Mix can help with analyzing and classifying the crucial criteria and concerns of customers throughout their journey of purchasing along with the Consumer Journey map in order to understand customers from the stage of awareness to the repurchase or drop-out stage (Hague, 2019).

2.5 The Buying Decision Process: The Five Stage Model

Consumer behavior is influenced by cultural, social and personal factors. Cultural factors have been buried deep into our behavior since we were young and crafted through time. They are the fundamental root of how we behave and need things. Sub-culture, such as nationality, defines a more specific identity of a person's needs and wants, which have been influenced by the groups of people we are related with one way or another. Social Factors are a reference group that have a direct influence on our attitudes. They introduce concepts and lifestyles to us, as a buyer. Personal Factors such as age, occupation, personality, and life stage play a huge role in the decision making of a person. Our lives change under adaptation of the needs to blend in and survive in society. The patterns of consumption do change in regard to our economic status, which is usually a result of our work environment.

In order to understand consumer behavior, marketing scholars have developed a five-stage model to describe the common journey that a consumer passes through. These five stages are problem recognition, information search, and evaluation of alternatives, purchase decision, and post-purchase behavior.

Problem Recognition starts with the trigger, which is a problem or need of the buyer. This need produces stimuli as an internal or external need. Information

Search is the stage where a consumer became more active regarding the product. They try to find and search for more information via credible sources. Sometimes, they just go directly into the store to seek the information from the product owner or service provider. Information sources are from personal connections, commercial advertisements, public media and experiential via review. After enough information has been collected, a set of products will be formed in the consumer's mind, including the total set, the awareness set, the consideration set, and the choice set, before a decision is made. Evaluation of Alternatives is the stage where the customer uses belief and attitudes combined with the information to decide which products will serve their need the best. During this stage, consumers form an intention to buy the most preferred brand.

The Purchase Decision is formed by a combination of factors that strongly affect our intention and decision regarding buying. The attitudes of others, especially those that are close to us such as family members and friends, strongly influence our purchase decision.

The Post-purchase Behavior depends on the satisfaction with the solving of the problems for the customer by the product. A satisfied customer tends to repurchase the product and use the power of word-of-mouth in spreading positive comments about the product. Brands constantly need to communicate positive information to customers in order to keep the positive levels of products in the consumers' minds (Kotler & Keller, 2016).

2.6 Summary of the Literature Review

The rise of internet usage and many applications have changed people's lifestyles completely. It also affects the journey of consumers in buying beauty products in Thailand. Brands are using social media as new connecting tools to get in contact with consumers, and channels need to increase their online availability to capture the share of consumers that are increasingly moving towards online shopping. The Beauty market has grown in recent years as a result of technology and innovation that allows people to shop from everywhere at any time. The availability of E-commerce has reduced the limitations of beauty shopping. However, there are still some limitations

that slow down the beauty markets and prevent growth at a high level of speed, such as the lack of physical trials. The intention of this study is to provide key insights and the factors that affect Thai females' decision to buy lipstick online, which might help Brand Managers or retailers in the implementation of the effective strategic plans for future marketing development for Beauty products online.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Methodology

The research was conducted by using two research methods, exploratory and descriptive research.

3.1.1 Exploratory Research

Secondary data were obtained during the previous stage of research to understand the overview of the industry, market landscape and possible factors that might affect the customer journey and customer decision process. A focus group and in-depth interviews with prospective target consumers were conducted to investigate the insights and look for more attributes that might not be extracted from the secondary data.

3.1.1.1 In-depth Interviews

The in-depth interviews were conducted in order to gather personal insights and understand the behavior of the current consumers of cosmetics and lipstick. The information later helped in defining the key factors and other attributes that possibly affect lipstick purchasing decisions. The results from the in-depth discussion helped in the designing of the questionnaires in the later stage.

3.1.1.2 Focus Group

The focus group was conducted in order to gain further understanding of consumer behavior, influence and insight among the target consumers group. The observations were made of both the response and the action of the respondents to each other. The results from the focus group helped in the designing of the questionnaires in the later stage.

3.1.2 Descriptive Research

Descriptive research was conducted using the Online Questionnaire Survey, Survey Monkey. The samples were collected with convenience sampling (non-probability sampling).

The information gathered from the focus group, and in-depth interviews were used in designing a set of questions to identify the factors and attributes that contribute to Thai Female decisions when buying lipstick. The questionnaire is divided into five parts:

1. Screening Questions
2. Consumer purchasing behavior when buying cosmetics
3. Consumer purchasing behavior when buying lipstick
4. Consumer purchasing behavior when buying lipstick online
5. Consumers' General Information.

3.2 Data Collection

3.2.1 Exploratory Research

3.2.1.1 In-depth Interviews

The in-depth interviews were conducted via telephone calls with respondents aged between 24 - 50 years old, one by one. Interviewees were recruited via personal connection based on the criteria of the sample selection. The interviews started with low-key conversation about shopping for cosmetics before the researcher clearly stated the purpose of the interview. The researcher aimed to observe the key insights and gather the primary data of current consumer behavior in order to further develop the hypothesis to set up the questionnaires. Interviewees were asked the questions as listed in Appendix A.

3.2.1.2 Focus Group

A focus group of six women aged between 24 - 50 years old who like to purchase cosmetics was conducted in January 2020. The members of the focus group were recruited via personal connection. The discussion was aimed to further investigate the influences of consumer behavior, one over another, in perception

towards purchasing lipstick and purchasing lipstick online. This also helped to further expand the range of attributes list and the factors that influence women when buying lipstick. The focus group members tended to agree and add to each other's comments. The questions for the focus group discussion are listed in Appendix B.

3.2.2 Descriptive Research

3.2.2.1 Questionnaire

The questionnaire was created using an online survey website, Survey Monkey. The survey was used to collect the data to identify the attributes and the factors affecting Thai females' customer journeys and decisions when buying lipstick both online and offline. It was distributed through personal connections via social media and direct contacts. The target number of respondents for this data collection is 200 participants.

3.3 Sample Selection

The sample for this research was selected with convenience samples (non-probability sampling). The target population is Thai women aged from 20 to 50 who like to shop and have purchased cosmetics at least once in the past 12 months.

3.4 Data Analysis

The data gathered from the exploratory research was used to identify the key words, key factors and attributes and key behaviors in relation to lipstick purchasing. This was later used in helping with the scope and design of the questionnaires.

The data gathered from Online Survey was sorted and cleaned before running the analysis with SPSS (Statistical Package for the Social Sciences). Data was analyzed by setting the dependent variables to classify the sample group of respondents into online and offline lipstick purchasers. A custom table is used to differentiate the

data into two groups. Comparison of Means, Analysis of Variance and Independent samples t-test are used to compare both groups.

3.5 Identification of Research Variables

Key variables for this research can be classified into dependent and independent variables. In order to achieve the objective of this research, the variables are set in compliance to classify online customer profiles, identify the factors that affect Thai women when purchasing lipstick along with the triggers and barriers for customers to decide whether to become an online shopper.

The dependent variable is the past experience of the customer in purchasing lipstick through any online channel at least once.

The independent variables are divided as follows:

- Demographics such as age, income, occupation, and marital status, which help in defining the customer profile.
- The Consumer Journey for purchasing Cosmetics, especially Lipstick, from the Search to the Product Acquisition, such as Information Search, Shopping Place, Buying Frequency, Budget, and Occasion.
- The Consumer Journey for purchasing Lipstick Online, such as Website Visiting, Frequency, and Occasion.
- Attributes that influence purchasing decisions, such as Brand Name, Brand Reputation, Promotion, etc.

3.6 Limitations of the study

The sample size collected is from convenience sampling with a relatively small samples in comparison to the number of women in the target population age group in Thailand. The research will not be able to represent the entire population of the target. A sample with a larger size will improve the accuracy of the findings and better differentiate and classify the factors that affect lipstick purchasing among the population of interest.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Exploratory Research Results

4.1.1 In-depth Interviews

Interviews were conducted on the 6th and 7th of November with seven different people who live in Bangkok and are regular lipstick users. Respondents are female aged 24 - 28 years old. Two of them are currently working full-time, two are freelancers, two are master's degree students, and one is a business owner. The objective of the interviews was to understand the current behavior, criteria, triggers and barriers in purchasing lipstick and to find commonality of the subjective criteria in purchasing decisions.

Key Findings:

1. All of the participants are concerned mainly about the color of the lipstick.
2. Five interviewees said that trial of the product is critical to their final purchase decision.
3. All said that Social Media has a strong influence on their awareness and purchasing decision.
4. Frequency of Media Exposure stimulates the desire for product trials and store visits.
5. Color, brand, texture and price are the main criteria that all interviewees have in mind as a top concern.

4.1.2 Focus Group

The focus group was conducted on the 4th of January 2020. The participants were six women who are regular consumers of cosmetics brands. The group was mixed between Offline shoppers and Both channel shoppers.

Offline shoppers prefer to buy and select products at the store. They use social media as a tool to help with seeking information. They tend to listen to friends and family suggestions.

A Both channel shopper is a person who shops through both offline and online channels but tends to shop online on certain occasions, such as during promotional campaigns or when stock is out in the offline stores.

There were three main criteria driving respondents to purchase lipstick: color, texture and emotional state. The most important factor is the color of the lipstick. The color needs to suit the individual skin tone, preference, style and personality. In addition to color, texture provides different effects on the lips. Texture selection also depends on the natural condition of each person's lips. Some have quite dry lips, so they cannot use matte texture. The final decision is mostly made by the emotional state at the time of purchase.

Price is not very important. Promotions can increase the amount of purchase but not all of the time. It depends on the attractiveness of the promotional item and frequency of use for that item. For example, they might buy more makeup remover or sunscreen if there are on promotion. Premium Gifts such as makeup bags are not attractive to them. Social Media creates impulses in buying and trial, but the final decision is made based on the real product trial.

Most of them prefer to buy lipstick offline. The barrier that stops them from purchasing lipstick online is the lack of product trials. Although technology such as AR has been developed and allows them to try lipstick online, they still prefer to see the color and texture with their own eyes. They believe that the smartphone screen make you looks brighter than reality. Moreover, they enjoy shopping offline because most of them visit shopping malls at least once a month to buy groceries or for leisure purposes. They can shop whenever they visit the mall. There is no rush or urgency for the purchase of makeup items.

