The Factors that Influence the Skin Care Purchasing Behavior of South-East Asians

Montajula Suvattanadilok[a], [a]Faculty of Administration and Management King Mongkut's Institute of Technology Ladkrabang, Thailand, Email: [a]montajula.su@kmitl.ac.th

This research concentrated on the effect of customer purchasing behaviour in a matured marketing environment. There were 800 participants from Thailand and Laos who answered questions on the advertising influences on their passenger whitening skin care purchases. Earlier research focuses on Thailand and Laos and how much social factors affect their business and purchases. To determine how social factors contribute to purchase intentions, structural equation modelling will be used. Using a structural equation model, the study will allow people to understand how various modifications can be made to influence purchases and thus to learn about social factors. Nationality has also been one of the main pre-existing factors affecting buying behaviour. Furthermore, the findings of this study provide a reference point for academics to conduct empirical confirmatory studies and professional development in cosmetics markets for demographic and cultural factors such as nationality, ethnicity or age.

Key words: *Consumer behaviour, purchase behaviour, whitening skincare products, marketing factors, Thailand, Laos.*

Introduction

Consumers are receiving multiple product information from many sources on purchasing distinct products/services in today's competitive globe. In this article, the writer evaluates the effect on customer purchasing behaviour. Consumers have immediate or indirect access to products via countless sources whether off-line or online that would have an enormous effect on purchasing and making decisions. In order to assess the efficacy of the above data to impact the purchasing choices of the target consumers, the writer selected immediate data, i.e. advertising information as a significant building. This research is essential and relevant because for mature customers, females' cosmetics consumers have been purchased in the

industry it was carried out. Furthermore, a high-profile purchase choice, i.e. purchasing passage cosmetics calls for high self-care and involving, making the reason behind choice of female cosmetics consumers to gage the effect of marketing strategies on customer purchasing behaviour. In order to comprehend the effect of marketing strategies on it, the research could have made with distinct products.

In researcher's preliminary research, the majority of skin care consumers currently have used 5 or 6 type of skincare, since they often change between the brands of skins whiteners.

The skin care consumers also have a strong level of understanding and experience in the purchase of skin care whitening. Therefore, conducting the survey in such a setting would offer academia and business a much-needed indication of the effect of advertising promotions on customer buying decisions from cosmetics enterprises. The study also explored elevated and small influence factors; this is in order to determine whether such data is effective for such a skilled consumer group. Moreover, gaining access to the real needs of consumers is extremely important. Hsin-Fan Chen et al. (2011) states that the beneficial properties of products such as brightening, whitening, and added aroma constituted the perceived value of the products that influenced consumers' buying intents.

The returns in the cosmetics and personal care market of Thailand amounted to USD 6.17 billion in 2018. Consequently, Thailand's cosmetics market is anticipated to rise 7.7 percent yearly, over the period of 2018 to 2021. Skincare and makeup products in Thailand make up the largest chunk in the Asian Cosmetics market. Skincare products alone had a market share of 68% in 2017 (Statista Market Forecast, 2017). In monetary value, skincare products have a market volume of USD 2.2 billion (Skin Care Industry, 2017). That value rose to USD 2.27 billion in 2018, making it the largest segment in Thailand's cosmetics market. Globally, most revenue is currently created in the USA with a value of USD 74.25 billion in 2018 (Statista Market Forecast, 2018).

In Laos, over the same period in the year 2016, there was a continual growth rate of 2.03 percent for the cosmetics market due to its rapid economic growth (Philip & Keller, 2016). Due to this rapid economic growth, 62 percent of the working-age population in Laos now have a higher buying power and can be considered as a new potential consumer group. Skincare and makeup products in Laos are mostly imported from abroad, such as Thailand. Thailand mostly exports skincare products, sunscreen, fragrances, and soaps to Laos. Laos has no production of soap, cosmetics and skincare products for export, but they do have some for local use in the country. They are made using raw herbs earned locally and sold as standalone products or products for spa services (Exim, 2016; Laotiantimes, 2018). Laotian people trust Thai products and they consider the higher price as reasonable for the perceived value they get in return. The value of exported Thai products, soaps, cosmetics and skincare

in the last three months of 2017 rose to 29.32 percent at 1,286,263,357 baht (export.gov, 2018; AT-ZE, 2017: online).

