



**THE 3I OF BRAND (BRAND IDENTITY, BRAND INTEGRITY  
AND BRAND IMAGE) IN DEVELOPING BRAND LOYALTY  
FOR COSMETICS INDUSTRY – AN EXPLORATORY  
RESEARCH BY LOOKING AT THE VIEW  
OF THE STUDENTS FROM  
A CASE UNIVERSITY**

**NOPPARAT KARNKAYAN**

**MASTER OF BUSINESS ADMINISTRATION  
IN  
ENTREPRENEURIAL MANAGEMENT**

**SCHOOL OF MANAGEMENT  
MAE FAH LUANG UNIVERSITY**

**2015**

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EXAMINATION COMMITTEE

.....CHAIRPERSON

(Chatrudee Jongsureyapart, Ph. D.)

.....ADVISOR

(Chai Ching Tan, Ph. D.)

.....EXAMINER

(Assoc. Prof. Chew-Shen Chen, D. B. A.)

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I hope it will be helpful to everyone who can read and understand the guide that I provide in this thesis. However, if you don't understand something, I would like to share some word to you. This word come from my supervisor and become my inspiration until now, "Not differentiation between research and business, if you look it closely. When you observe something closely, you will found the relationship that link to other thing, and this key point; more closely observe, more apply." (Chai Ching, Tan. 2015)

Nopparat Karnkayan

|                                |                                                                                                                                                                                                               |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Independent Study Title</b> | The 3I of Brand (Brand Identity, Brand Integrity, and Brand Image) in Developing Brand Loyalty for Cosmetics Industry – An Exploratory Research by Looking at the View of the Students From a Case University |
| <b>Author</b>                  | Nopparat Karnkayan                                                                                                                                                                                            |
| <b>Degree</b>                  | Master of Business Administration<br>(Entrepreneurial Management)                                                                                                                                             |
| <b>Advisor</b>                 | Chai Ching Tan, Ph. D.                                                                                                                                                                                        |

## **ABSTRACT**

Practically, the purpose of this research study is to provide brand managers with the “3i” brand insights that have been empirically shown to be capable to predict and explain the variability of brand loyalty, so as to guide them in effective brand management, i.e. the use of positive POW seeding campaigns through maximizing the usage of the brand integrity contents and the loyal customer bases. Theoretically, the research objective is to study the ability of the “3i” (brand identity, brand integrity, and brand image) and its antecedents i.e. customer needs, product characteristics and promotional means, in explaining the variance of brand loyalty, which in a way implies a knowledge structure of brand equity from which the brand managers can exploit for further brand extension and revenue improvements.

**Keywords:** Brand Loyalty/Brand Identity/Brand Integrity/Brand Image/Consumer Behavior/Cosmetic

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background

According to the recent release of the winners of the best global brands by Interbrand (2015), tech brands comprise more than a third of the entire (all 100 brands) ranking's value, and the report (Interbrand, 2015) clearly shows that the Western brands still dominate the scenes and stages of the brands in the minds of the consumers. Two Chinese brands, Huawei (No. 88) and Lenovo (No. 100) are among the global's top 100 brands. Because of the lack of brand achievement for Asian firms, branding and brand management should be a priority for Asian firms (Wee, 2003). As Interbrand's Global Chief Executive Officer, Jez Frampton, said, "as people demand immediate, personalized and tailored experiences, business and brands need to move at the speed of life," and thus brands need to be more aligned with "people's priorities, that the consumers are able to seamlessly integrate into their everyday lives" (Interbrand, 2015).

Along the personalized and tailored experiences of brand, cosmetics consumption is one a daily necessities for many women which creates meanings and helps foster self-concept or self-confidence (Belk, 1988) that establishes sense of self and identity (Shavelson, Hubner and Stanton, 1976). In hermeneutical interpretative research (Bahl & Milne, 2010; Belk, Wallendorf & Sherry, 1989; Thompson, Locander, & Pollio, 1990) consumer informants describe cosmetics as substances which help to enhance their appearance and enrich their own set of realities and experiential journey of life (Thompson & Coskuner-Balli, 2007). In other words, brands of cosmetics products have shown to be able to transfer to match the personal identity and lifestyle/image of the consumers (Catalin & Andreea, 2014). Messages of the communicative strategies of brands of cosmetics gradually mold and develop the

mindsets that shape consumer behavior (Murphy and Dweck, 2015) and guide consumer behavior.

According to Business Wire (2015), the global cosmetics market was 460 billion USD in 2014 and, with a growth rate targeted at 6.4% globally, is estimated to reach 675 billion USD by 2020. In the cosmetics market, skin-care products and services are still the dominance (Business Wire, 2015) whereas color cosmetics (i.e. makeup, makeover, eye-shadows, foundations, lipsticks) are another (Wee, 2003). Nevertheless, the skin care product still remains the largest segment in most of the markets, with global sales around the world expected to reach more than USD 130 billion by 2019, and Asia market is dominated by skin-care cosmetics products (Premium Beauty News, 2015), as shown in Figure 1.1.

#### Skin Care and Hair Care Largely Dominate Future Potential



**Source** Premium Beauty News (2015)

**Figure 1.1** Types of Cosmetics Market in the World

According to Premium Beauty News (2015) the skin care market is “not only growing but also transforming in terms of product diversification and exploration of

innovative growth concepts” and technological developments are encouraged to help drive demand for personalization and personal product engagement.

Along the background discussed above, variables that relate to the different facets of customer needs which include self-confidence, social acceptance, lifestyle and skin treatment capability, and the contemporary blogger-review factor and contents of claims of advertisement, promotion and presenters and product characteristics, would be considered. In particular, these variables would be studied for the structural relationship to the three brand “I” themes of this these, namely identity, integrity, and image. The following section on “Justification” would be served to help enlighten the intent of this research.

## **1.2 Justification**

Both the business press and the academic literature have long recognized the roles played by brand. Branding is an important marketing tool to build brand, and brand is important as it is an intangible asset or resource of sustainable competitive advantage that makes it difficult for the others to duplicate. Thus, organization of the advantageous brands can often have long-term benefits (Aaker, 2011; Keller & Lehmann, 2006), and customers are willing to pay higher price (Goodman & Irmak, 2013) in view of, for instance, the functional and emotional values received.

Brand could result in the habitual psychological disposition to propel a repeat of past behavior of the consumers (Neal, Wu & Kurlander, 2011), which could certainly stimulate the consumers to make the right choice without hesitation (Cho, Khan & Dhar, 2013). Even more important is that the brand can create the differentiation to allow non-comparable choices for the consumers. As indicated in Cho et al. (2013) said that “comparable choices are more difficult than non-comparable choices when represented abstractly, whereas non-comparable choices are more difficult than comparable ones when represented concretely”. It was argued as follows, “This is because an abstract representation focuses on high-level considerations and readily provides a criterion for deciding between non-comparable options but not for deciding between comparable options that differ on low-level

attributes” (Cho et al., 2013, p. 505). Thus, the “3i” branding model, which is the theme of this research, is aimed to establish the high-level abstraction towards non-comparability and differentiation in order to foster brand loyalty.