4.2 Descriptive Research Results

An online survey was created by using surveymonkey.com with total number of 40 questions. The survey was distributed on the 5th of February 2020 through

personal social media channels. The survey was closed on Saturday the 15th of February 2020 with the total number of respondents at 255. From the total 255 sets of information collected, there are 184 completed responses that could be used for data analysis.

4.2.1 Respondent's Profile

From the data collected, the respondents were classified into two groups, Online and Offline. There are 114 samples that have purchased lipstick through online channels at least once, but 70 of them have never purchased lipstick online.

Table 4.1

Summary of Demographic Data of Participants (n=129)

	yes=Online	no=Offline
Have you ever purchased lipstick online?	n	n
Total Respondents	114	70

Each group's demographics can be summarized as shown in Table below:

Table 4.2:

Summary Respondents Demographic by Group (n=184)

Respondents' Demographic		Online		Offline	
		n	%	n	%
Age	Below 20	1	1%	0	0%
	20-29	53	46%	35	50%
	30-39	42	37%	26	37%
	40-49	16	14%	9	13%
	more than 49	2	2%	0	0%
Occupation	Employee	62	54%	42	60%
	Enterprise/Governor	15	13%	7	10%
	Freelance	12	11%	7	10%
	Student	9	8%	3	4%
	Business Owner	16	14%	11	16%

Table 4.3:

Summary Respondents Demographic by Group (n=184) (cont'd)

Respondents' Demographic		Online		Offline	
		n	%	n	%
Income	Below 15,000 THB	7	6%	5	7%
	15,001-30,000 THB	45	39%	17	24%
	30,001-45,000 THB	22	19%	25	36%
	45,001-60,000 THB	19	17%	12	17%
	60,001-90,000 THB	10	9%	7	10%
	Above 90,000 THB	11	10%	4	6%
Education	High School	6	5%	2	3%
	Diploma	8	7%	3	4%
	Bachelor's Degree	71	62%	34	49%
	Master's Degree	27	24%	31	44%
	Ph. D.	2	2%	0	0%
Marital Status	Single	49	43%	32	46%
	In a Relationship	24	21%	23	33%
	Married	41	36%	15	21%
Location	Bangkok Metropolitan	75	66%	56	80%
	Other than Bangkok Metropolitan	39	34%	14	20%

The Online Lipstick purchasers are divided by two groups of age range, which are 20 - 29 years old at 46% and 30 - 39 years old at 37%. Most of them are single women (43%), living in the Bangkok Metropolitan area (66%), working as an employee (54%) with an education level of at least a bachelor's degree at 62%. Their monthly salary is in the range of 15,001 – 30,000 THB (39%).

The results for the Offline group are very similar to those of the Online group. This group is also predominately single women (46%), aged between 20 to 29 at 50%. Most are living in the Bangkok Metropolitan area (80%) and work as an employee (60%). The education level of this group is varied between a bachelor's degree (49%) and a master's degree (44%). The main difference is the monthly income, which in this group is predominantly in the range of 30,000 – 45,000 THB at 36%.

4.2.2 Cosmetics Purchasing Behavior

The top 3 most frequently purchased items for both groups are ranked the same. Lipstick is the most frequently purchased item with both the Online group at

89% and the Offline group at 77%. The second ranked is Eyebrow Liner, with Online at 41% and Offline at 50%. The third ranked is Powder, with Online at 49% and Offline at 46%. Eyebrow Liner is purchased more frequently by the Offline group. For other items, the frequency of purchase is relatively low compared to the top 3 ranks (see Table 4.3).

Table 4.4

Summary of Cosmetic Purchase Frequency by product type

Cosmetics Purchase by Product Type	Online		Offline	
	n	%	n	%
Lipstick	101	89%	54	77%
Powder	56	49%	32	46%
Eyebrow Liner	47	41%	35	50%
Blush On	33	29%	19	27%
Foundation	24	21%	21	30%
Mascara	19	17%	13	19%
Eyeshadow	18	16%	6	9%
Eyelineer	17	15%	14	20%
Lip Gloss	13	11%	5	7%
Concealer	10	9%	7	10%
Eyebrow Mascara	4	4%	4	6%

The most preferable place to go shopping for cosmetics for both groups is the Drugstore with the Online group at 68% and the Offline at 70%. For the Online respondents, the Department store is preferable, with the Online Channel at 61%. Convenience stores (26%) and Brand flagship stores (12%) are not as preferred by the online shoppers, whereas the Offline group's preference is distributed much more to other shopping channels, especially Department stores (61%) and Specialty stores (56%) (see Table 4.4).

Table 4.5

Summary of Cosmetics Purchasing Destination

Shopping Destination	Online (n=114)		Offline (n=70)	
	n	%	n	%
Drugstore e.g. Boots, Watsons	78	68%	49	70%
Department Store e.g. Siam Paragon	69	61%	43	61%
Online Channel e.g. Lazada, Shopee	69	61%	9	13%
Specialty Store e.g. EveandBoy, Beautrium	59	52%	39	56%
Convenient Store e.g. 7-Eleven, Family Mart	30	26%	16	23%
Brand Flagship Store	14	12%	14	20%

The participants were asked to rank the occasions for cosmetics shopping from the most important occasion in comparison to one another. The results are nearly the same for both groups; however, the occasion is mostly based on personal desire with the highest rate for both groups at 89% and 77%, respectively. Restock for Regularly used products was ranked in second place with 65% for Online and 69% for Offline, while the third place is Impulse purchase or unintended purchase which seems to happen regularly in both groups, with Online at 33% and Offline at 27%. There is an interesting relationship between the occasion of Emergency purchase for the Offline group and the shopping destination of Convenience store. It could be assumed that Offline shoppers shop more often at the Convenience store (23%) because they experience more Emergency cases (20%) than the Online shoppers (see Table 4.5).

Table 4.6

Summary of Cosmetics Purchasing Occasion

Purchase Occasion	Online (n=114)		Offline (n=70)	
	n	%	n	%
I just want it!	102	89%	54	77%
Restock regular used products	74	65%	48	69%
Impulse Purchase	38	33%	19	27%
Gifts	16	14%	12	17%
Emergency Case	13	11%	14	20%
Weddings	10	9%	8	11%
Party	7	6%	8	11%
Graduation	5	4%	3	4%

Table 4.7

Summary of Cosmetics Purchasing Occasion (Cont'd)

Purchase Occasion	Online (n=114)		Offline (n=70)	
	n	%	n	%
Birthday	3	3%	1	1%

Furthermore, the purchasing behaviors for both groups are slightly different in terms of purchasing frequency. Online shoppers shop much more often at the rate of more than once a month (35%). In contrast, Offline shoppers only shop once every 2 - 3 months (31%). Both groups will spend around 500 to 3,000 THB for 2 - 3 items of cosmetics per purchase. The Online group's budget is strongly distributed between two ranges, 500 – 1,000 THB (40%) and 1,001 – 3,000 THB (41%), with the quantity purchased between 2 (39%) to 3 (34%) items (see Table 4.6).

Table 4.8

Summary of Cosmetics Shopping behavior of both groups

Cosmetics Shopping Behavior		Online (n=114)		Offline (n=70)	
		n	%	n	%
Purchase Frequency	More than once a month	40	35%	10	14%
	Once a month	27	24%	11	16%
	Once in 2-3 months	24	21%	22	31%
	Once in more than 3 months	14	12%	12	17%
	Once in 6 months	8	7%	12	17%
	Once in more than 6 months	1	1%	3	4%
Budget Constraint per purchase	Below 500 THB	9	8%	4	6%
	500-1000 THB	46	40%	29	41%
	1001-3000THB	47	41%	25	36%
	3001-5000THB	7	6%	8	11%
	5001-8000 THB	1	1%	3	4%
	over 8000 THB	4	4%	1	1%
No. of Cosmetics Pieces Purchase each time	1	16	14%	10	14%
	2	45	39%	37	53%
	3	39	34%	19	27%
	4	7	6%	3	4%
	5	3	3%	0	0%
	more than 5	4	4%	1	1%

The Online group search for more information when they are about to make a purchase, with 92% of the Online group searching for information from an Influencer/Beauty Blogger Page (78%) and Facebook (60%), while the Offline group do search but less than the Online group at 79%. The Offline group usually search for information from an Influencer/Beauty Blogger Page at 64% and Google at 63% (see Table 4.7).

Table 4.9

Summary of Cosmetics Information Search

		Online (n=114)		Offline (n=70)	
Information Search		n	%	n	%
Information Search prior to purchase	Yes	105	92%	55	79%
	No	9	8%	15	21%
Search Tools/Media (Multiple Selection)	Influencer/Beauty Blogger Page	89	78%	45	64%
	Facebook	68	60%	35	50%
	Google	66	58%	44	63%
	Beauty Community Website e.g. Jeban	60	53%	22	31%
	Instagram	42	37%	20	29%
	Brand's Website	37	32%	21	30%

The respondents were asked to rate most influential media regarding purchasing decisions for customers in the form of a Likert scale of 1 to 5, with 1 being the least influential and 5 being the most influential. The top 4 Influential types of media for both Online and Offline are the same but differ in the ranking.

For Online, the most influential media is Influencer/Beauty Blogger Review with the mean score of 4.272, followed by Beauty Community Website (3.735), YouTube (3.509) and Friend/Family Recommendation at 3.491.

For Offline, Influencer/Beauty Blogger review is also the most influential media on purchasing decisions with a mean score of 4.058. Friends and Family recommendations have more influence on making decisions for Offline users with a mean score of 3.794. Beauty community website (3.500) and YouTube (3.162) are ranked lower.

The least influential media for the Online group is TV/Radio Commercial Advertisements at the mean score of 2.075. The Line official account (2.152) is the weakest media influence for Offline shoppers (see Table 4.8).