Thai manufacturers have used marketing factors as well as marketing strategies to increase the size of the market and aim to win a bigger market share with more beauty-enhancing and age-retarding products (Philip & Keller, 2016). It is noteworthy that demand for imported brands is increasing. In fact, Thai consumers care more about the quality, brand image, and product image perception of imported brands (Nattawadi Kijsangtong, 2007) than local products. Thailand's Ministry of Industry had set a goal to push the Thai cosmetics industry to be number one in Asia in terms of trade value by 2017. Thailand is now ranked third in Asia after Japan and South Korea among the countries which manufacture and export cosmetics. In addition, Thailand is ranked 17th worldwide and it is one of the foremost cosmetics equipment manufacturers (OEM) in ASEAN. This is because of the availability of raw materials, ideal logistical situations, expertise and high-quality products. Due to the high level of ultraviolet rays in Thailand, Thai and Laotian people tend to have freckles and melisma. The cosmetics industry covers cosmetics that primarily serve as beauty products as opposed to products applied to the skin for cleansing and care (Wang & Marangoni, 2017). Cosmetics includes make-up, nail varnish, and self-tanning products. However, since skin whitening has long been a beauty trend in the two countries, consumers try to gain confidence in their looks by whitening their skin using synthetic whitening products (Nattawadi Kijsangtong, 2007; Hesse-Swain, 2006). That is the reason why whitening skincare products have become so popular in the market. This research intends to study how nationality affects the marketing factors in regards to purchase behaviour.

The researcher believes that the mediating roles of a respondents' nationality deserve scholarly attention. Some researchers (Ramaseshan & Stein, 2014) have admitted that a respondents' nationality mediates customer behaviour before and after the purchase of a brand. Respondents' nationality offers a means to consumers by which to create a social identity and provide an instrument for expressing the actual and social self (Buil, De Chernatony, & Martinez, 2013).

Literature Review

Numerous studies have been carried out on customer purchasing habits and decision-making behaviour, but the recent increase in rivalry between the products and services and the function to communicate these marketing factors to customers in influencing purchase and decision-making controlling ethnicity have been driving severe research into the impact of marketing practices over consumer behaviour. One of the oldest research, is on the effect of marketing practices in customer behaviour on the effect of customer ethnicity on customer

purchases that has been carried out by Baker, Hutchinson, Moore, & Nedungadi (1986). An early study was carried out to determine the consumer's reaction to good and disadvantageous butter (Chang & Kinnucan, 1991).

Marketing Mix

Rahbar & Abdul Wahid (2011) studied ways in which sales promotion could have a positive effect on buyer and vendor conduct on product sales and purchasing. They showed that the customer responds in various settings to distinct price data concentrations. Shen and Wyer (2008) performed thorough research to define the effect on customers with associated, unrelated experiences of Brand familiarity and Brand personality (descriptions of goods). Paul & Rana (2012) addressed demographic controlling that would have a crucial effect on anticipating the purchase and decision-making of consumers.

The desire of customers to seek data about elevated value goods or facilities has been recognised in research by Kircher and Postlewaite (2008), with a significant effect on policy making. This endorses consumer plans to search for products that would affect their purchasing decisions, with associated but distinct elements of products and services. Taken Smith (2012) has recognised external and domestic variables as a result of the purchasing behaviour. It has also found that customers tend to purchase goods and services that create a favourable social picture among their friends and relatives. A report on the impact of marketing practices on visitor's offices and conferences (Lee, Close, & Love, 2010) has discovered a favourable impact on performances from the shop.

In order to meet their requirements and desires, Asifo (2010) has researched consumer intent to select, buy and consume goods and services. It also examined the desire of customers to analyse the data they want to purchase and eat regarding the current rates of products and services.

The research revealed the impact on customer acquisition and decision making of price perception Dolatabadi, Kazemi, and Rad (2012) studied consumer decision-making, affected by Brand equity, earnings, and loan accessibility, emotional attachment, Brand familiarity, fulfillment need, technical considerations and advertising.

The research by Perrault et al. (2014) examines the impact of consumers' choices and transport packages of internet cost effect. They concluded that transparent marketing strategies affected the choice of details and the discounts. In order to evaluate the effect of the brand characteristics on the customer behaviour (Roberts&Urban, 1988; Neuhaus & Taylor, 1972; Assad & Serdar, 2015; Abhishek Misra, 2015; Teoh Khar Chin & Siti Haslina Md

Harizan, 2017), several trials were performed to evaluate the effect of brand equity on the purchasing behaviour of consumers.

However, to the best of the authors' knowledge there was no pertinent study on the use of integrated marketing communication such as product, price, promotion, place, and brand characteristics. The above-mentioned publication provided a much-needed picture of the problem definition. Consequently, all marketing practices and its effect on customer purchases have been created by the writers. The suggested research tried to overcome the differences found in the literature in terms of whitening skin care controlling the ethnicity variable, so the writer created an empirical template regarding the effect of marketing practices on customer purchasing behaviour. The research model has been developed to show the impact of marketing practices factors, and hypotheses have been checked for these factors.

Brand Trust

One of the main variables that affect purchasing intentions is the social concern of trust between consumers and producers. Once an investment is taken into account, the more social issues it entails, the more important it is. The purchase decisions of other groups or future customers are mainly based on specific brand data (Payne and Holt 2011). Comments and feedback of the particular product were affected in the online purchase of skin care products. The focus of a purchase decision for a product often relies on other groups' or previous products. A particular product's expertise affects customers' trust in the brand from which they purchase.