To establish brand loyalty impact through the “3i” brand characteristics and elements of brand equity, some empirical evidences can be borrowed for inference. For instance, in Lakoff and Johnson (1980), they proposed that deep-seated associations within people’s cognitive structure are effective in influencing consumer behavior, in particular, when the associations can be made more concrete, such as through the service-operations enabled brand integrity as it is suggested in this research. Through active and strong brand association connected cognitively and affectively to the consumers, that matches the target concept of the brand, manifested in terms of brand integrity, customers can become easily accessible, mentally, which implies the customers are mentally connected with the messages of the marketing and the brand. In this way, the interrelationship of the “3i” of brand becomes inseparable structure of brand knowledge.

### **1.3 Research Objective, Hypotheses and Demographic Question**

Practically, the purpose of this research study is to provide brand managers with the “3i” brand insights that have been empirically shown to be capable to predict and explain the variability of brand loyalty, so as to guide them in effective brand management, i.e. the use of positive POW seeding campaigns through maximizing the usage of the brand integrity contents and the loyal customer bases.

Theoretically, the research objective is to study the ability of the “3i” (brand identity, brand integrity, and brand image) and its antecedents i.e. customer needs, product characteristics and promotional means, in explaining the variance of brand loyalty, which in a way implies a knowledge structure of brand equity from which the brand managers can exploit for further brand extension and revenue improvements.

Having established brand equity represented by the “3i”, consumers of the cosmetics branded products are then equipped with easy-to-process information about the marketer’s offerings, and this has many advantages such as in reducing the

marketing budgets (Thompson & Ince, 2013), and in improving firm value and reducing firm risks (Dotzel, Shankar & Berry, 2013). In other words, strength of brand should establish asymmetrical effects when compared to alternative brands in the markets (Luo, Raithel, & Wiles, 2013).

To address the research objective, four posited hypotheses are described as follows:

- H1 (Hypothesis 1): Brand loyalty is significantly explained by three predictors collectively namely as brand identity, brand integrity, and brand image.
- H2 (Hypothesis 2): Both customer needs and service quality influence brand identity significantly.
- H3 (Hypothesis 3): Both customer needs and service quality influence brand integrity significantly.
- H4 (Hypothesis 4): Both customer needs and service quality influence brand image significantly.

The model fundamentally describes the roles played by the three brand characteristics (identity, integrity, and image) in influencing brand loyalty. Lovett, Peres and Shachar (2013) demonstrate, for instance, the different combination of brand characteristics, i.e. social, emotional, functional, excitement, esteem, and differentiation in relating positively to WOM (Word of Mouth) content.

As discussed and acknowledged, for instance, in Wee (2003), demographics variables such as age, gender and income levels are main considerations and variables for the cosmetics industry, in helping to developing the right and effective marketing communication strategies (Rabova, 2015), i.e. the types of advertising concepts, messages and promotional efforts, including blogger-centric contextual or sponsored advertising (Fan & Chang, 2011). Towards this end, demographics oriented question is raised as follows:

Do male and female have significantly different perceptions toward each of the construct presented in the conceptual model?

To address and attempt to find evidences to provide structural answers to the research objective and the four hypotheses raised, including the demographics question, a deductive research approach of the research design is employed, which will be discussed briefly in the next section.

#### **1.4 Research Design and Methodology**

The research design and methodological procedure centers not only on the microstructural issues that relate to ontological, epistemological and methodological discussions (Hudson & Ozanne, 1988), but also construct validity and rationality. The validity, rationality or reasonable is important thing of the scientific process, like heat of scientific because the scientific process is measurement to find evidence to support the real situation or nature by explanation in normal term or always approved. To accomplish construct validity, a critical literature review with particular focus on cosmetics applications and evidences is reviewed, and pre-testing procedure is strictly followed to ensure that the questionnaire items and the contents are challenged to deliver construct validity, and content validity, and reliability of the instrument.

As it was discussed in Churchill (1979), if the sample is reasonable and the questionnaire items “look right,” the measure is reasonable or the content have validity, because of question and answer will matching and comfortable in all condition (i.e. question about cartoon needed to answer by who watch the cartoon as children or question about lab-technique needed to answer by lab-technician), and following this steps suggestion, it can produce validity content for measurement. Nevertheless, Churchill (1979) also acknowledges that there are transient personal factors as well as some ambiguous questions which produce guessing, or the research effort may involve other extraneous influences other than the sampling of items.

Thus, research design procedure must be established to deliver qualities of research represented by validity and reliability. To accomplish this, this research underpins on a positivistic paradigm position, which exploits the questionnaire-based survey in the data collection stage. Specifically, the research design procedure is known as follows:

First, an integrative literature review provides the state of knowledge that concerns the themes and the patterns of themes (variables, or constructs) of interest. Rooted in the literature review, questionnaires survey instrument is developed and is subjected to pilot or pre-testing by the use of subject expert. Sampling population relies on students at Mae Fah Luang University, being approached conveniently.

## **1.5 Definitions**

The first step of suggestion in the procedure for developing good measures interlace specific to the construct, which advocates that the researcher need to meticulous in analyzing what is right position in the definition that need to included or excluded (Churchill, 1979). This section is purported for this.

### **1.5.1 Advertising**

Advertising is regularly used by the selected cosmetics brands (Rabova, 2015). Advertising is a form of marketing communication, persuasive and planned in intention, that aims to attract visually and influence consumer behavior (Rabova, 2015) which helps to foster favorable relationship with the consumer (Jirak & Kopplova, 2009). In this research, contemporary means of advertising such as by the use of blogger review, presenters, as claims to have fast effects, and through product promotion, are considered in the survey instrument.

### **1.5.2 Blog**

A blog, short for weblog, according to Fan and Chang (2011, p. 1777), is “a type of web site that is usually maintained by a blogger who will publish serial journal posts containing news, comments, opinions, diaries, and interesting articles.” Two types of blogs induced advertising are typically used, namely text-based advertising (sponsored search, or keyword targeted marketing) and contextual (content targeted) advertising (Broder, Fontoura, Josifovski & Riedel, 2007).

Many companies are investment to fashion bloggers, in case of the famous blogger they will charge price for talking with the product but in some new blogger they will work for free and charge after that get good feedback. The company

predicted, they will get advertising space to a lot of readers or who be able to access the internet. Now a day a lot of people are connected with internet or social media that is huge of population will online all the time and from now on the internet technology is very easy to access, then all ages can online that is big market segment in now a day.