Table 4.10

Media Influence on Purchasing Decision

Media Influence on Cosmetics Purchasing Decision (Rank from 1 to 5, 1 is the least important and 5 is the most important)	Online (n=114)		Offline (n=70)	
	Mean	Std.	Mean	Std.
Influencer/Beauty Blogger Review	4.272	0.905	4.058	1.027
Beauty Community Website e.g. JeBan.com	3.735	1.009	3.500	1.228
Youtube	3.509	1.171	3.162	1.241
Friend and Family Recommendation	3.491	1.123	3.794	1.114
Brand's Facebook	3.188	1.135	2.899	1.238
Brand's Instrgram	2.972	1.094	2.642	1.151
Point of Sales e.g.wobbler,shelf decoration	2.660	0.975	2.846	1.004
Brand's Website e.g. https://www.maccosmetics.co.th/	2.636	1.187	2.441	1.177
Online Advertisement e.g. Facebook Ads, Banner Ads	2.633	1.086	2.806	1.033
Celebrities Endorsement	2.574	1.070	2.545	0.964
Brand's Email Newsletter	2.252	1.133	2.470	1.041
Line official Account	2.189	1.025	2.152	0.965
TVs/Radio Commercial Advertisement	2.075	1.025	2.297	1.003

4.2.3 Online Lipstick Customer Profiles

From the total number of respondents of 184, there are 173 that have purchased lipstick within 12 months and 11 that have not. A total of 112 from the Online group and 61 from the Offline group have purchased lipstick within 12 months.

Table 4.11

Lipstick Purchased within 12 months

Lipstick purchased within 12 months	Online (n=114)		Offline (n=70)	
	n	%	n	%
Yes	112	98.2%	61	87.1%
No	2	1.8%	9	12.9%

Women usually carry and have many types of lipstick at home and in their purse. The questions about lipstick owning and carrying were asked in the questionnaire in order to test and understand more about the desire for lipstick of women.

Online shoppers usually carry between 2 to 3 types of lipstick in their purse, with 2 types of lipstick at 31% and 3 types lipstick at 30%. There are 12% of the group that carry 5 types of lipstick with them. The majority of the group have lipstick in the range of 0 - 10 pcs (35%) and 11 - 20 pcs at 25%. For the Offline group, 36% of the group carry 3 pcs of lipstick and 29% carry 2 pcs of lipstick in their purse. Half of the group own lipstick in the range of 0 - 10 pcs and 36% have 11 - 20 pcs. The numbers are more varied in the online group. (see Table 4.10)

Table 4.12

Summary of Lipstick Possession of Respondents

Lipstick Quantity Possession	Online (n=114)		Offline (n=70)		
	n	%	n	%	
Quantity of Lipstick carrying in Purse (Pcs)	1	17	15%	18	26%
	2	35	31%	20	29%
	3	34	30%	25	36%
	4	5	4%	3	4%
	5	14	12%	1	1%
	6	3	3%	2	3%
	7	2	2%	0	0%
	8	1	1%	1	1%
	10	3	3%	0	0%

Table 4.13

Summary of Lipstick Possession of Respondents (Cont'd)

Lipstick Quantity Possession		Online (n=114)		Offline (n=70)	
		n	%	n	%
Quantity of Lipstick each owns (Pcs)	0-10	40	35%	35	50%
	11-20	29	25%	25	36%
	21-30	18	16%	2	3%
	31-40	5	4%	3	4%
	40-50	12	11%	2	3%
	51-60	3	3%	1	1%
	61-70	1	1%	0	0%
	71-80	2	2%	0	0%
	81-90	0	0%	0	0%
	91-100	4	4%	1	1%
	101-110	0	0%	0	0%
	111-120	0	0%	1	1%

37.7% of online shoppers apply lipstick twice a day. 31.6% apply three times a day. In comparison to offline shoppers, Offline shoppers tend to apply more lipstick daily, 38.6% for applying three times daily. (see Tables 4.11)

Table 4.14

Summary of Frequency of Lipstick Application by Respondents

Lipstick application during the day	Online (n=114)		Offline (n=70)	
	n	%	n	%
1	17	14.9%	12	17.1%
2	43	37.7%	26	37.1%
3	36	31.6%	27	38.6%
4	2	1.8%	1	1.4%
5	9	7.9%	2	2.9%
7	1	0.9%	0	0.0%
8	0	0.0%	1	1.4%
10	6	5.3%	1	1.4%

Furthermore, the independent sample T-test is run to test the significant relation between channels and lipstick quantity. Three questions regarding quantity of lipstick were run to compare mean by using independent sample t-test with significant level lower than 0.1. The result is shown in Tables 4.12.

No. of Lipstick carrying in a purse (T=2.481, p=0.014) and No. of Lipstick own by respondent (T=2.327, p= 0.021) have stronger significant relation to the online group.

Table 4.15

Lipstick consumer group in relation to no. of lipstick association

Lipstick Customer Behavior	Online (n=114)		Offline (n=70)		t-test for Equality of Means	
	Mean	Std. Deviation	Mean	Std. Deviation	t	Sig. (2-tailed)
No. of Lipstick carrying in a purse	3.061	1.869	2.429	1.314	2.481	0.014
Lipstick Application Daily (Times)	2.904	2.013	2.529	1.432	1.361	0.175
No. of Lipstick own by respondents	25.430	22.385	17.843	19.876	2.327	0.021

There are more than 100 brands of lipstick in the Thai market. In the survey, the question was asked to explore consumer choice and preference regarding brand preference. The number of brands filled in as answers were as many as 120. After the data analysis, the answers were grouped into the top 20 most preferred brands, and the rest were grouped into others. The top 3 Brands preferred by Online and Offline shoppers, ranked from no. 1 to 3 are M.A.C. (MNC Brand), 4u2 (Thai Brand) and Maybelline (MNC Brand) (see Table 4.13).

Table 4.16

Summary of Lipstick brands preference by respondents

Lipstick Brand	BRAND NO.1		BRAND NO.2		BRAND NO.3		Total	
	Online	Offline	Online	Offline	Online	Offline	Online (n=114)	Offline (n=70)
M.A.C	19	8	12	9	9	6	40	23
4u2	15	12	12	6	11	4	38	22
Maybelline	5	7	9	6	12	11	26	24
Bobbi Brown	8	3	9	2	4	2	21	7
L'oreal	5	2	6	2	8	2	19	6
NYX	2	2	5	2	9	4	16	8
YSL	6	5	5	1	3	6	14	12
Dior	7	2	5	6	1	2	13	10
Chanel	5	2	2	4	3	2	10	8
NARS	3	2	5	2	2	1	10	5
3CE	4	2	1	0	4	0	9	2
REVLON	0	2	3	2	6	2	9	6
Golden Rose	4	2	3	2	1	7	8	11
Mamonde	2	2	2	0	2	0	6	2
Lancome	1	3	2	0	3	0	6	3
Cute Press	3	0	2	1	0	1	5	2
Srichand	3	0	1	2	1	0	5	2
Charlotte Tilbury	2	1	1	0	1	1	4	2
Sasi	1	1	2	2	1	0	4	3
Estee Lauder	0	2	2	0	2	0	4	2
Other	19	10	25	21	31	19	75	50

In relation to the brand and purchasing power, the question about lipstick price was asked to explore the range of prices that customers are willing to pay for a lipstick item. The price range is very wide from the lowest at 99 THB to the highest at 2,000 THB per piece. The Online group is willing to pay 1,000 THB for lipstick at 14% and 200 THB at 14%. There are 7.9% that are willing to pay for lipstick at the price of 1,500, 500 and 300 THB. The prices for this group are very different, which may indicate the purchasing power of this group. For the Offline group, 15.7% are willing to pay for lipstick at the price of 300 THB, 14.3% at 200 THB, and 9% at 1,500 THB (see Table 4.14).

Table 4.17

Summary of Lipstick price that respondents are willing to pay

Lipstick price willing to pay by respondents	Online (n=114)		Offline (n=70)	
	n	%	n	%
2000	3	2.6%	1	1.4%
1500	9	7.9%	9	12.9%
1400	1	0.9%	1	1.4%
1300	1	0.9%	3	4.3%
1200	1	0.9%	0	0.0%
1100	1	0.9%	4	5.7%
1000	16	14.0%	6	8.6%
900	6	5.3%	1	1.4%
850	1	0.9%	0	0.0%
800	8	7.0%	2	2.9%
700	5	4.4%	0	0.0%
690	0	0.0%	1	1.4%
600	1	0.9%	0	0.0%
500	9	7.9%	3	4.3%
499	1	0.9%	4	5.7%
450	0	0.0%	1	1.4%
400	6	5.3%	1	1.4%
390	2	1.8%	2	2.9%
350	2	1.8%	0	0.0%
300	9	7.9%	11	15.7%
299	3	2.6%	0	0.0%
250	5	4.4%	2	2.9%
200	16	14.0%	10	14.3%
199	5	4.4%	0	0.0%
159	1	0.9%	2	2.9%
150	0	0.0%	5	7.1%
100	1	0.9%	0	0.0%
99	1	0.9%	1	1.4%

4.2.4 Online Lipstick Purchasing Behavior

Most Online lipstick shoppers prefer to do their shopping at the Drugstore (64.9%). The next two destinations which are also preferred by this group are the Department store (53.5%) and the Specialty Store (53.5%) The purchases are mostly initiated by self-desire (I just want it, 91.2%). Impulse purchase (32.5%) and Restocking (34.4%) are the other occasions. The majority of this group purchase lipstick with the frequency of Once every 2 - 3 months (30.7%), with the second highest

frequency of purchase for this group being Once a month (18.4%) and Once every 6 months (18.4%). Only 5.3% of the group purchase lipstick Once in more than 6 months.

In comparison to the Online group, the Offline group prefer to spend their time in the physical store, especially the Department store (61.4%), Drugstore (54.3%) and Specialty Store (54.3%). Only 2.9% of this group stated that they could possibly switch to online channels. The occasions for buying are the same as the Online group. The purchases are mainly initiated by personal desire (80%), Impulse purchase (34.3%) and Restocking (32.9%). The frequency of buying for this group is distributed into four main ranges. This group takes a longer time to buy a new piece of lipstick at the highest rate of frequency at Once in 6 months (27.14 %), while 17% shop for lipstick at the rate of Once every 2 - 3 months, and 13% purchase at the rate of Once in more than 3 months. Only 5.7% are shopping for lipstick in the time frame of more than once a month (see Table 4.15).