The company itself knows how products adapt in the current market to people's spontaneous reactions. The price of the item is strongly linked to those who want to purchase it. The search for alternatives and inclusiveness is sensitive with regard to skin care products, which is driven by OGP's change in consumer interest (Rao and Monroe, 2018). The comparative evaluation of skin care products in a product category will rely on traditional market preferences.

Social Factors

The design of purchasing decisions for a particular company, on which brands or products they will acquire, is affected not only by business or statistical factors. Social factors such as race, status and trust are nonetheless more important than other factors in developing countries' procurement choices (Vicki, 2014). Many companies are reactive and this affects their reactions to certain brands. This means companies' decisions are more affected, for example, by online shopping and by social factors which show that some brands are much

preferred. The conclusion is also clear and correct, and thinks that a new seller's purchase is an exciting and thorough contrast to a regular seller. Satish and Peter (2014) discovered that the products for skin care are highly sensitive products requiring intensive selection before purchase. This leads to additional factors, such as consumer interaction before a purchase, which may influence the intention of buying skin care products.

Customer Perceived Value

The intention of a particular customer before buying the product or service by the individual is stated by Cho and Sagynova in 2015. The role of the customer is crucial for the assessment of decisions affecting its financial acquisition of the product. It is important to understand what a particular product is and what value it is intended to produce for itself when using the amount of purchase decision as important. When an item is bought, we need to better meet our needs. We also want the product to be sold at an affordable price (Payne and Holt, 2011). The quality they produce and benefit from is the decisive factor in the purchasing of skincare products. The customer therefore needs to maximise the value that the product offers. The choice of the company thus depends on the related product values. Accordingly, studies and experiences conclude that product labels are value reactive and affect the customers' reaction.

Consumers in the regions of Thailand and Laos tend to buy skin care products for different reasons. That includes items such as diet and other non-sensory issues. Any concerns about the problems in skin care products and the impact on consumers were answered by Awan, Siddiquei and Haider (2015). The theory is that concern for safety in terms with usage has increased. Compared to previous times, users were more conscious of what they are using and were limited by product knowledge to a small number of persons. The sources cited often show that the trust products and information are in fact commonly taken into account by businesses.

Figure 1. Conceptual framework of influences on Southeast Asian skin care consumers purchase behaviour
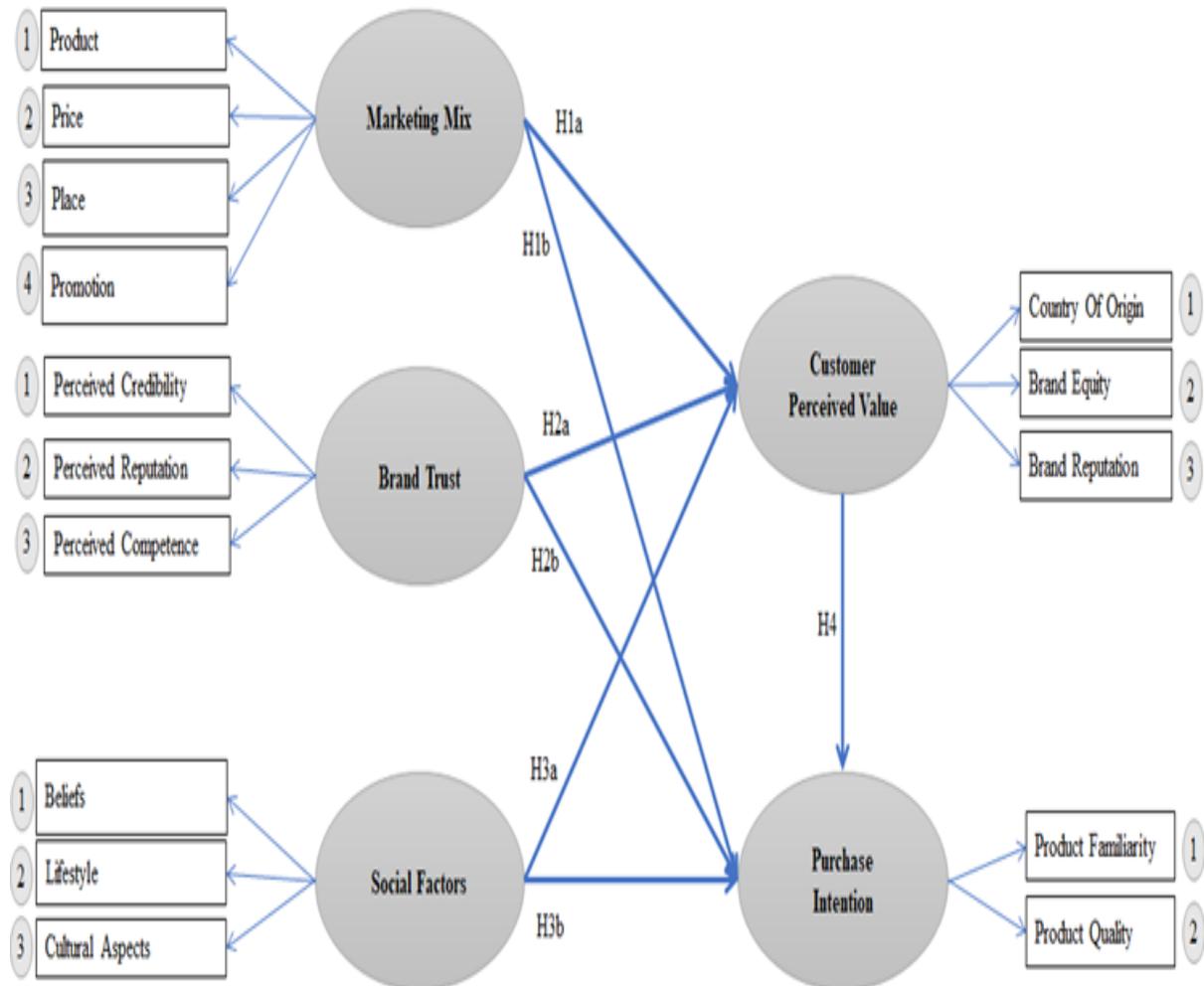
Having reviewed the aforementioned related studies, the author reaches to the following hypotheses:

H1a: There is no difference in terms of Marketing mix toward customer perceived value of whitening skincare products between Bangkok and Vientiane customers.

H1b: There is no difference in terms of Marketing mix toward purchase intention of whitening skincare products between Bangkok and Vientiane customers.

H2a: There is no difference in terms of brand trust toward customer perceived value of whitening skincare products between Bangkok and Vientiane customers.

H2b: There is no difference in terms of brand trust toward purchase intention of whitening skincare products between Bangkok and Vientiane customers.

H3a: There is no difference in terms of social factors toward customer perceived value of whitening skincare products between Bangkok and Vientiane customers.

H3b: There is no difference in terms of social factors toward purchase intention of whitening skincare products between Bangkok and Vientiane customers.

H4: There is no difference in terms of customer perceived value toward purchase intention of whitening skincare products between Bangkok and Vientiane customers.

Research Framework

This research study reviewed papers in the literature and examined the marketing factors that affected the behaviour of consumers in Bangkok and Vientiane to buy whitening skincare products. The synthesised factors affecting purchase behaviour to buy whitening skincare products were nationalities: Thai and Laos. The framework is as follows:

Methodology

The target population is facial whitening moisturiser users who decided to buy products from department stores in Bangkok and Vientiane. This study was carried out in Thailand among young female cosmetics consumers using a cross-sectional field survey approach. Multiple regression tests on marketing factors affecting purchasing behaviour of consumers in Bangkok were utilised in this study.

The products selected were as follows:
- Face Cleaners and Washers
- Soaps and Detergents
- Cleansing brushes and tools
- Sensitive skin healers
- Masks

Besides that, t-independent tests for comparing the two nationalities is considered suitable to use. The study attempted to explore individual and marketing factors that drove consumers in Bangkok and Vientiane to purchase whitening products. In Table 1, some previous research has been brought to support this study's methodology.

Table 1: Methodologies, Variable, and Results Background

Researcher	Variables	Methodology	Result
Janany & Shivany 2018.	Factors influencing purchase behaviour beauty care products were Past experiences, Product quality and Word of mouth.	Collected data from 200 female customers on the influence of factors in regard to purchase behaviour towards cosmetic products.	Brand, Education, Price and Civil status had the most influence on purchase behaviour.
Vidyarthi 2014.	Factors affecting the purchase of necessity brands based on social visibility and brand name.	To explore important factors affecting purchase of necessity brands, Analysis of Variance (ANOVA) was used.	The empirical findings show that perceived quality, perceived prestige, availability, brand loyalty and interpersonal influence are important factors affecting purchase of publicly consumed necessity brands.
Buil, De Chernatony, & Martinez, 2013.	Elements of marketing communication programs advertising and sales promotions.	Based on a survey of 302 UK consumers. Multiple linear regressions were used to analyse the data.	Findings show that advertising for the brands under investigation improved its' brand awareness but was insufficient to positively influence brand.
Suvattanadilok (2018)	Effects of Consumer Behaviours in the Bangkok Area on Purchase behaviour of Facial Whitening Moisturiser	The statistics for analysis were Multiple Linear Regressions Analysis, and Analysis of Variance (ANOVA).	The results of analysis were that the four variables: product, price, place, and sales promotion correlation was 0.97 as a Result of Marketing factors.