The advantage of advertising on social media is low risky for companies, only tester products and some public information will sent to bloggers and all of these thing not have cost but the blogger fame can be come up with high good feedback, advertise on social media is very cheap cost and high effect to consumer (Matikainen, 2012).

The consumer things about other advertisement is set of thing that producer want them to know and hide something that not want them to know, but in term of social media everything almost real because the consumer think about social media is speaker from normal people or some person that not have advantage if they talk something to some product. Today fashion bloggers very popular on advertising and the blogger will get reliable than some expertise. Consumer think expertise comes from company and they need to sell their product but blogger like a friend, who try some product and want to share their experience. This effect show about the important of blog in now a day. (Kangasniemi, 2009)

The blog marketing is “the use of weblogs to promote a brand, company, product or service, event or some other initiative” (Corcoran et al., 2006). According to Thorson and Rodgers (2006) they said that advertising blogs look like e-WOM, or electronic word of mouth, which can have positive effect or negative effect by use some sentence to talk about product and service. Word of Mount will turn to campaign of some company that concern about effect of consumer behavior and consumer decision making after they know about how other people talk about their product. Why blog become important now, because the consumer use blog like the source to find some information that they believed its true. It is important for company or everyone that want to use blog as the advertisement; they need to understand social media characteristic or nature of them that can have effect to the blog advertising. The characteristic of each blog, type of product that can use blog and how to matching product, word of advertisement, and blog together that will make



that advertise seems real from normal people and solidity (Kenneth, 2011).

### **1.5.3 Brand Integrity, Brand Image, and Brand Identity**

Integrity depicts the internal consistency and trustworthiness of the brand, manifested in consistent quality of the cosmetics products, being certified to guarantee the products and the functional benefits delivered. The definition of the brand image is the consumer perceptions about a brand, how they recognize the brand through the product or service, it can reflect by the brand association in the consumer mind (Keller, 1993), such as associated with country-of-origin effects (Wee, 2003). Country-of-origin has proven to work well with I Nuovi Cosmetics (INC) by the decision the cosmetics company made in outsourcing to sign the contract to manufacturers in other country such as Japan, Italy, France, Switzerland and USA rather than in Asia, predominantly due to the country-of-origin brand association induced brand image (Wee, 2003). Brand identity is defined how one views and understands the brand (Tajfel & Turner, 1985), by for instance, following the favorite brand activity so that the consumers can maintain relationship with it, and that the brand has unique story and background that interest the consumers.

### **1.5.4 Lifestyle**

Lifestyle has been validated in the extant literature of consumer behavior in influencing consumer behavior and preferences (Catalin & Andreeca, 2014). In other words, consumers often rely on brands as relevant mean of self-expression and as a lifestyle become (Catalin & Andreeca, 2014, p. 103). Lifestyle is implemented in the survey instrument of this research as an aspect of customer needs, for instance, denoted by “I need to use cosmetics because my job requirement needs to keep good looking,” “I always follow the cosmetics trend,” “I like dressing up, make-up, and everything that make me good looking,” “I use cosmetics everyday although I don’t go outside,” and “My handbag will always have cosmetics.”

Today, lifestyle is has strong effect to many part of company or producer, because of the consumer like convenient life, who can offer in better condition will be a first choice. For instead, lifestyle is defined as the term of role in life, it can include the interests, opinions, behaviors, behavioral orientations of an individual, group, or culture. However, lifestyle is more than just promoting how that product matching

with day life, but need to answer the question why the consumer need that product/service and how they get the benefit of it. Lifestyle has effect to product and service that provides product or service to consumers with emotional that make the consumer familiar with it as soon as possible. For example, Fast food will lead the market from now on because the consumer behavior change to urban lifestyle, everyone will rush up in every activity. Why Starbuck be leader of coffee, in the market have a lot of coffee band but Starbuck very success in business, because of they not provide coffee only but they provide luxury lifestyle to consumer too. The company have more concern thing to run the business, lifestyle is one of them to concern and this factor always change in everyday and change very fast. If company doesn't understand in lifestyle of the consumer, the barrier of the company that can be competitive advantage will exit (Jung & Merlin, 2003).

## **1.6 Limitation**

Sampling issues are predominantly limited in two perspectives. One aspect deals with the convenient choice of the sampling population, which is based on the convenient approach to any students who can participate in the questionnaire-based survey. The other is the variant of product choices and cosmetics types available in the market, for instance as color cosmetics or/and skin care treatment products (Wee, 2003). Both types of products have different functionality and consumers would also react differently to them on the aspect of affection. Color cosmetics line is composed on makeup products which include, for instance, eye-shadows, foundations, and lipsticks (Wee, 2003), and skin care treatment product has the function to solve the skin problems in multi-function that will be competitive advantage and meet the consumer demand in the modern lifestyles (Wee, 2003, p. 73). Both of these limitations would lead to larger standard deviation on the perceptions of the respondents to the variables studied.

## **CHAPTER 2**

### **LITERATURE REVIEW**

The purpose of this chapter is providing the knowledge about how important of brand in cosmetic industry and definition of 3I and factor that have effect to consumer behavior is included. For guide the base knowledge that this research is focus on and the reason why this research is important for cosmetic development.

This chapter of this research will talk about the theoretical about brand in cosmetic industry, how important of the brand in cosmetic industry, the attendance variable to brand integrity, brand identity, brand image, and theoretical concept model. To accomplish this, evidences inferred from the existent publications that relate to cosmetics industry would take priority in the literature review, while the generic understanding of the constructs or variables would also be approached.

#### **2.1 Brands in Cosmetics Industry**

Brands are important, as it can help consumers gain the trust and confidence of the products and services to serve them well as expected (Bandura, 1995) when the customers face with challenging situations (Park and John, 2014), i.e. a need for skin treatment by the use of cosmetic products. Consumers who consume branded cosmetics may think that they cannot easily improve their personal qualities and abilities through their own efforts, and thus they would rely on the quality which are guaranteed by the brands, which is a phenomenon advocated by the “entity theorists” (Dweck, 2000). In other words, brand integrity that attempts to establish the trust and confidence of the activities and services offered by the brand providers become extremely important. To ensure brand integrity resulted from the products and services offered, cosmetic industry resolves to have honest and creative labeling and packaging to convince the consumers that what goes on inside the produce is what is

stated (Duber-Smith, 2013), supplemented by the certification under the purview of the certification and audits of the Food and Drug Administration and various third-party certifications (Duber-Smith, 2013, p. 522).