Table 4.18

Summary of Lipstick Purchasing Behavior of Respondents

Lipstick Purchasing Behavior		Online (n=114)		Offline (n=70)	
		n	%	n	%
Lipstick Shopping Location	Department Store e.g. Siam Paragon	61	53.5%	43	61.4%
	Drugstore e.g. Watsons, Boots	74	64.9%	38	54.3%
	Specialty Store e.g. EveandBoy, Beautrium	61	53.5%	38	54.3%
	Convenient Store e.g. 7-Eleven	25	21.9%	15	21.4%
	Brand's Flagship Store	18	15.8%	11	15.7%
	Online Channel e.g. Lazada, Shopee	60	52.6%	2	2.9%

Table 4.19

Summary of Lipstick Purchasing Behavior of Respondents (Cont'd)

Lipstick Purchasing Behavior		Online (n=114)		Offline (n=70)	
		n	%	n	%
Lipstick Purchasing Occasion	I just want it!	104	91.2%	56	80.0%
	Impulse Purchase	37	32.5%	24	34.3%
	Restocking	36	31.6%	23	32.9%
	Emergency Case	13	11.4%	9	12.9%
	Gifts	9	7.9%	8	11.4%
	Weddings	7	6.1%	7	10.0%
	Party	6	5.3%	6	8.6%
	Graduation	4	3.5%	4	5.7%
	Birthday	4	3.5%	0	0.0%
Lipstick Purchasing Frequency	Once in more than 6 months	6	5.3%	12	17.14%
	Once in 6 months	21	18.4%	19	27.14%
	Once in more than 3 months	16	14.0%	13	18.57%
	Once in 2-3 months	35	30.7%	17	24.29%
	Once a month	21	18.4%	5	7.1%
	More than once a month	15	13.2%	4	5.7%

Online shoppers usually purchase lipstick at 2 pieces per purchase (50.9%) and 1 piece (36%). The budget spent is between lower than 500 THB to 5,000 THB; however, most of the population are distributed between three ranges. The majority purchasing budget for the Online group is 500 to 1,000 THB (45.6%). The second budget range is 1,001 to 3,000 THB (25.4%), followed by below 500 THB at 24.6%.

Although the reasons that were identified are similar, the Offline group mostly purchase 1 lipstick item each time (58.6%), and 35.7% purchase 2 pieces for each purchase. The budget spent for each purchase is distributed between three ranges. The majority like to spend around 500 to 1,000 THB (34.3%) and then, below 500 THB (32.9%) and 1,001 to 3,000 THB (28.6%) (see Table 4.16).

Table 4.20

Summary of Lipstick Purchasing Quantity and Budget spending

		Online (n=114)		Offline (n=70)	
Lipstick Purchasing Quantity and Budget		n	%	n	%
Lipstick Purchasing Quantity	1	41	36.0%	41	58.6%
	2	58	50.9%	25	35.7%
	3	14	12.3%	4	5.7%
	4	0	0.0%	0	0.0%
	5	1	0.9%	0	0.0%
	more than 5	0	0.0%	0	0.0%
Budget Spending for Lipstick	Below 500 THB	28	24.6%	23	32.9%
	500-1000 THB	52	45.6%	24	34.3%
	1001-3000THB	29	25.4%	20	28.6%
	3001-5000THB	5	4.4%	2	2.9%
	5001-8000 THB	0	0.0%	1	1.4%
	over 8000 THB	0	0.0%	0	0.0%

In addition, the analysis was further run to understand online consumer by using the cross-tab method. Several analyses were run between many variables to find significant relationship that could have influenced on purchasing decision.

The first two variables that are highly associate with each other, Budget and Age range. Half of the population at the age range 20-29 (41.5%), 30-39 (47.6%) and 40-49 (62.5%) are spending at the range of 501-1,000 THB. (See Tables 4.17)

Table 4.21

Cross Tabulation of Budget Spending for Lipstick purchase each time by age range

Variable			Age Range					Total
			Below20	20-29	30-39	40-49	Over49	
Budget for Spending for each purchase of lipstick	Below 500 THB	n	0	11	14	3	0	28
		%	0.0%	20.8%	33.3%	18.8%	0.0%	24.6%
	501-1000 THB	n	0	22	20	10	0	52
		%	0.0%	41.5%	47.6%	62.5%	0.0%	45.6%
	1001-3000 THB	n	1	17	8	3	0	29
		%	100.0%	32.1%	19.0%	18.8%	0.0%	25.4%
	3001-5000 THB	n	0	3	0	0	2	5
		%	0.0%	5.7%	0.0%	0.0%	100.0%	4.4%
	Total	n	1	53	42	16	2	114
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square= 54.226, p<0.1

Income is strongly associated with Budget spending. The higher budget is dedicating by the higher income group. While the majority of the group spending is 501-1,000 THB, the highest income dedicates to this group happened to be 15,001-30,000. The higher budget spending at 1,001-3,000 THB are dedicated also by 15,001 and 30,000 THB. (see Tables 4.18)

Table 4.22

Cross Tabulation of Budget Spending for Lipstick purchase each time by monthly income

Variables			Income					Total	
			Below 15,000TH B	15,001 - 30,000 THB	30,001 - 45,000 THB	45,001 - 60,000 THB	60,001 - 90,000 THB		over 90,000 THB
Budget for Spending for each purchase of lipstick	Below 500 THB	n	2	14	6	4	1	1	28
		%	28.6%	31.1%	27.3%	21.1%	10.0%	9.1%	24.6%
	501- 1000 THB	n	4	20	11	12	4	1	52
		%	57.1%	44.4%	50.0%	63.2%	40.0%	9.1%	45.6%
	1001- 3000 THB	n	1	11	5	3	4	5	29
		%	14.3%	24.4%	22.7%	15.8%	40.0%	45.5%	25.4%
	3001- 5000 THB	n	0	0	0	0	1	4	5
		%	0.0%	0.0%	0.0%	0.0%	10.0%	36.4%	4.4%
Total		n	7	45	22	19	10	11	114
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square= 41.935, $p < 0.1$

Quantity of lipstick purchase had significant relationship to monthly income. 62.2% of 15001-30000 THB purchased mostly 2 pieces each time. 45001-60000 THB purchased mostly one piece per purchase. 63.6% purchased mostly at 2 pieces. (see Tables 4.19)

Table 4.23

Cross Tabulation of No. of Lipstick Purchase each time by monthly income

Variables		Income						Total	
		Below 15,000THB	15,001-30,000 THB	30,001-45,000 THB	45,001-60,000 THB	60,001-90,000 THB	over 90,000 THB		
No. of Lipstick Purchase each time	1	n	4	12	7	12	4	2	41
		%	57.1%	26.7%	31.8%	63.2%	40.0%	18.2%	36.0%
	2	n	3	28	9	7	4	7	58
		%	42.9%	62.2%	40.9%	36.8%	40.0%	63.6%	50.9%
	3	n	0	5	6	0	2	1	14
		%	0.0%	11.1%	27.3%	0.0%	20.0%	9.1%	12.3%
	5	n	0	0	0	0	0	1	1
		%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	.9%
	Total	n	7	45	22	19	10	11	114
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square= 27.165, $p < 0.1$

The Purchasing Decisions are made based on several attributes combined. In order to identify and understand the influences, a set of questions were asked in the form of a Likert scale from 1 to 5 for respondents to rate the importance of each factor with 1 as the least important and 5 as the most important. The questionnaire included questions about 23 attributes. The top 5 ranked attributes have been identified for each group.

The Online purchasers are mostly influenced by five attributes. The first is the Color of the lipstick (4.711), the second is the Texture of the lipstick (4.640), the third is the Form of the lipstick 4.254, the fourth is the Price (4.140), and the fifth

is the Reviews from influencers or beauty bloggers (4.132). There are also some other attributes that contribute to the decision making as well. Their mean value is close to those of the top five, such as Promotion (4.026), Information Availability (4.026) and Trial before buying (4.009).

For the Offline group, the top 2 attributes are the same, which are the Color of the lipstick (4.743) and the Texture of the lipstick (4.643). In contrast, the third most important attribute is Price (4.186). Moreover, this group prefers Trial before buying (4.157) in comparison to the Online group. Lastly, the fifth attribute is the Form of the lipstick (4.086).

The results of the study also show that TV/Radio/Billboard Advertising is the least influential attributes on lipstick purchasing decisions.

In addition to test which attributes has significant affect to both group, further analysis was done by using independent T-test method to compare means to find significant. The test was run under significant level at 0.01. There are three attributes that significantly have a relation to lipstick purchasing decision in a positive direction. First is Influencer and Beauty Blogger Review with t score at 1.820 and p value of 0.070. Second is new collection (T=2.143, p=0.033). Third is Limited Edition (t=2.205, p=0.029). The result show that three attributes have influence more on the online group (see tables 4.20).