Population

The population was defined as consumers in Bangkok and Vientiane who decided to purchase whitening products at department stores. The exact number of the population was

not known, but there were those who were in the environments and situations that made them likely to purchase these products.

Sample

In the previous related research with the skincare and whitening products which targeted Thailand and South East Asian countries, the researchers brought some proof of implemented studies population samples:

-Boonyawate (2004) applied non-probability sampling and choose 384 respondents as the samples.
-Nugroho & Irena (2017) applied multiple regression analysis to examine the reply from 138 participants. The sampling method used was simple random sampling.
-Taghipour and Loh (2017) utilised non-probability sampling, such as convenience and judgment sampling, gathering 400 completed questionnaires.

However, in this research, the researchers concentrated on young Thai and Laotian female customers' purchase behaviour of cosmetics, specifically whitening in terms of marketing factors. Undeniably, the young female cosmetics consumer segment is documented as one of the highest growing markets for health-related goods in Thailand (Taghipour & Loh, 2017). Young Thai females aged 14 to 30 have the highest demand for whitening skin care products due to an increase in exposure (Erinefraser, 2014).

The sample group were consumers who purchased whitening products. Since the exact number of the population was not known, an estimated size of the sample group was calculated from a formula (Tanin Silpcharu, 2012) at a confidence level of 95% and an error level of 5%.

Data Collection Procedure

In order to refrain from any bias in sample selection, every single individual who had purchased cosmetics at the shop was asked for a response to the questionnaire. The respondents were given some time to complete the questionnaire and then asked to hand in the completed questionnaires. The whole data collection procedure took approximately five weeks in 2018, from July - August.

The research instrument was a questionnaire comprised of three-pages divided into two key sections. The questionnaire was taken from English and converted into Thai using a back-translation method. The first part is reflected to measure the core constructs inspected. Each variable was assessed using a 5-point Likert scale. The author wished to include in the

sample group 50% of the population, and Z=1.96. Therefore, the size of the sample group was calculated to be 385 subjects. Including a 5% reserve, it became 400 subjects. To make the survey results even more reliable, the author doubled the calculated number of subjects to 800, 400 in Bangkok and 400 in Vientiane. Multi-stage random sampling was used in the sample selection.

Statistical Test Used

There is non-probability sampling, which entails the assortment of unit samples on the basis of judgment, convenience or known population that consents to each population component an equal chance of selection (Cooper et al., 2013). The researchers decided to study the difference between the Thai and Laotian cosmetic consumers' marketing factors towards purchase behaviour; thus, the t-independent test is suitable. To treat the results, the data was collected through the Statistical Package for Social Science (SPSS 23), to be analysed and have conclusions drawn.

Results
Part 1

These are the comparative results of purchase behaviours to buy skin whitening products of consumers in Bangkok and Vientiane. Comparative results of purchase behaviours of consumers in Bangkok are classified according to individual factors and were statistically analysed by an independent sample t-test.

Table 2: Comparative results of purchase behaviours to buy skin whitening products of consumers in Bangkok and Vientiane

Result	n	$\overline{X}$	S	t	Sig
Laos	400	4.59	.21	12.10*	.00
Thai	400	4.26	.50		

*at. 05 level of confidence

Table 2 shows that consumers in Bangkok had a mean ($\overline{x}$) of purchase behaviour to buy whitening products of 4.26 and a standard deviation of 0.50 while the consumers in Vientiane had a mean of 4.59 and a standard deviation of 0.21. When compared, the purchase behaviours of consumers in Bangkok and Vientiane that were significantly different at .05 levels.

Part 2

An analysis results of variables was undertaken to determine the affect of the purchase behaviour of buying skin whitening products of consumers in Bangkok and Vientiane by using multiple regressions for finding the best variable to predict purchase behaviour to buy skin whitening products.

Results of Pearson's multiple-correlation coefficient analysis of marketing factor variables and purchase behaviour variable of consumers in Bangkok and Vientiane.

Table 3: Pearson's multiple-correlation coefficient between marketing factors variables and purchase behaviour to buy skin whitening products of consumers in Bangkok

Variables	X_1	X_2	X_3	X_4	X_5
X_1	1.0	.41*	.51*	.48*	.58*
X_2		1.00	.44*	.65*	.57*
X_3			1.00	.61*	.63*
X_4				1.00	.59*
X_5					1.00

*at. 05 level of confidence

Table 3 shows that marketing factors had positive correlations with purchase behaviour to buying skin whitening products at the .05 levels. The highest statistical relationship is between social factors and purchase intention (x=.63) and the lowest statistical relationship is between marketing mix and customer perceived value (x=.48).