Integrity issues of cosmetics and skin care products are rather challenging, for instance, certain brands or organizations are claiming to offer preservative-free in the cosmetic market, but in reality the cosmetic ingredients are just being replaced with the alternatives that do not need to label. As discussed in Ziosi, Manfredini, Vandini, Vertuani and Fraternali (2013), irrespective to classify of the ingredient type and grade, the cosmetics on the market must be good condition and have ability to skin treatment, in order to cushion the microbial contamination which would lead to product deterioration and thus pose serious risks for consumer health. The complexity of the cosmetics product ingredients prompted the US Congress to pass the labeling law requirement in the early 1970s and the subsequent publication of the International Cosmetic Ingredient Dictionary (Steinberg, 2013).

From the technical perspective of cosmetics and skin-caring products, very technical ingredient would influence the integrity of the product quality and thus brand integrity. For instance, as illustrated in Beerling and Gough (2013), surfactants are often used as they have the ability to lower the surface tension of a liquid and the interfacial tension between the liquid and this provides sensorial quality perceptions of the consumers of the cosmetics and skin-care products. Based on this rationale, the global market for personal care surfactants was estimated to be around USD \$10.5 billion in 2012 (Kline, 2013), with growing potential for wide use in the cosmetics markets. Another technical integrity example could be illustrated by the use of emulsion technology, i.e. cold processing of emulsion, and by emulsion it is simply known as dispersion of one material inside of another which is important for cream making, which helps to demonstrate, for instance, hydrophilic characteristics and thus can result in different perceived quality of the cosmetics and skin-care products (Cox, 2013).

Apart from the technical-quality integrity, i.e. safety (Schwarcz, 2013) and as illustrated above, that may have impacted on brand integrity, marketing means such as advertising also play important role. For instance, advertisement that claims “Reduces

Wrinkles” often may have only 50% perceivable reduction effect, and by perceivable it may as well be another subjectivity phenomenon (McLeod, 2013).

In addition to brand integrity of the cosmetics products, it is also of paramount importance that cosmetic industry continuously develops and acquires new technology to better create brand identity that differentiates out from the crowds of the competition choices (Dell’Aqua & Calloni, 2013). To create identity, i.e. a sustainable one (one that have performance to meets the consumer needs and have ability to differentiation from other kind of product that have similarity functions, the consumer can memorize and recognize very easy that is characteristic of the identity), for cosmetics industry is important, as the industry is flooded with cosmetics and personal care products that are positioned differently and most of the time rather technically, such as cosmetics products being positioned in the antioxidant, soothing and regenerative categories (Dell’Aqua & Calloni, 2013, p. 530). Brand is like a human personality. A contemporary “ecological” approach to personality study indicates that personality traits could escape from the head and reside in part in the surrounding physical and social environment. Such a view, according to Matthews (2008), can infer individuals’ personality from the state of their desk or the photos on the walls. The “ecological” approach to personality, when borrowed to imply for brand personality or brand identity, it could be inferred that there are interrelationships between the “3i” of the brand, namely brand identity, brand integrity and brand image.

Having established brand integrity and that the consumers are aware of the identity and characteristics of the brand, gradually brand image is formed. In Aribarg, Arora, Henderson, and Kim (2014), citing Loken and John (1993), brand image is clarify as “a network of information in consumer memory about a brand and its associations, which can include functional features, self-expressive benefits, visual symbols, and logos” (p. 657). In other words, consumers form an image of the brand through variegated mechanisms and manifestation of different brand association, stimulated and enabled by various marketing functions such as advertising (Boulding, Lee & Staelin, 1994), packaging (Aaker, 1991).

When brand association is formed at a high level of awareness, brand image is formed (Keller, 1993), and together with the establishment of brand integrity and

brand identity, many empirical research shed light towards the formation of brand equity (Keller, 1993). When the advantage and value of the brand can be transmitted to the products or services identified, it is referred to as brand equity transfer, and this is the ultimate motive that drive the marketers to use brand affiliations to affirm, express, and enhance their identity (Bearden & Etzel, 1982). By brand equity, it implies the value of the brand is advantage for the firm and it is the goal of the company to build the brand become value, next step they can focus on the brand to generate benefit to the company (Mizik, 2014) which established brand loyalty, as it is hypothesized in this research.

In terms of brand identity, which is similar to human identity in that our identity could be defined by how we identify ourselves, how about our characteristic and how our action to respond in each situation comparing with how others perceive us and how they imagination about us (Tajfel & Turner, 1985), brand identity can similarly be perceived by the consumers. Brand identity is of paramount importance as consumers' identities are also affected by the brands they consumer (Reed, Forehand, Puntoni & Warlop, 2012). From the understanding and the view of the "Identity Theory," when brand identity is established, it offers the opportunities for self-enhancement for the consumers that have accrual social, psychological, or economic benefits (Tavassoli, Sorescu & Chandy, 2014)

Lastly, brand image has become a central focus in both marketing research and practice in the industry. When brand image fails to deliver its intention, it could prevent the brand holders or organizations to market their extended products successfully and effectively (Swaminathan, Page & Gurhan-Canli, 2007), and perhaps could cause negative publicity (Ahluwalia, Burnkrant & Unnava, 2000), and thus dilute brand strength (Ferraro, Kirmani & Matherfly, 2013).

## 2.2 Antecedent Variables to Brand Identity, Integrity, and Image

Three important antecedent variables to brand identity, brand integrity, and brand image are incorporated in the conceptual model. The conceptual model is discussed in Section 2.3. The three antecedent variables are:

1. Advertising – Blogger Review, Presenter, Claim, Promotion
2. Customer Needs – Skin Treatment, Lifestyle, Social Acceptance and Self-Confidence
3. Product – Easy to Use, Store Location, Attractiveness, and Price

Advertising is the first important tool that firms use to promote and increase the potential of the performance in their products, especially in the markets for grab attention to the consumer and build the consumer perceive their goods (Barroso & Llobet, 2012), by stimulating the consumers to subject to consumer awareness for brand identity (Roberts & Lattin, 1991) and loyal commitment (Draganska & Klapper, 2011). Advertising is also an important means to help cosmetics companies develop their brand image (Wee, 2003).

Contemporary approach to advertising involves the use of blogs as attractive platforms for advertisers (Fan & Chang, 2011). Blogs provide the messages, contents and information that of high relevancy to the consumers and thus are contemporary means to effective advertising. Three types of bloggers are available (Technorati, 2008), namely (1) personal bloggers blog, (2) professional bloggers blog, and (3) corporate bloggers blog. While personal bloggers deal with topics on personal interests, the latter two bloggers types involve with issues that relate to topics that relate to the organizations, i.e. their products and services, with not in an official capacity or as an official capacity (Fan & Chang, 2011).