Table 4.24

Summary of Lipstick Purchasing Attributes that affect buying decisions, comparing mean with significant value lower than 0.1

*p-value < 0.1

Purchasing Attributes affect buying	Online (n=114)		Offline (n=70)		t-test for Equality of Means	
	Mean	Std. Deviation	Mean	Std. Deviation	t	Sig. (2-tailed)
Brand	3.947	0.920	4.000	0.780	-0.399	0.691
Brand Image	3.851	0.905	3.671	0.912	1.302	0.195
Color of Lipstick	4.711	0.528	4.743	0.502	-0.411	0.681

Table 4.25

Summary of Lipstick Purchasing Attributes that affect buying decisions, comparing mean with significant value lower than 0.1 (Cont'd)

**p-value <0.1*

Purchasing Attributes affect buying	Online (n=114)		Offline (n=70)		t-test for Equality of Means	
	Mean	Std. Deviation	Mean	Std. Deviation	t	Sig. (2-tailed)
Texture of Lipstick e.g. matte, shine	4.640	0.582	4.643	0.566	-0.029	0.977
Form of Lipstick e.g. liquid, cream	4.254	0.750	4.086	0.756	1.476	0.142
Packaging	3.816	0.898	3.714	0.870	0.753	0.452
Price	4.140	0.763	4.186	0.644	-0.415	0.679
Promotion	4.026	0.846	3.986	0.893	0.309	0.757
Convenience	3.746	0.807	3.657	0.931	0.681	0.497
Sample	3.640	1.049	3.557	1.175	0.499	0.618
Trial Before Buy	4.009	1.052	4.157	0.862	-0.993	0.322
Information Availability	4.026	0.926	3.886	0.860	1.027	0.306
Influencer/ Beauty Blogger Review	4.132	0.782	3.886	1.043	1.820	0.070
Review from Friends and Family	3.816	0.898	3.871	1.020	-0.387	0.699
Limited Edition	3.263	1.056	2.914	1.018	2.205	0.029
New Collection	3.342	0.939	3.014	1.110	2.143	0.033
Tv/Radio/ Billboard Advertising	2.763	0.953	2.800	1.044	-0.245	0.806
Online Advertising	3.263	0.893	3.129	0.947	0.970	0.333
Store Display	3.246	0.965	3.457	0.912	-1.474	0.142
Beauty Advisor	3.509	0.998	3.614	1.040	-0.685	0.494
Ingredients	3.719	0.945	3.729	0.947	-0.065	0.949
Vegan, Environmental Friendly	3.640	0.970	3.571	1.111	0.443	0.659
Cruelty Free	3.702	1.013	3.543	1.112	0.995	0.321

Furthermore, the question was asked about the benefit received from brands or stores that could also influence and persuade buyers to make a purchase. Both groups are strongly influenced by the discount promotion. The mean for the Online group is 4.140 and for the Offline group is 4.257. It is a stronger influence on the Offline group than the Online. Gifts with purchase is the secondly strongest benefit that can influence both the Online (3.737) and Offline (3.571) groups. Free Samples influenced the Online group at the mean of 3.614 and the Offline group at 3.371. The last benefit asked about is the Returns & Refunds policy, which influences the Online group at the mean of 3.307 and the Offline group at 3.100 (see Table 4.21).

Table 4.26

Summary of Benefits that influence purchasing decisions

**p-value < 0.1*

Benefit Received Influence on purchasing decision	Online (n=114)		Offline (n=70)		t-test for Equality of Means	
	Mean	Std. Deviation	Mean	Std. Deviation	t	Sig. (2-tailed)
Discount Promotion	4.140	0.763	4.257	0.736	-1.022	0.308
Gift with Purchase	3.737	0.941	3.571	0.894	1.179	0.240
Free Samples	3.614	0.936	3.371	1.010	1.656	0.099
Returns & Refund Policy	3.307	1.082	3.100	1.079	1.262	0.209

Media usage in communication from brands to the end consumers is highly important. It would be beneficial for brands and marketers to understand and utilize the available media to provide the maximum efficiency. In order to do so, they need a deeper understanding of which type of media is the right option for the current market situation.

For the further investigation about the influence of media on lipstick purchasing decisions, the questions about media consumption by respondents were asked using the Likert scale from 1 to 5, with 1 as the least influential and 5 being the most influential (see Table 4.22)

Table 4.27

Summary of Media influence on Lipstick purchasing decisions

Media Influence on Lipstick Purchasing Decision	Online (n=114)		Offline (n=70)	
	Mean	Standard Deviation	Mean	Standard Deviation
Brand's Website	2.884	1.145	2.926	1.083
Brand's Facebook	3.135	1.108	3.136	1.065
Brand's Instagram	2.907	1.115	2.862	0.950
YouTube	3.180	1.230	3.045	1.036
Line Official Account	2.390	1.122	2.469	1.007
Beauty Blogger Review	4.313	0.849	4.088	1.047
Beauty Website ex. Jaban.com	3.593	0.997	3.618	1.079
Email Newsletter	2.438	1.109	2.215	0.927
TV/ Radio Ads	2.250	0.973	2.188	1.037
Online Advertisement	2.925	1.066	2.925	1.049
Presenter/Celebrities	2.771	1.085	2.606	1.080
Friends Family Recommendation	3.627	1.057	3.821	1.043
Point of Sales	3.009	1.028	3.191	1.083

For the Online group, Beauty Blogger Reviews (4.313) have the most influence on purchasing decision, followed by Family and Friends Recommendations at 3.627, Beauty Websites at 3.593, YouTube at 3.180 and a Brand's Instagram account at 3.135. The three least influential media for this group range from the least being E-mail Newsletters (2.438), TV/Radio Ads (2.250) and the Line Official Account (2.390).

The Offline group are also strongly influenced by the similar media as the Online group. The top 5 media types that influence this group rank from the strongest, which are Beauty Blogger Reviews (4.088), Friends & Family Recommendations (3.821), Beauty Websites (3.618), Points of Sales (3.191) and the Brand's Facebook page (3.136). The least influential types of media for the Offline group are the same as the Online group, TV/Radio Ads (2.188), E-mail Newsletters, (2.215), and the Line Official Account (2.469).

4.2.5 Triggers and Factors for purchasing lipstick online

In order to more deeply investigate the online lipstick shoppers' behaviors, questions specifically regarding their online activities and attitude towards online shopping were asked. As mentioned throughout the study, there are 114 respondents that have purchased lipstick via online channels. The occasions for shopping are similar to general lipstick purchasing, but it is clear that the online buying intention is mostly generated by personal desire. The results showed that 88% of the total Online shopping group made a purchase because they simply have the desire to buy the product, and 25% was a result from the Impulse Purchase or unintentionally purchased item, which could be caused by browsing, social media ads reference, or any online advertising. Another 25% occurs when restocking regularly used items. In the focus group interview, most of the respondents stated that they would buy the same colors of lipstick that they use for stocking if there are special deals or tempting promotions. Special offers that create purchase excitement will be further discussed in the study (see Table 4.23).

Table 4.28

Occasion of Buying Lipstick Online

Occasion for buying lipstick online	Online (n=114)	
	n	%
Weddings	2	2%
Graduation	0	0%
Party	3	3%
Birthday	3	3%
Gifts	7	6%
I just want it!	100	88%
Impulse Purchase	28	25%
Emergency Case	5	4%
Restock regular used products	29	25%

The frequency of purchasing is shifted when specifically asked about online purchases. Once in 6 months accounted for the most at 30%. In comparison to

asking generally about lipstick purchased, the frequency of purchase is higher at the rate of once every 2 - 3 months (Table 4.6), and 25% of this group also make purchases at the rate of Once in more than 6 months. These results are shown in Table 4.24.

Table 4.29

Frequency of Online Lipstick Purchasing

Frequency of Buying lipstick online	Online (n=114)	
	n	%
Once in more than 6 months	29	25%
Once in 6 months	34	30%
Once in more than 3 months	7	6%
Once in 2-3 months	23	20%
Once a month	14	12%
More than once a month	7	6%

The most popular site for online purchases based on the responses is the Shopee e-commerce channel (47%). The direct channel from the brand, the Brand's website or Facebook Page is the second choice for online lipstick shoppers at the rate of 32%, while the other sites that also have offline shopfronts, such as Sephora and Watsons, were alternative choices at 31% and 21%, respectively (see Table 4.25).

Table 4.30

Online lipstick shopping sites preferences of respondents

Where do you usually shop online? (Multiple Selection)	Online (n=114)	
	n	%
Lazada	34	30%
Shopee	54	47%
Brand's Website/Facebook	36	32%
Line official Account	13	11%
Central.co.th	18	16%
Sephora.co.th	35	31%
Watsons.co.th	24	21%
Konvy.com	27	24%
Beauticool.com	7	6%

There are two main triggers for online lipstick purchases, Convenience (65%) and Promotion (51%), whereas Restocking, Online special items and Impulse purchase have less influence on the shoppers (see Table 4.26).

Table 4.31

Reasons for Online Lipstick Purchases

Triggers for Online Lipstick Purchase	Online (n=114)	
	n	%
Promotion	58	51%
Convenience	74	65%
Restock regular used products	15	13%
Special Items that available online	16	14%
Impulse Purchase	12	11%

In addition to the triggers, there are factors that influence and shift the respondents to become an online shopper. The factors were examined in the form of statements and included in the questionnaire in the Likert scale form for respondents to rate from 1 to 5, according to whether they agree or disagree, in which 1 is strongly disagree and 5 is strongly agree. The total of 114 respondents who were classified by the screening question all had to answer this question.

In relation to the triggers, Convenience has an influence at the mean of 4.333, but the strongest factor influencing the online lipstick shopping was found to be the second trigger, the Promotion price given at the mean of 4.500. Price seems to be one of the major factors in online shopping. Another two factors with high means are also price related, namely Price comparison between brands at 4.465 and Exclusive offers at 4.272.

Moreover, Brands and Products are also contributing factors in influencing online transactions for lipstick. 'The Brand I want to buy is there' has the mean score of 4.193 and Product familiarity at 4.123. Trying new products also affects the Online purchasing decision at 3.728. Online commerce also allows shoppers to shop

for many brands at the same time (4.193). User-Friendly Sites (3.991) and Information provided on the sites (3.842) are important for the shopping experience as well. Family and Friends recommendation might not be as important as it is relation to the shopping in the physical stores (see Table 4.27).

Table 4.32

Factors influencing online lipstick purchase

Reasons for Online Lipstick Purchase	Online (n=114)	
	Mean	Standard Deviation
The brand I want to buy is there.	4.193	0.751
Promotion Price initiates the temptation to purchase.	4.500	0.613
I have used the product I buy before.	4.123	0.800
It is more convenient.	4.333	0.749
User-Friendly Sites	3.991	0.871
I can buy many brands at the same time.	4.193	0.797
I can do price comparison between brands	4.465	0.668
I have an exclusive offer.	4.272	0.834
Advertisement makes me want to buy.	3.833	0.851
I want to try new products.	3.728	0.971
Information provide on the website is enough to influence me to making purchase.	3.842	0.837
Family and Friends Recommendation on purchasing through online channels.	3.386	1.026

4.2.6 Barriers Preventing Shoppers from Shopping for Lipstick Online

The offline group of respondents were asked the question regarding their reason for not purchasing lipstick online. The results showed that 71% of the group consider Trial before buying as an important factor that will influence them, 56% are afraid that the product will not match their expectations and 37% are worried about the authenticity of the product. Another supporting reason with regard to the mismatch issue is the distrust of the information provided (23%). Lastly, 13% of the group are not willing to wait for the delivery. Although the logistics in Thailand has significantly improved, delivery time is still an issue for a number people.