Figure 2. Results of influences on Southeast Asian consumers purchase behaviour in Bangkok
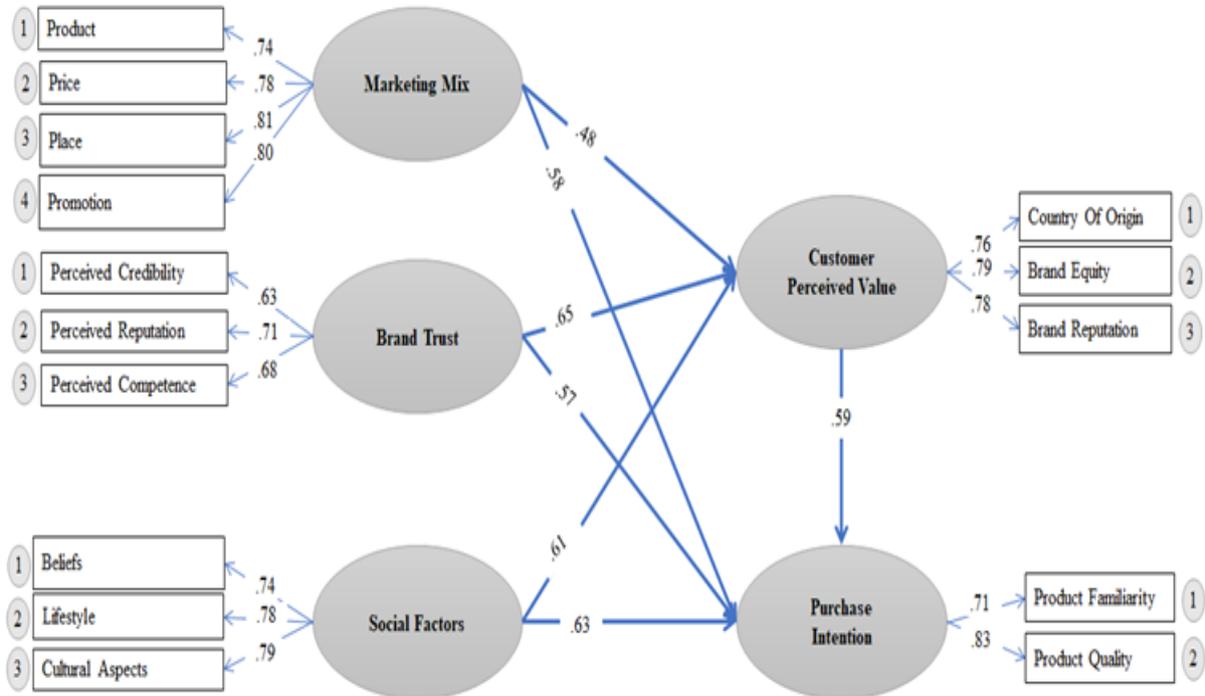

Figure 3. Results of influences on Southeast Asian consumers purchase behaviour in Vientiane
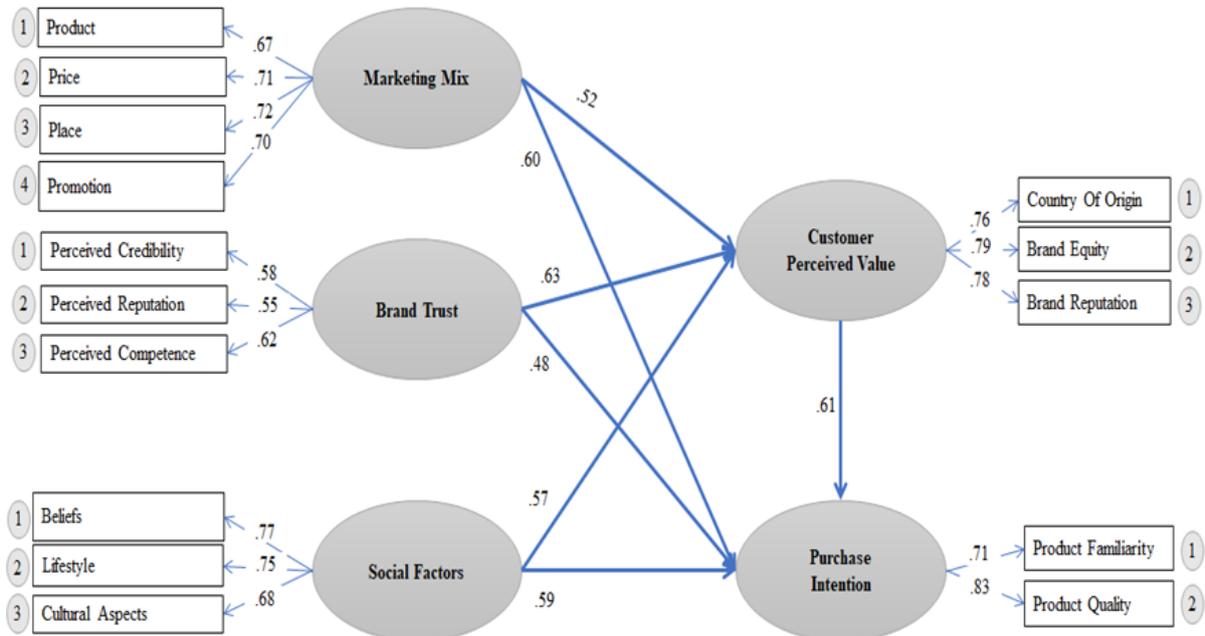
Table 4: Pearson's multiple-correlation coefficients of marketing factors variables and variable of purchase behaviour to buy whitening products of consumers in Vientiane