Apart from the use of advertisement, i.e. blogger reviews and presenters, as corporeal or tangible information that serves to the consumer for identify and differentiate of any product (Keller, 1998), product attractiveness such as by the evidences of its features, attributes, characteristics, pricing and packaging (Wee, 2003) are also important antecedent variables to aim to establish brand identity, image and integrity. The Singapore-home grown cosmetics brand, I Nuovi Cosmetics (INC),

has proven that cosmetics product characteristics are important, and thus INC uses testers and product information to attract consumers, and to present to the consumers as easy-to-use products, in easily located locations, such as via cosmetics counters in departmental stores, stand-alone boutiques and the establishment of distributorships (Wee, 2003).

The last two antecedent variables are known as lifestyle and self-confidence. Lifestyle has been validated in the extant literature of consumer behavior in influencing consumer behavior and preferences (Catalin & Andreeca, 2014). In other words, consumers often rely on brands as relevant mean of self-expression and as a lifestyle beacon (Catalin & Andreeca, 2014, p. 103). Brand can also help to increase consumers' sense of self-confidence (Park & John, 2014), which mean that, they will have high believe in their capability or their performance to perform well in a specific condition and situation, at least, their self-confident will increasing (Bandura, 1995)

In sum, in the cosmetics industries, as a result of fragmented and diversity nature of competitor brands in the markets, it is important cosmetics companies make consistent efforts to foster the development of a sense of product exclusivity, in terms of brand identity and brand image (Wee, 2003). In other words, cosmetics companies need to carefully design their marketing communication tactics (i.e. advertise, or use presenters to stimulate the consumers towards the product testing) to influence consumer behavior (Rabova, 2015).

### **2.3 Theoretical Conceptual Model**

Brand is important to consumers of cosmetics as it helps reduce consumer search costs and perceived risks, guarantee quality, and create/enhance consumption experience (Mizik, 2014). The 3i of brand becomes the knowledge structure of brand management in the ability to influence the state of customer loyalty towards the brands in the perspectives of perceived quality, associated images and confidence over the integrative actions offered by the brands. While many research focus on the monetary value measurement of brand equity, such as in terms of the premium price or market-share in the premium segment, the brand will dictate over a generic or its



competitors (Park & Srinivasan, 1994), profitability premium (Srinivasan, Park & Chang, 2005), or brand-growth multipliers (Knowles, 2003), this research focuses on the brand equity as summative explanatory power of brand identity, brand integrity and brand image in influencing brand loyalty. Implication wise, these summative power of brand equity would lead to improve marketing productivity to guide future directions of the marketers (Rust, Ambler, Carpenter, Kumar & Srivastava, 2004).

Brand is shown to have important associative learning and stimulus-response capability that drives the consumers to repeat the purchase or to say positive words to others about the brand (Hull, 1943). While cognitively, it is important the consumers perceive the efficacy of the products, but in reality cosmetics is often an emotional decision, and thus it is important for the brand marketers to balance the communicating on both emotional and rational bases of the brand (Barton, 2013). These functional and affective values are parts and parcels of the brand management, implemented by the “3i” branding mechanism of the following model, as shown in Figure 2.1.



Source Developed for this Research

**Figure 2.1** The Theoretical Conceptual Model

Specifically, four posited hypotheses are described as follows:

- H1 (Hypothesis 1): Brand loyalty is significantly explained by three predictors collectively namely as brand identity, brand integrity, and brand image.
- H2 (Hypothesis 2): Both customer needs and service quality influence brand identity significantly.
- H3 (Hypothesis 3): Both customer needs and service quality influence brand integrity significantly.
- H4 (Hypothesis 4): Both customer needs and service quality influence brand image significantly.

The model fundamentally describes the roles played by the three brand characteristics (identity, integrity, and image) in influencing brand loyalty. Lovett, Peres and Shachar (2013) demonstrate, for instance, the different combination of brand characteristics, i.e. social, emotional, functional, excitement, esteem, and differentiation in relating positively to WOM (Word of Mouth) content.

As discussed and acknowledged, for instance, in Wee (2003), demographics variables such as age, gender and income levels are main considerations and variables for the cosmetics industry, in helping to developing the right and effective marketing communication strategies (Rabova, 2015), i.e. the types of advertising concepts, messages and promotional efforts, including blogger-centric contextual or sponsored advertising (Fan & Chang, 2011). Towards this end, demographics oriented question is raised as follows:

Do male and female have significantly different perceptions toward each of the construct presented in the conceptual model?

## **CHAPTER 3**

### **RESEARCH METHOD**

Because of the significant intangible value of brands (Lehmann, Keller & Farley, 2010), managing brand becomes significant, but nevertheless, the questionnaire development becomes very complicated and challenging, and is subjected to the issues or context at hand, i.e. cosmetics. Thus this research makes an attempt to develop its own questionnaires that suit its purpose – cosmetic industry in Thailand. Nevertheless, at this exploratory stage level, only the views of the students from a case university are undertaken. As a result, for newly developed measures, Nunnally (1978) states that Cronbach's Alpha ( $\alpha$ )  $\geq 0.6$  can be acceptable, or otherwise the researchers should make an effort to establish it to be over 0.70. In reality the reliability of the instrument depends on not only the validity base but also the diversity or homogeneity of the populating sampling, including the use of words that are not making confusion to the respondents.

A deductive approach to the research design is used, and thus a thorough literature review is a prerequisite for success, which serves as the base for validity, reliability and generalizability. Because of the complexity of subjective perceptions in something that is objectively quantifiable, which is the scientific cosmetics products, the research design is based on a realist epistemology in that it stands firm on the “probabilistically real” philosophy of the research finding.

#### **3.1 Epistemological Position of the Research**

According to Hudson and Ozanne (1988) said that “The consumer research literature is predominantly a territory of positivistic social science with the goals of research set in explanation and prediction, which places a high priority on identifying causal linkages”. Typically, a positivistic epistemological position of research

emphasizes causal explanation, i.e. the causal relationship between the brand 3i and brand loyalty, which underlines the basic assumption that “real causes exist” (Ozanne & Hudson, 1989, p. 3). Nevertheless, there are always scopes for debates or spaces of flexibility of arguments or counterarguments for epistemological position argument (Tan & Kantabutra, 2014). For example, the causality is in the “realm of metaphysics” and stated that “it is questionable to what extent causality is of scientific interest.” (Kyburg, 1968, p. 236).

In another understanding, positivism is determinism which advocates the view that every case, according to Angeles (1981, p. 60) said that “all things in the universe are governed by or operate in accordance with causal laws”. However, it is in general acknowledged, for instance, by the realist side of positivism that the causal world is to a realist, it is assumed that there exists a probabilistically objective reality independently of what individuals perceive (Hudson & Ozanne, 1988, p. 509).