Due to the rapid growth and development of E-commerce in Thailand, the E-commerce sites are becoming much more friendly for users. They have also attempted to improve the delivery by setting up rules and regulations for delivery times. Most of them have teamed up with the logistics companies to provide better delivery service by decreasing the delivery lead time. At the same time, the Bank of Thailand foresee the rise of the Online Shopping community. The Online payment gateway has been developed to support the growth of the E-commerce community, which has made the payments much more secure and provides a better user experience. However, there are still some people that have concerns regarding those issues as seen in Table 4.28, which shows that 3% have experienced the complication of online shopping, 4% are still afraid of fraud and not receiving the product, and 1% do not trust the payment methods.

Table 4.33

Reasons for not purchasing lipstick through online channels

Offline Lipstick Purchaser - Reason for not buying online	Offline (n=70)	
	n	%
Complicated Process	2	3%
Authenticity of Product	26	37%
Cannot try before making purchase	50	71%
Mismatched product with expectation	39	56%
Distrust in product picture provided on online channels	16	23%
Don't want to wait for delivery	9	13%
Afraid of not receiving product	3	4%
Do not trust in payment method	1	1%

4.2.7 Mask wearing due to the air pollution and the spread of Covid-

19

During this research study, Thailand is experiencing the problem of Air Pollution (WANCHAROEN, 2020) The level of air quality exceeds the safety limits for breathing with the rise of pm 2.5 in the air, and the dust could cause respiratory disorders. People are encouraged to wear a mask when travelling outside buildings. Moreover, there is an outbreak of a deadly disease, Covid-19 (BOYLE, 2020). In order

to protect yourself, it is better to wear a mask in public and compact closed spaces. People are encouraged to wear a mask almost everywhere and all day long. The question regarding these issues was raised.

Wearing a mask does not affect the purchase decision of 75% of the Online group and 71% of the Offline group. In contrast, 25% of the Online group and 29% of the Offline group think that wearing a mask has an effect on their lipstick purchasing decision (see Table 4.29).

Table 4.34

Summary of respondents regarding wearing a mask

Wearing Facial Mask because of the pollution has affected my decision on purchasing lipstick	Online (n=114)		Offline (n=70)	
	n	%	n	%
Yes	28	25%	20	29%
No	86	75%	50	71%

There were two reasons supporting the opinion that there is an effect of wearing a mask on lipstick purchase decision. The first is that lipstick stains on the mask can ruin your makeup, for both the Online (11%) and Offline (9%) groups. The second is that the frequency of applying lipstick is less when they have to wear a mask, for the Online (6%) and Offline (4%) groups.

There were four reasons supporting that wearing mask has no effect on lipstick purchase. First, lipstick can be reapplied anytime. Second, the problem can be solved by selecting a waterproof lipstick formula to prevent lipstick from fading or leaving a stain on the mask, for both the Online (6%) and Offline (11%) groups. Third, there is no relation between wearing mask and buying lipstick at all, according to the Online (6%) and the Offline (11%) groups.

“Wearing lipstick is about confidence. It is impossible not to wear lipstick even though I have to wear a mask,” said one of the respondents. 14% of both the Online and Offline groups agreed with this statement, while 14 of the respondents do not wear a mask (see Table 4.30).

Table 4.35

Summary of respondents' opinions on wearing a mask in relation to buying lipstick

Reasons for wearing and not wearing a facial mask	Online (n=114)		Offline (n=70)	
	n	%	n	%
Health Concern is more important than Beauty	0	0%	1	1%
Lipstick can reapply anytime.	1	1%	3	4%
I apply lipstick less often when I have to wear mask.	4	4%	3	4%
Pick Lipstick with Long-stay Matte Waterproof formula.	6	5%	5	7%
There is no relation between wearing mask and lipstick purchasing decision	7	6%	8	11%
I don't wear facial mask	10	9%	4	6%
Lipstick will leave stain on the mask which will ruin my makeup.	12	11%	6	9%
Whatever happens, wearing mask or not, I will wear lipstick anyway.	16	14%	10	14%
N/A	58	51%	30	43%

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

5.1.1 Online Lipstick Consumer Profiles

From the data collection, the respondents were divided into two groups, Online and Offline. There are 114 respondents out of 184 that were considered to be Online purchasers. The group is classified by their experience of the online purchasing of lipstick. There were 70 respondents that have never experienced lipstick shopping via online channels. They are the Offline group.

The three cosmetics items that are frequently purchased by this group are Lipstick, Powder and Eye liner. They like to purchase cosmetics because of their personal desire and can make a purchase more than once a month. The budget for spending is approximately 500 to 3,000 Thai Baht per purchase. Each purchase could be composed of 2 to 3 items. They often look for information via Influencer and Beauty Blogger pages before shopping.

The Online group is composed of women aged between 20 to 49 years old, mostly working as an employee for a company with a monthly income over 15,000 THB. The majority of the group are in the age range of 20 - 29 and 30 – 39 years. The monthly income received by this group is at the range of 15,001 to 30,000 THB. Most of them have a bachelor's degree and are living in the Bangkok Metropolitan area.

The Offline Group is aged between 20 to 39 years old. Half of the group are in the age range of 20 to 29 years old. Most of them are working as an employee in a company. Their education level is distributed between a bachelor's degree and a master's degree. The majority of the group are single and living in the Bangkok Metropolitan area.

5.1.2 Thai Females' Online Consumer Journey in Purchasing Lipstick

Both groups of customers do search before making purchase. The most popular media used by both groups are Influencer and Beauty Blogger Page, Facebook and Google. Influencer and Beauty Blogger are the most visited media for both groups. However, there are several other media used and ranked differently in each channel. Prior to search, the consumer has to encounter triggers that ignite the temptation for shopping.

There are several lipstick purchasing occasions that has been picked and listed to ask the respondents. The highest ranked of occasion is personal desire. While other occasions such as Impulse purchase, Restocking, Gifting, are slightly the occasions for purchase by the respondents. The no. for restocking and impulse purchase are expected to be higher than the result.

The purchase frequency is different even in the same groups. When asking the group of online respondents about general lipstick purchasing, the highest frequency is Once in 2-3 moths. The same question is further asked specifically about the online purchase. The frequency has shifted to once in 6 months instead. Although, respondents have bought online but seems to prefer shopping at physical store. Therefore, the question about shopping location for lipstick is asked to the group. The Online group prefer to drugstore the most. Department store and specialty store are equally ranked for this group as second choice. For Online purchase, they prefer to go to Ecommerce site, Shopee. However, the result spread out between all the famous ecommerce site such as Lazada, and the physical store that enters the online competitive landscape, Watsons.co.th and Sephora.co.th.

The highest rate quantity of purchase each time is 2 pieces and followed by 1 piece for online shoppers. There is rarely the situation where the shopping bag expanded to 3 pieces. Half of the group have a budget spending in between 500 to 1,000 THB. The other half of the group are split into 2 range of budget, below 500 THB and 1,001-3,000 THB.

5.1.3 Critical Factors influence Thai women in purchasing lipstick

From 23 attributes, there are 8 strong attributes in relation to products and activities that influenced the decision making of the online group. Ranked

from the strongest; 1. Color of Lipstick, 2. Texture of Lipstick, 3. Form of Lipstick, 4. Price, 5. Influencer and Beauty Blogger Review, 6. Promotion, 7. Information Availability and 8. Trial before buy. The least factor that have influenced on online purchasing decision of lipstick is TV/Radio/Billboard Advertising. Brand, Brand Image and packaging are still important attributes that customer take into consideration.

Besides the 8 attributes, they are also media that have strongly influence the shoppers nowadays. With the rise of internet and smartphones, the information easily accesses by consumer at any time anywhere. The question is asked to observe the influence of media over lipstick purchasing decision. The strongest influential media for online group is Beauty Blogger Review, followed by family and friend's recommendation and Beauty Website. It is proven that the decision making is still based on the mixed media between online and personal recommendation. The least important attribute is Brand's Instagram.

Furthermore, there are many benefits provided by channels to persuade and initiate customer to buy and shop more. Discount Promotion are strongest influence in both groups. Gift with purchase and free samples do have some significant impact on purchasing decision. Returns and Refund Purchase is the least strong benefit that have influence on consumer.

5.1.4 Triggers and Barriers in Purchasing Lipstick Online

There are several factors that influence people to move to online channels. The first reason is promotion price initiates the temptation to purchase. The second reason is online allowed customer to do price comparison between brands. The third reason is IT is convenient. The factors that strongly influenced are price while the lowest rate for online purchase is Family and Friends Recommendation.

The strongest barrier that prevent Thai female from purchasing online is unable to try before making purchase. With lipstick, it is impossible to experience the real texture. Without trial, it could lead to the second reason which is the mismatch of product with expectation. The experience with product is definitely cannot be compare to offline shopping at physical store. The authenticity of product is still doubt by the consumer especially for Ecommerce which have different sellers for the same products. It can cause uncertainty in the mind of consumer even though they try to improve and qualified seller on the site. For examples, Lazada has created

LazMall for official brand channel which guaranteed the authenticity of the product. (Yu, 2018) In addition to the main three reasons, one interesting reason that was raised from the focus group and is agreed by 23% of respondents that they distrust the visuals provided on the online media or even on the smartphone screen. Different phone delivers different result on the screen. It is better to see the real product before making any decision.

5.2 Recommendation

As a result, from the research has been proved that online and offline are best co existing to support each other in influencing purchasing decision of consumer. This research is study to investigate and provide information that will be beneficial for entrepreneur, marketer, brand and retailer in communicating to customer.

5.2.1 Recommendation for Brand

Brands will be benefit from the current profile and purchasing behavior of respondents and factors to influence directly on the point that will help brand growing in digital channels.