Variables	X_1	X_2	X_3	X_4	X_5
X_1	1.00	.31*	.32*	.52*	.60*
X_2		1.00	.55*	.63*	.48*
X_3			1.00	.57*	.59*
X_4				1.00	.61*
X_5					1.00

*at. 05 level of confidence

Table 4 shows that the marketing factors correlated positively with purchase behaviour to buy whitening products of consumers in Vientiane at a significance level of .05. The highest statistical relationship is between brand trust and customer perceived value (x=.65) and the lowest statistically relationship is between brand trust and purchase intention (x=.48).

Table 5: Results of test of independence between variables affecting the purchase behaviour to buy whitening products of consumers in Bangkok

Model Collinearity	X_1	X_2	X_3	X_4	X_5
Tolerance	.69	.68	.62	.79	.79
VIF	1.44	1.45	1.59	1.26	1.33

Table 5 shows that VIF value should not be more than 10 and Tolerance values of every variable were not near 2; independent variables of every variable affecting the purchase behaviour to buy whitening products of consumers in Bangkok were independent.

Table 6: Results of test of independence between variables affecting the purchase behaviour to buy whitening products of consumers in Vientiane

Model Collinearity	X_1	X_2	X_3	X_4	X_5
Tolerance	.88	.68	.66	.80	.83
VIF	1.13	1.45	1.49	1.24	1.35

Table 6 shows that VIF value should not be more than 10 and Tolerance values of every variable were not near 2; independent variables of every variable affecting the purchase behaviour to buy whitening products of consumers in Vientiane were independent.

Table 7: Results of an enter multiple regression tests on factors affecting purchasing behaviour of consumers in Bangkok

Item	Predicting variable	B	SE$_b$	β	T
1	X1 (Marketing Mix)	.18	.011	.24	16.72*
2	X2 (Brand Trust)	.45	.019	.54	23.95*
3	X3 (Social Factors)	.24	.020	.28	11.88*
4	X4 (Customer Perceived Value)	.03	.015	.02	2.09*
5	X5 (Purchase Intention)	.28	.016	.24	15.83*
R = 0.973 , R^2 = 0.947, F = 1765.160, SE$_{est}$ = 0.117, a = 0.355					

*at a significance level of. 05

Table 7 shows the test results of the marketing factors affecting purchase behaviour of consumers in Bangkok consisting of eight variables. It was found that the multiple regression coefficients were .973 and the variables can explain the variances of the purchase behaviour to buy whitening products of consumers in Bangkok at a level of 94.6%.

Table 8: Results of an enter multiple regression tests on factors affecting purchasing behaviour of consumers in Vientiane

Item	Predicting variable	B	SE$_b$	β	T
1	X1 (Marketing Mix)	.118	.021	.153	5.556*
2	X2 (Brand Trust)	.397	.023	.546	17.476*
3	X3(Social Factors)	.181	.023	.250	7.872*
4	X4 (Customer Perceived Value)	.164	.020	.235	8.156*
5	X5 (Purchase Intention)	.223	.020	.228	8.156*
R = 0.857, R^2 = 0.735, F = 273.813, SE$_{est}$ = 0.107, a = 0.682					

*at the level of significance of. 05

Table 8 shows the test results of the marketing factors and it found that the multiple regression coefficients were .857.

Discussion

The result of this study found that consumers in Bangkok and Vientiane have different whitening products purchase behaviour significant at the level of 0.5. The multiple correlation coefficient result is .973 versus .857 between Bangkok and Vientiane respectively. This may be because Vientiane is growing, and young people follow beauty and fashion trends in Thailand. In addition, beauty and healthcare are more popular among people with high purchase power. The following analysis results were also found.

The intention to buy skin whitening products: The average level was very high ($\overline{x}$ =4.42, S=.42). The marketing factors was found to be at a high level ($\overline{x}$ =4.35, S=.40). The factor that most affected the consumer behaviour was price, followed by place, sales promotion and product.

Different purchase behaviour: Consumers in Bangkok and Vientiane had different purchase behaviours at the level of 0.5. The consumers in Vientiane bought more skin whitening products.

Marketing factors that influenced the behaviour of consumers: For consumers in Bangkok, the biggest factor is shown in table 3, that the null hypothesis with significant level of 0.000 is rejected, which means there is a difference in purchase behaviour of whitening skincare between Bangkok and Vientiane. Furthermore, Laotian consumers had average tendency of 4.59 versus Thai with 4.26 to be influenced by marketing factors (Table 3).