Advocating a stance point for epistemological and ontological research position is important as without it, a research effort has indeed lacking of a base for validity and reliability. As it was acknowledged in Anderson (1986, p. 162), “perhaps the most significant breakthrough in the field of science studies in this century is the recognition that the crucial unit of analysis is not at the level of proposition, hypothesis, or theory, but at the level of the macrostructures in which these concepts are embedded”, which deals with the structural understanding between ontological, epistemological, methodological, and axiological questions relating to the research issues investigated.

This research focuses on the perceptions of consumers relating to brand that associates with a product rather than the services provided by the organization. The latter would prompt the consumers to view the perceptions towards a brand by viewing the whole firm as the provider of the service experience (Berry, 2000) which may include the quality of services offered (Alexandris, Douka, Papadopoulos & Kaltsatou, 2008) and the overall interaction the consumers encountered with the various domains of activities of the service provider (De Chernatony & Segal-Horn, 2003). For perceptions that relate to brand of products, i.e. cosmetics products as discussed in this thesis, the measurements are never straightforward. Even a realist or positivistic approach is undertaken, which this research relies upon, the discovery

about the causal linkage or structure would depend upon the deductive efforts and the survey instruments implemented, as well as the sample choices that are capable to make sense of the phenomenon under study. In other words, evidences of the 3i aspects of brands are dealing with higher order construct which can only be appropriately measured along a direction of the operational definition advocated in the research. The operational definition is given in Chapter One of this thesis.

Now that the epistemological position is stated, it will thus help to shape and guide the procedures of the research design

### **3.2 Research Design**

Based on a realist or positivistic paradigm, a deductive research approach can be used, which relies on digesting and understanding the given knowledge to help suggest the scopes and nature of hypotheses as assumed reality to be subjected to a rigorous research effort (Tan, 2015).

The research procedures are listed as follows:

3.2.1 Literature research is conducted iteratively and in different stages, the direction and scopes of research become clearer. In general, literatures review providing some knowledge to the reader “the results of other studies that are closely related to the one being undertaken” (Creswell, 2013, p. 27). The first round of literature review aims to sort out the themes to be focused upon, which arrive at the 3i domains of the brands, and the product-, customer needs-, and advertisement oriented variables. In addition, the first round also suggests a research objective that is the summative intention of the research in view of the possible points of contributions to the extant literature. The second round of the literature review is then aimed to provide a more evidential holistic picture to the structural patterns of themes or core variables or constructs studied in the research. Finally, the literature research concludes with a conceptual model which would be the guiding structure of variables of the research.

3.2.2 Questionnaire development – In term of technical, the process to analyze, measurement, or operationalization interlace “rules for assigning numbers to

objects to represent quantities of attributes” (Nunnally, 1978, p. 2). In this research, five-Likert scales are used, with scale

- 1 signifies “Strongly Disagree”
- 2 represents “Somewhat Disagree”
- 3 as “Moderate”
- 4 as “Somewhat Agree” and
- 5 means “Strongly Agree”

3.2.3 Pre-testing (Pilot Testing) – as a way to evaluate in advance whether a questionnaire causes problems for the respondents, such as in terms of the possibility for confusion in terms of vocabularies or terms used, the similarity of themes of the questionnaire items, and the content and construct validities of the survey instrument to reflect the research objective and the key themes of the research. This pre-testing is conducted by discussing the questionnaire with the supervisor who has had a good base of knowledge in both business research and the applications of business theories in the practical worlds, i.e. in marketing disciplines. The discussion with the subject expert (supervisor) is iterative in nature, involving not only the theoretical discussion, the design of questionnaire items, the suitability in the use of words but most importantly, the pilot testing is rooted in a pre-mass survey of 40 sample size being subjected to descriptive and inferential statistics analysis. At the pre-testing stage, exploratory factor analysis is used to examine the intended construct validity and content validity, and reliability of the survey instrument as expected. Sample size suitability also is judged by acknowledging the reality of the strength of effect size such as in multivariate regression analysis as suggested and compiled by Cohen (1992). For instance, with medium effect size, of alpha ( $\alpha$ ) of 0.05, a multivariate regression analysis of three predictors (i.e. involving 3i of brand) would need at least 76 sample sizes as minimum, for power of 0.80.

3.2.4 Final questionnaire-based survey is conducted

3.2.5 Data collected would then be subjected to both descriptive and inferential statistics analysis (Nardi, 2003) and discussions, conclusions and implications are presented.

### 3.3 Sampling

For this research, as an exploratory stage of understanding the complexity of the brand issues for cosmetics products and their industry in Thailand, in which no academic or practice oriented publication were available, a convenience-based sampling based on the student population at Mae Fah Luang University was chosen. The choice of students as the sampling population is appropriate as, for instance, the national homegrown cosmetics brand (cosmetic which come from traditional knowledge and most of ingredient come from herbal source) in Singapore, I Nuovi Cosmetics, targeted their markets at the youth at the age of 20-24 years. According to Wee (2003), Singapore homegrown cosmetics brand, I Nuovi Cosmetics (INC), has successfully established itself in the international cosmetics industry that show the performance of the company who can build image of homegrown cosmetic in better look and show space of market share in this industry and new market segment will be competitive advantage, in both color cosmetics and skin-care treatment products.

Mae Fah Luang University is located in the central hub of Chiang Rai, in which the city sees its emerging potential to continue to grow commercially, especially with the new introduction of a big shopping mall developed by the Central Group of Thailand. However, Mae Fah Luang university students are also diversified in nature, with students coming from all over the places in Thailand, but nevertheless the majorities are from the Northern parts of Thailand, which may have lower level of demand in terms of cosmetics usages or otherwise as shown in this research. For this research, a valid sample size of 258 is used for the statistical analysis.

To not be biased towards either male or female, they are asked alternatively, meaning that first the female is approached, and then the male is approached. When any of the gender (i.e. male) approached rejected for the reason that he does not use, for instance, the face cosmetics, the next gender, female, would be approached. In this way, it provides a relatively non-biased way to estimate the proportion of the female and male in the face cosmetics consumptions, representing the youth currently studying at the university in which their consumption behaviors would certainly be extended to career ages.