Influencer marketing is still working in the cosmetics industry. Brands should enhance the experience of customer in relation with products and beauty blogger. Brand should be focusing on media that consume by the target consumer such as Brand's Facebook and Brand's Website.

Although, influencer is still doing strong Brand should create an online community by brand to be intermediary between brand, influencer and customer. With this community, brand could perform social listening to customer and collect data to perform further analysis for CRM program or marketing strategies new product launch. By listening directly to customer, Brand will benefit the most from the insight and also create a bond and stronger connection with customer. This community could also use as voice of customer to another customer, share from one to another. Friend and Family can be inviting to join the community. It is not about influencing one but many at the same time. It Brand could use the community to offer exclusive offers or test run a product before launch.

Furthermore, with Video chat or live chat available. Brand could talk to customer directly which could improve engagement of customer on the online channel as well.

With the rise of Artificial Intelligence, Brand could adopt the technology to help support customer in online channel. Artificial intelligence has recently been developed and merge in with beauty industry to help improve shopping experience (Winker, 2018). By having AR plug in to the application or website, it allows customer to taste lipstick on the selfie via front camera and direct customer to the shopping site. Beauty Advisors can also work with customer online by given advice to customer via chatbot or video calls which can help closing sales and enhance the service for customer.

Brand will be able to select target group based on Lipstick usage and purchasing behavior provided in the study. The target group suggested is at the age of 20-29 with the income of 15,001-30,000 THB with a purchasing frequency of once in 2-3 months, purchasing quantity at 2 pieces each time with budget range from 500 to 1,000 THB.

5.2.2 Recommendation for Online Retailer

By looking at the score of online factors voted by respondents, retailer can improve the satisfaction rate of customer by focusing on the improvement of information available on the site. Online retailer could also use video testimonials or short clips that add to the product page to better help in educate customer about each product. Online retailer already has advantage of having many brands available through their channel. They could do collaboration between brands and retailer to product cross sales project together to recruit customer with exclusive offer. Artificial intelligent plug into website or application could help people to try on cosmetics online. Furthermore, the frequency of purchase via store could be increase by offering exclusive promotion.

5.2.3 Recommendation for Offline Retailer

Physical store should opt and modified the traditional way of selling cosmetics to an Omni experience between online and offline. Artificial Intelligence could be optimized to the store to create a new experience in shopping for customer especially with cosmetics. Trying before buy is still a significant important in store. With technology, augmented reality could enhance the experience of customer.

AR let the customer try several products with the technology. There is no need for real make up to be on your face. Customer can try unlimited color, texture and style to see all the looks created. It also saves time for customer in trying product. QR code could also be used along to provide further information about the product by just scanning QR code. The code could also be used at the point of purchase for activities such as lucky draw to increase the excitement. For customers that prefer more privacy, personal chatbot or screen could be an option that adds to the store.



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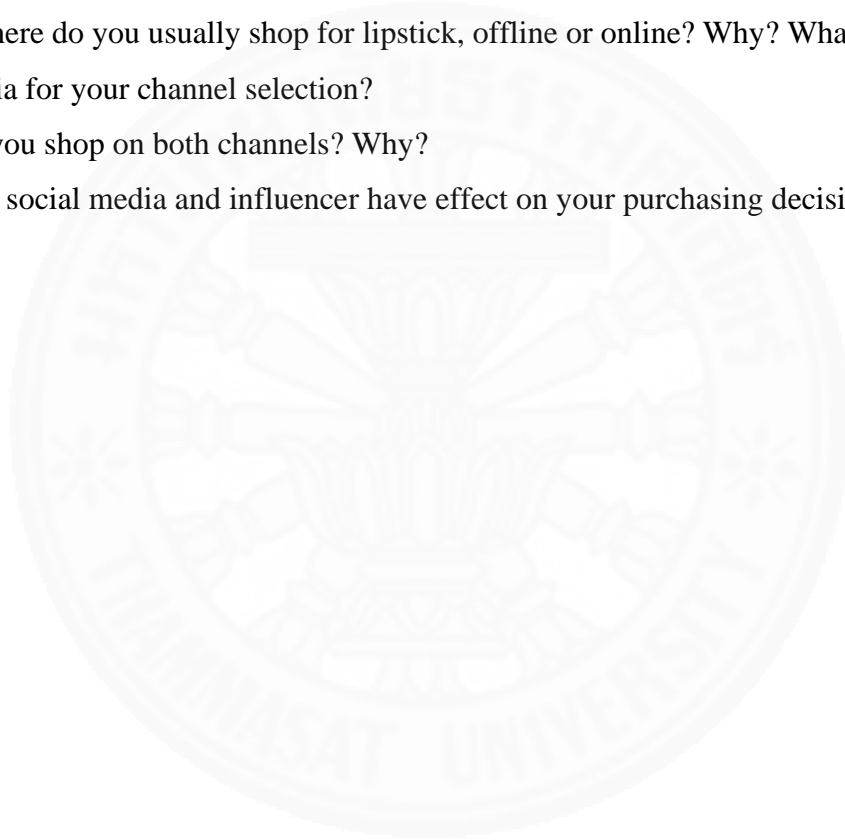
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APPENDICES

APPENDIX A
In-depth Interview Question

1. What are your criteria in purchasing lipstick? Rank from the first one that comes up in mind.
2. Does product trial has any effects on your purchasing decision of lipstick? Why and why not?
3. Where do you usually shop for lipstick, offline or online? Why? What are the criteria for your channel selection?
4. If you shop on both channels? Why?
5. Do social media and influencer have effect on your purchasing decision? Why?



APPENDIX B

Focus Group Questions

Part1: Warm up questions

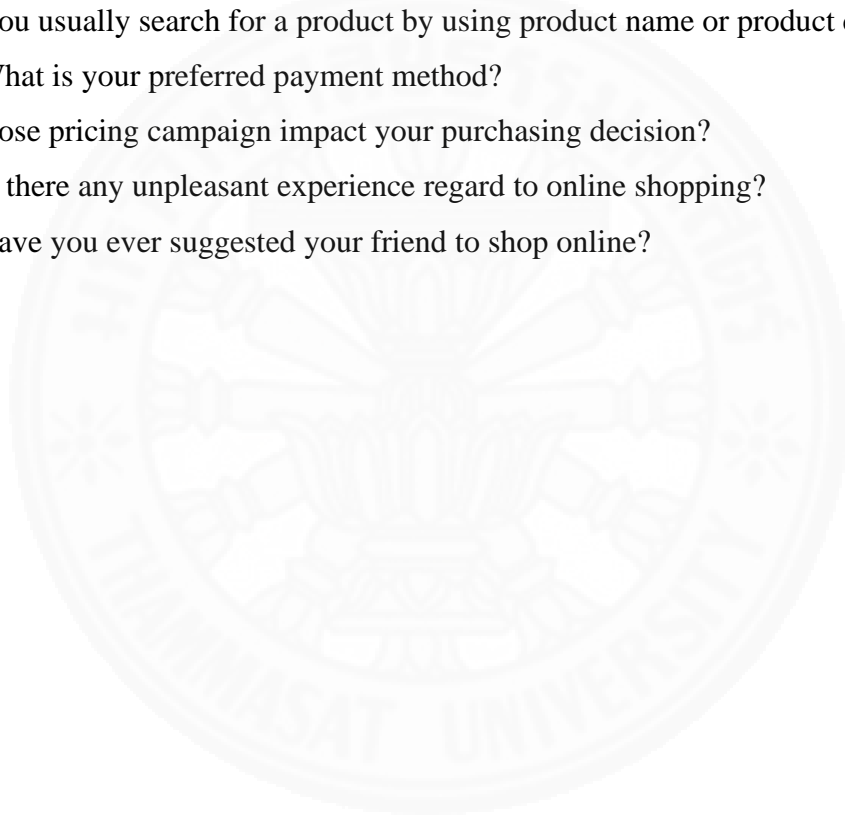
1. Self-introduction – Name, age, location of living, and the number of people which live together and daily activities.
2. How many Lipsticks are in your bag today?
3. How many colors do you usually apply on your lips? 1,2,3, mix
4. What are the criteria in buying lipstick? Please rank.
5. How often do you usually buy cosmetics/lipstick?
6. Where is the nearest shopping center and how long it takes to travel from your resident or office? How often do you usually go there?
7. What time do you usually go shopping? (Morning, During lunch break, Late Afternoon, Evening)
8. Which period of the year that you tend to spend money the most? (New Year, Christmas, etc.)
9. When go shopping, you tend to go with a product list or not?
10. Is it different when go shopping alone compare to go with other? And who you usually go with?
11. What is your usually intention to buy?

Part2: Offline shopping questions

1. Please named the lipstick brands you currently use.
2. Please named the other cosmetics product you currently use.
3. Do you frequently change the brand? Or repurchase the current product?
4. Does advertising impact your purchase decision?
5. Does review or influencer effecting your purchase decision?
5. What are the triggers of purchasing lipstick product in physical store?
6. Have you set a budget for each purchase?

Part3: Online shopping question

1. What product you usually purchase online?
2. What time do you usually go shopping? (Morning, During lunch break, Late Afternoon, Evening)
3. Is there any product that you have switched to purchase it online?
4. What is the website/application you used to search for the product?
5. What is the reason of using that website/application?
6. You usually search for a product by using product name or product category?
7. What is your preferred payment method?
8. Dose pricing campaign impact your purchasing decision?
9. Is there any unpleasant experience regard to online shopping?
10. Have you ever suggested your friend to shop online?



APPENDIX C

Questionnaire

Questionnaire Survey

FACTORS INFLUENCING PURCHASING DECISION OF LIPSTICK CONSUMER AMONG THAI WOMEN

Master Degree Program in Marketing (MIM) International Program,
Thammasat University

This questionnaire survey is a part of MK702 Independent Study MIM, Thammasat University. The objective of this research is to study and understand the insights and identify the factor affecting Thai women in deciding on purchasing lipsticks. The study will investigate consumer profiles, behavior, and triggers and barriers that would make customers shift from offline to the online channel.

All information provided by respondents is for academic purpose only. The information received will be kept confidential and will not be used for any commercial purpose.