According to the hypothesis, product effect (β=0.244) in Bangkok versus product level (β=0.153) in Vientiane shows a higher tendency among Thais than Laotians, which is also supported by Nugroho & Irena (2017); and Suvattanadilok (2018). Next, price effect (β=0.543) in Bangkok versus price level (β=0.546) in Vientiane shows a higher tendency among Laotians than Thais, which is supported by Assad and Serdar (2015). Following price effect, place effect (β=0.283) in Bangkok versus place level (β=0.250) in Vientiane shows a higher tendency among Thais than Laotians, which is supported by Abhishek Misra (2015). The next factor was sales promotion with (β=0.027) in Bangkok versus sales promotion level (β=0.235) in Vientiane, which shows a higher tendency among Laotians than Thais, and this result is supported by Perrault et al. (2014).

Similarly, for Advertising effect (β=.247) in Bangkok versus place level (β=.228) in Vientiane, it shows a higher tendency among Thais than Laotians, which is supported by Jayashree, & Marthandan, (2012).

Next is the brand familiarity effect (β=.551) in Bangkok versus place level (β=.544) in Vientiane. It shows a higher tendency among Thais than Laotians, which is supported by De Chernatony, (2010).

Recommendations

Based on the findings of this study, the management and sustainable development are recommended to managers of various organisations, described below:

Price is the biggest factor that influences consumer purchase behaviours, and the price for products should be right and affordable for consumers. They should also be easily comparable which is admitted by Kim, Xu, & Gupta (2012). Place ranks second in factors that influence consumer purchase behaviours and consumers prefer to buy products available near their residence, distribution channels of products should also be accessible and widely available for a consumer's convenience, which is admitted by Emmett & Sood (2010); Suitslepp, K. (2015).

Products should offer consumers confidence and trust. They should be guaranteed or have a call centre in case consumers would like to get help about products. Therefore, entrepreneurs should also take product guarantees and call centres into account. Products offered to consumers should also be varied and have a wide selection, as well as contain quality ingredients. It should also list all ingredients used. Another thing to consider is the packaging, material and colour of the product, which is supported by Suitslepp (2015); Kushwaha & Shankar (2018).

Sales promotions are the least important factor that influences consumer purchase behaviours. Consumers pay attention to marketing and advertisement. They prefer to purchase products that have polite and service-minded sale assistants talking about the products. Entrepreneurs should carefully choose sale assistants who know a lot about the products and are willing to talk to consumers, which is supported by Suitslepp (2015); Dolatabadi, Kazemi, & Rad, (2012).

Moreover, the above results have been very important for the practical managers in relation to the impact of marketing variables on consumers' purchasing behaviour; however, if practical managers are able to understand the extent to which the above variables influence consumer purchasing and decision-making behaviour, they should have an overview on the results. In order to define elevated and low impact marketing factors, the researchers have thus used build assessment that could provide a holistic perspective of the outcomes, to assist executives develop efficient promotional communication policies in order to achieve and influence target customers to purchase products.

The modelling of structure assessment has found that the product and place factors have a strong effect on customer acquisition and decision-making behaviour; the advertising and price factors have a small effect on customer acquisition and decision-making on products. The prior findings are in line with earlier studies (De Chernatony, 2010; Abhishek Misra, 2015; Teoh Khar Chin & Siti Haslina Md Harizan, 2017). In order to use the outcomes in developing effectiveness of communication policies, practical executives should know the consequences of the following outcomes to achieve, impact and maintain target customers.

Further Research

The researchers have sought a solution that could be called direct marketing strategies from the businesses as a problem definition and tested by testing their validity by means of the main marketing factors (product, price, promotions and location or distribution).

The next researchers could study the effect on customer purchasing and decision-making on products/services of indirect Marketing factors, such as the influence of peers, opinions groups, companies, words of mouth and so on. The future researchers can also try to assess separately the effects of marketing factors on the purchasing conduct of consumers, which can offer an extensive perspective. The future researchers can also conduct comparative assessment of the direct and indirect factors of marketing and their effects on customer procurement and decision-making.

Moreover, future studies should also consider the intention to purchase cosmetic products to study the purchasing behaviours of consumers in other areas, such as the middle and the northern part of Thailand and Luang Prabang, which is noted also by Goldsmith (2001); Gelberg & Leake, (2000); and Hung & Li (2007).

Further suggestions include studying the purchasing behaviours of consumers in other countries in ASEAN in order to compare the results, which is noted also by Yeon Kim & Chung (2011); and Wei & Lu (2013). Also, studying the purchasing behaviours of consumers in regards to other cosmetic products such as lipsticks, powder, and sunscreen, which is noted also by Krishna (2011); Cheng & Ting (2010), is recommended.

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