Convenience sampling is non-probability in nature which means the researcher uses people in some specific area who are comfortable to answer the question and easy to collect the data, if the researcher sampling in uncomfortable condition, the data will be error because the sample not familiar to answer in true detail. The students are located from around the campus, such as the library, the canteen, resting areas, or friends. Only those students who are currently using cosmetics products, i.e. face products that are important to the users, for the reasons of sensitivity or visual impact, are engaged in this research study. Note that determination of sample size is not straight forward, which could depend upon the nature of the population (i.e. demographics, or psychographics) or the strength of validity of the theoretical model tested and validated (Cohen, 1992). For instance, when sampling is attempted to reflect the nature of the genders using cosmetics, it is difficult to judge in the first place the proportion of the female and male in the consumption, and this proportion percentage influences the determination of sample size, by the fact that sample size,  $n$ , is determined by  $Z^2 pq/e^2$ , where  $Z$  is the abscissa of the normal curve that cuts off an area  $\alpha$  at the tails ( $1-\alpha$  equals the desired confidence level, e.g. with 95%,  $Z$  is 1.96),  $e$  is the desired level of precision, i.e.  $\pm 5\%$  precision,  $p$  is the estimated proportion of female population using, for instance, the face cosmetics, and  $q = 1-p$ . The sample size selected is based on an assumed 10% male and 90% female (estimated from the pilot data and interviews). Based on  $p$  of 0.1 and  $q$  of 0.9, and with  $Z$  of 1.96 (95% confidence) and error of 0.05 ( $\pm 5\%$  precision), the sample needed is 173. The final data collected for this research is 203.

The advantage of convenience sampling, rather than the use of random or statistical sampling, is that the individuals' behaviors, which can be predetermined and judged, and to impose that they will become a part of a study's sample, although there are always opportunities that this non-random method of sampling, it can bias the results and explanation of the data and make the result is not real (Weathington, Cunningham & Pittenger, 2012).



### 3.4 Questionnaire Development

In view of the limitations stated in Chapter One, the survey participants are requested to only provide their perceptions to facial cosmetics. Nevertheless, facial cosmetics still have the variants, such as in terms of color cosmetics (i.e. lips, makeup, foundation) and skin-caring products (Wee, 2003).

Questionnaires are self-developed to suit the industry context in Thailand, albeit utilizing the views of the student population at the exploratory stage of this research. The questionnaires address three types of antecedents to the “3i” that describes the brand equity, namely the different facets and attributes of customer needs, promotional practices and product & pricing, and the “3i” namely perceived brand identity, brand integrity, and brand image, in the ability to explain the variability of customer loyalty. Customer loyalty, as a share of purchase, was highlighted in Wright and Vanhuele (2008) as originated in Copeland (1923) in the first issue of the Harvard Business Review.

Although there are various approaches to approaching the measurement of brand equity (Aaker, 1996), this research focuses on measuring the equity value as a result of the three collective works of brand identity (an attempt by the cosmetic organization to create brand awareness), brand integrity (the perceived ability to deliver the service as expected), and brand image (the perceived image of the brand in association with various brand promoted events such as sponsorship support or medical certification). In this regard, brand equity is the perceived value that contributes to develop and strengthen brand loyalty, and as such it is more fundamental drivers that the approach undertaken by Aaker (1991; 1996).

As to the brand identity, again there are a host of definitional scopes, such as brand identity as physical specificities and qualities (its physique) which is made of a combination of either salient objective functions or emerging ones, brand identity as personality, as culture, as a relationship, customer reflection (Kapferer, 2008). In a way, brand identity is the organization’s effort that aims to stimulate responses (Keller, 1993). Thus, for an exploratory purpose, simplifying the operationalization of brand identity is crucial, and this research exploits the ability of the brand to get

stimulated through awareness channels. Relating to brand image, Boulding (1956) is considered as one of the early authors that draw the attention to the commercial importance of image. Brand image is constructed (Weick, 1979) in the consumer's mind through the perceived association of the customer with the brand and its related activities or representation, i.e. brand image as reflecting the country of origin in that certain brand reflects the authenticity of certain originality of the country, and its associated quality, as indicated in the questionnaire items.

Brand names also are seen as convenient but predictive cues about product performance and its integrity, i.e. in terms of product and service quality (Erdem & Swait, 1998; Keller, 1993; 1998; Smith & Park, 1992). This service quality assured perception is represented in this research as brand integrity – the integrity of the product or service delivered.

Now that the broad-based background of the body of knowledge has been laid to guide the operationalization of the constructs of this research, the following provides the list of the questionnaire items that have been subjected to both exploratory factor analysis and reliability analysis. The exploratory factor analysis is confirmed based on the significant Bartlett test of sphericity and the adequacy of the sampling represented by the Kaiser-Meyer-Olkin measure (KMO), which is stated as a requirement to be over 0.60. When the construct shows more than one dimensional, the table of total variance would be presented, such as for the customer need that relates to skin treatment and healthiness (and beauty).

Brand Identity (KMO = 0.818), Unitary Dimension, Cronbach's Alpha ( $\alpha$ ) = 0.80

1. Cosmetics event and cosmetics booth stimulate my interests and understanding toward cosmetic trends.
2. By keeping follow my favorite brand activity I maintain relationship with my favorite brand.
3. Cosmetics that have brand story and brand background often interest me.
4. I recognize new cosmetic brand from advertisement.
5. If I can't get news or activity from my favorite brand for long time, I tend to lose interest in my favorite brand.

6. Cosmetics events and cosmetics booths provide confidence on cosmetic products.

Brand Integrity (KMO = 0.612), Unitary Dimension, Cronbach's Alpha ( $\alpha$ ) = 0.749

1. My favorite cosmetic brands always deliver consistent quality.
2. My favorite cosmetic brands are able to give me comfortable and good effect.
3. My favorite cosmetic brands are usually certified to guarantee the product.
4. My favorite cosmetic brands have strong expertise suggestion.
5. Local market usually has lower quality of cosmetic products.

Brand Image (KMO = 0.694), Unitary Dimension, Cronbach's Alpha ( $\alpha$ ) = 0.616

1. I will buy other of product of my favorite brand, not just cosmetics.
2. I buy cosmetics from foreign brand only such as Europe, Korea, Japan and US brands.
3. I buy cosmetics products from the company that have cooperation with medical company.
4. Cosmetic company that has many certificates in many associations is reliable.

Brand Loyalty (KMO = 0.811), Unitary Dimension, Cronbach's Alpha ( $\alpha$ ) = 0.795

1. I often stick to my favorite brand.
2. I always keep speaking in the good things of my favorite brand.
3. If my favorite brand increases the price, I can pay whatever the price.
4. I often try new product that my favorite brand is launching.
5. If I can't find my favorite brand product in nearby shop, I will order from internet or go to the shop that has my favorite brand.
6. I always use cosmetics that are comfortable and good effect to me.
7. I do not hesitate to convince my friend to use my favorite brand because it is providing good effect.

Price (KMO = 0.699), Unitary Dimension, Cronbach's Alpha ( $\alpha$ ) = 0.682

1. I try low price product when I find it.
2. I switch the product that have same effect but with lower price.
3. I always buy the cosmetics products during promotion period.
4. I don't care about brand names; only comfortable price and good effect is sufficient.
5. I don't hesitate to change my favorite product if I find another product is low price.