The questionnaire consists of five main parts:

- Part I. Screening Questions
- Part II. Consumer Purchasing Behavior when buying cosmetics.
- Part III. Consumer Purchasing Behavior when buying Lipstick.
- Part IV. Consumer Purchasing Behavior when buying Lipstick online.
- Part V. General Information

Definition for this Questionnaire

Cosmetics – Color Cosmetics or Make Up Item that add color to your facial part such as Lipstick, Blush on, Eyeshadow, Foundation.

I. Screening Questions

1. What is your gender?
 - a. Female
 - b. Male (End of Survey)

2. In the past 12 months, did you purchase any cosmetics?
 - a. Yes
 - b. No (End of Survey)

II. Consumer Purchasing Behavior when buying cosmetics.

1. Which Make Up items do you purchase very much often than other? (Rank 1 to 5, 1 is the least often and 5 is the most often)
 - a. Foundation
 - b. Concealer
 - c. Mascara
 - d. Eyeliner
 - e. Eyeshadow
 - f. Lipstick
 - g. Lip Liner
 - h. Lip Gloss
 - i. Eyebrow Liner
 - j. Eyebrow Mascara
 - k. Blush On
 - l. Powder
 - m. Other... please specify
2. Where do you usually purchase?
 - a. Department Store e.g. Siam Paragon, Central, The Mall
 - b. Drugstore (Boots, Watsons)
 - c. Specialty Store (Sephora, Eve and Boy, Beautrium)
 - d. Convenient Store (7/11)
 - e. Brand Flagship Store
 - f. Online Channel (Lazada, Shopee)
3. How often do you usually purchase?
 - a. Once in more than 6 months
 - b. Once in 6 months
 - c. Once in more than 3 months
 - d. Once in 2-3 months

- e. Once a month
 - f. More than once a month
4. What are the occasions?
- a. Weddings
 - b. Graduation
 - c. Party
 - d. Birthday
 - e. Gifts
 - f. Impulse Purchase
 - g. Emergency
 - h. Other please specify...
5. How much do you spend each time? (Budget Constraint)
- a. Below 500 THB
 - b. 500-1000 THB
 - c. 1001-3000THB
 - d. 3001-5000THB
 - e. 5001-10000 THB
 - f. Over 10000 THB
6. How many pieces of cosmetics you usually purchase each time?
- a. 1
 - b. 2
 - c. 3
 - d. 4
 - e. 5
 - f. More than 5 items
7. Do you search for information before making buying decision?
- a. Yes
 - b. No.
8. Where do you usually search for information?
- a. Google
 - b. Facebook
 - c. Instagram

- d. Brand Websites
 - e. Other: Please specify....
9. Which media has the most influence on your buying decision? (Rank from 1 to 5, 1 is the least important and 5 is the most important)
- a. Brand's Website
 - b. Brand's Facebook
 - c. Brand's Instagram
 - d. YouTube
 - e. Line Official Account
 - f. Beauty Blogger Review
 - g. Beauty Website such as Jaban.com
 - h. Newsletter/ Emails from Brand
 - i. Television/Radio
 - j. Social Media Ads
 - k. Celebrities
 - l. Friends and Family Recommendation
 - m. In store Media (POS)

III. Consumer Purchasing Behavior when buying Lipstick.

1. Have you purchased lipstick in the past 12 months?
 - a. Yes
 - b. No
2. Where do you usually purchase?
 - a. Department Store e.g. Siam Paragon, Central, The Mall
 - b. Drugstore (Boots, Watsons)
 - c. Specialty Store (Sephora, Eve and Boy, Beautrium)
 - d. Convenient Store (7/11)
 - e. Brand Flagship Store
 - f. Ecommerce (Lazada, Shopee)
 - g. Brands' Channel (Brand's Website, Line Official Account)

3. How often do you usually purchase lipstick?
 - a. Once in more than 6 months
 - b. Once in 6 months
 - c. Once in more than 3 months
 - d. Once in 2-3 months
 - e. Once a month
 - f. More than once a month
4. What are the occasions?
 - a. Weddings
 - b. Graduation
 - c. Party
 - d. Birthday
 - e. Gifts
 - f. Impulse Purchase
 - g. Emergency
 - h. Other please specify...
5. How much do you spend each time? (Budget Constraint)
 - a. Below 500 THB
 - b. 501-1000 THB
 - c. 1001-3000THB
 - d. 3001-5000THB
 - e. Over 5001 THB
6. How much do you willing to pay for a lipstick?
 - a. Fill in the Blank
7. How many pieces do you usually buy?
 - a. 1
 - b. 2
 - c. 3
 - d. 4
 - e. 5
 - f. More than 5

8. How important are the following attributes affects your lipstick buying decision?

(1 =Not important, 2=Slightly Important,3=Neutral, 4 = Moderately Important, and 5 =Extremely Important)

Purchasing Attributes		Not Important	Slightly Important	Neutral	Moderately Important	Extremely Important
1.	Brand					
2.	Brand Image					
3.	Color					
4.	Texture (Matte, Shine)					
5.	Form (Liquid, Stick)					
6.	Packaging					
7.	Price					
8.	Promotion					
9.	Convenience					
10.	Sample/Trial before Buy					
11.	Information Available					
12.	Review from Influencer					
13.	Review from Friend/Family					
14.	Limited Edition/New Collection					
15.	Advertisement					

Purchasing Attributes		Not Important	Slightly Important	Neutral	Moderately Important	Extremely Important
16	Presenter/Celebrities					
17	Online Advertisement					
18	Store Display					
19	Beauty Advisor					
20	Ingredients					
21	Vegan/ Environment Friendly					
23	Cruelty Free					

9. How many lipsticks do you usually carry in your purse?

- a. 1
- b. 2
- c. 3
- d. More than 3, please specify

10. How many times do you apply your lipstick in a day?

- a. 1
- b. 2
- c. 3
- d. More than 3, please specify

11. How many Lipsticks do you have?

- a. Fill in the blank

12. How likely the following do Benefits influent your purchasing decision?

(1 =Highly Unlikely, 2=Unlikely,3=Neutral, 4 =Likely, and 5 =Highly Likely)

Benefits		Highly Unlikely	Unlikely	Neutral	Likely	Highly Likely
1.	Discount Promotion					
2.	Gift with Purchase					
3.	Free Samples					
4.	Return & Refund Policy					

13. Which media has the most influence on your buying decision? (Please select and Rank 1 to 5, 1= Least influential and 5 = most influential)

- a. Brand's Website
- b. Brand's Facebook
- c. Brand's Instagram
- d. YouTube
- e. Line Official Account
- f. Beauty Blogger Review
- g. Beauty Website such as Jeban.com
- h. Newsletter/ Emails from Brand
- i. Television/Radio
- j. Social Media Ads
- k. Celebrities
- l. Friends and Family Recommendation
- m. In store Media (POS)

14. Please name 3 favorite brands for Lipstick Product?

- a. Fill in the blank
- b. Fill in the blank
- c. Fill in the blank

15. Wearing Facial Mask because of the pollution has affected my decision on purchasing lipstick.
 - a. Yes
 - b. No
16. Please state your support reason for your answer for question no.15
 - a. Fill in the blank

IV. Consumer Purchasing Behavior when buying Lipstick online.

1. Have you ever purchased lipstick online?
 - a. Yes (Skip to Q3.)
 - b. No
2. What are the reasons for not purchasing lipstick online? (Check all that apply)
 - a. Complicated Process
 - b. Authenticity of Product
 - c. Cannot try before making purchase
 - d. Mismatched product with expectation
 - e. Don't want to wait for delivery
 - f. Do not trust in payment method
 - g. Afraid of not receiving product
 - h. Others...please specify
3. How often do you usually purchase lipstick online?
 - a. Once in more than 6 months
 - b. Once in 6 months
 - c. Once in more than 3 months
 - d. Once in 2-3 months
 - e. Once a month
 - f. More than once a month
4. What are the reasons for purchasing lipstick online? (Check all that apply)
 - a. Promotion
 - b. Convenient
 - c. Restock your regular used product

- d. Special Items for online only.
- e. Impulse Purchase
- f. Other... please specify
5. Where do you usually shop online?
- a. Lazada
- b. Shopee
- c. Brands' Website/Facebook
- d. Line Official Account
- e. Central.co.th
- f. Sephora.co.th
- g. Watsons.co.th
- h. Konvy.com
- i. Beauticool.com
- j. Others.... please specify
6. What are the occasions?
- a. Weddings
- b. Graduation
- c. Party
- d. Birthday
- e. Gifts
- f. Impulse Purchase
- g. Emergency
- h. Other please specify...
7. To what extent do you agree or disagree with the following statements
(1 =Strongly Disagree, 2=Disagree,3=Neutral, 4 =Agree, and 5 =Strongly Agree)

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1 The brand I want to buy is there.					

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2	Promotion Price initiates the temptation to purchase.				
3	I have used the product I buy before.				
4	It is more convenient.				
5	Friendly User Sites				
6	I can buy many brands at the same time.				
7	I can buy many products at the same time.				
8	I can do price comparison between brands				
9	I have an exclusive offer.				
10	Advertisement makes me want to buy.				
11	I want to try new products.				
12	Information provide on the website is enough to influence me to making purchase				
13	Family and Friends Recommendation on purchasing through online channels.				

V. General Information

1. What is your age range?
 - a. Below20
 - b. 20-29
 - c. 30-39
 - d. 40-49
 - e. Above 49
2. What is your occupation?
 - a. Business Owner
 - b. Employee
 - c. Enterprise/Governor
 - d. Freelance
 - e. Student
3. What is your monthly income?
 - a. Below 15,000 THB
 - b. 15001-30000 THB
 - c. 30001-45000 THB
 - d. 45001-60000 THB
 - e. 60001-90000 THB
 - f. Above 90000 THB
4. What is your highest education level?
 - a. High School
 - b. Diploma
 - c. Bachelor's Degree
 - d. Master's Degree
 - e. Ph.D.
5. What is your marital Status?
 - a. Single
 - b. In a relationship
 - c. Married

6. Where do you live?
 - a. Bangkok Metropolitan
 - b. Other Province please specify

End of Questionnaires



BIOGRAPHY

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