Product: Easy to Use (KMO = 0.724), Unitary Dimension, Cronbach's Alpha ( $\alpha$ ) = 0.648

1. I use simple product that has simple description.
2. I always use one cosmetic product that covers everything than choose to use many products.
3. I always buy complete product, although I can make homemade.
4. I have cosmetics less than five pieces.
5. If I find another brand launches product that is simpler than my favorite, I will try that product.

Product: Store Location – Cronbach's Alpha ( $\alpha$ ) = 0.235 (Deleted due to low  $\alpha$ )

1. I always buy cosmetics in nearly shop.
2. I often buy cosmetics in department store than market.
3. If my favorite cosmetics product isn't available in the shop, I will change to another product.
4. I often wait until my favorite cosmetic product becomes available in nearly shop although another shop already has my favorite cosmetics products but far from my location.
5. I often buy from the internet and order them to send the product to my location.

Product: Attractive (KMO = 0.787), Unitary Dimension, Cronbach's Alpha ( $\alpha$ ) = 0.841

1. I grab cosmetics that have nice packaging first.
2. I often buy because of pretty packaging.

3. I change my favorite cosmetics product if I find another brand that has nice packaging.

4. I choose cosmetics products that have nice packaging although it has a little bit of slow effect than others that have simple packaging.

5. I often buy cosmetics that have luxury packaging although the effect is the same as normal product.

Advertising: Claim to have fast effect (KMO = 0.728), Unitary Dimension, Cronbach's Alpha ( $\alpha$ ) = 0.804

1. I use cosmetics that have fast effect; even it is high price I would still pay.

2. I try every product that advertises to have fast effect.

3. I often use cosmetics in overdose because it shows fast result.

4. I buy cosmetics from internet that claims to have fast effect although I don't know how they are proved.

5. I often buy cosmetics that have the word "overnight", "within hour", "few minute" although I don't recognize that product.

Advertising: Presenter Cronbach's Alpha ( $\alpha$ ) = 0.345 (Deleted)

1. I use cosmetics product that superstars show on the screen.

2. I change my favorite brand when the presenter has bad image (-)

3. I use cosmetic that is the same as the superstar is shown using although it is expensive.

4. I change my favorite brand when that brand changes presenter.

5. Sometimes I don't buy the product because I don't like their presenters.

Advertising: Blogger Review (KMO = 0.823), Unitary Dimension, Cronbach's Alpha ( $\alpha$ ) = 0.826

1. When I have question about cosmetics, I will consult with cosmetics blog.

2. I get information from cosmetic blogger more than expertise in clinic.

3. The text in blogger is true.

4. I find information from the blog while I shop in cosmetic store.

5. I always find out the product that has review in the blog, even if it isn't shown in the shop I will order from the internet.

Advertising: Promotion (KMO = 0.786), Unitary Dimension, Cronbach's Alpha ( $\alpha$ ) = 0.815

1. I always buy cosmetics in promotion period.
2. If I find another brand have promotion, I will buy although it isn't my favorite brand.
3. I will wait until my favorite products have promotion although it takes longer time.
4. I often switch cosmetic product if another brand have promotion.
5. If there is promotion going on the shop, I will go to buy although it is far from my location.

Customer Need: Skin Treatment (KMO=0.683), Cronbach's Alpha ( $\alpha$ ) = 0.687 (For Items 1, 2, and 3) to stand for skin treatment and matching with the skin problem, and Cronbach's Alpha ( $\alpha$ ) = 0.653 (Items 4 and 5) to stand for healthy skin and beauty purpose. Customer need construct for skin relevancy is factored into two dimensional factors, namely of skin treatment and matching to the skin problem, for items 1, 2 and 3, and for skin healthiness and beauty purpose for items 4 and 5.

1. I use cosmetics for treating my skin only.
2. I use cosmetics recommended by skin expertise.
3. I buy on the type of cosmetics which match to my problem only.
4. I think color make-up is not necessary; keep skin healthy is.
5. I think beauty from within is better than cover my face but change nothing inside (-).

Both meet the minimum requirement for inter-item reliability criterion for self-developed questionnaire at 0.60 (refer to Nunnally, 1978). The total variance explained is presented for the three stages, which is, at the initial stage, it shows the factors and their associated eigenvalues, the percentage of variance explained, and the cumulative percentages. In reference to the eigenvalues, one would expect two factors to be extracted because they have eigenvalues greater than 1, which has 67.427 per cent of the variance explained, at the final stage, as shown in Table 3.1.

**Table 3.1** Total Variance Explained for Skin Relevancy of the Customer Needs

| Component | Initial Eigenvalues |               |              | Extraction Sums of Squared Loading |               |              | Rotation Sums of Squared Loading |               |              |
|-----------|---------------------|---------------|--------------|------------------------------------|---------------|--------------|----------------------------------|---------------|--------------|
|           | Total               | % of Variance | Cumulative % | Total                              | % of Variance | Cumulative % | Total                            | % of Variance | Cumulative % |
| 1         | 2.261               | 45.221        | 45.221       | 2.261                              | 45.221        | 45.221       | 1.774                            | 35.484        | 35.484       |
| 2         | 1.110               | 22.206        | 67.427       | 1.110                              | 22.206        | 67.427       | 1.597                            | 31.943        | 67.427       |
| 3         | .625                | 12.506        | 79.934       |                                    |               |              |                                  |               |              |
| 4         | .553                | 11.052        | 90.985       |                                    |               |              |                                  |               |              |
| 5         | .451                | 9.015         | 100.000      |                                    |               |              |                                  |               |              |

The two extracted factors of the table that explains the total variance of the extraction are also reflected in the following rotated matrix Table 3.2, which shows two distinctive characteristics of the construct, namely the skin treatment and its problem matching represented by items 1, 2 and 3, and skin healthiness and beauty by items 4 and 5.

**Table 3.2** Rotated Factor Matrix for the Skin Relevancy of the Customer Needs

|                  | Component |      |
|------------------|-----------|------|
|                  | 1         | 2    |
| Skin Treatment 2 | .846      |      |
| Skin Treatment 3 | .805      | .117 |
| Skin Treatment 1 | .612      | .413 |
| Skin Treatment 5 |           | .845 |
| Skin Treatment 4 | .177      | .835 |

Customer Need: Life Style (KMO = 0.827), Unitary Dimension, Cronbach's Alpha ( $\alpha$ ) = 0.825

1. I need to use cosmetics because my job requirement needs to keep good looking
2. I always follow the cosmetics trend
3. I like dressing up, make-up, and everything that make me good looking.
4. I use cosmetics everyday although I don't go outside.
5. My hand bag will always have cosmetics.

Customer Need: Social Acceptance (KMO = 0.803), Unitary Dimension, Cronbach's Alpha ( $\alpha$ ) = 0.835

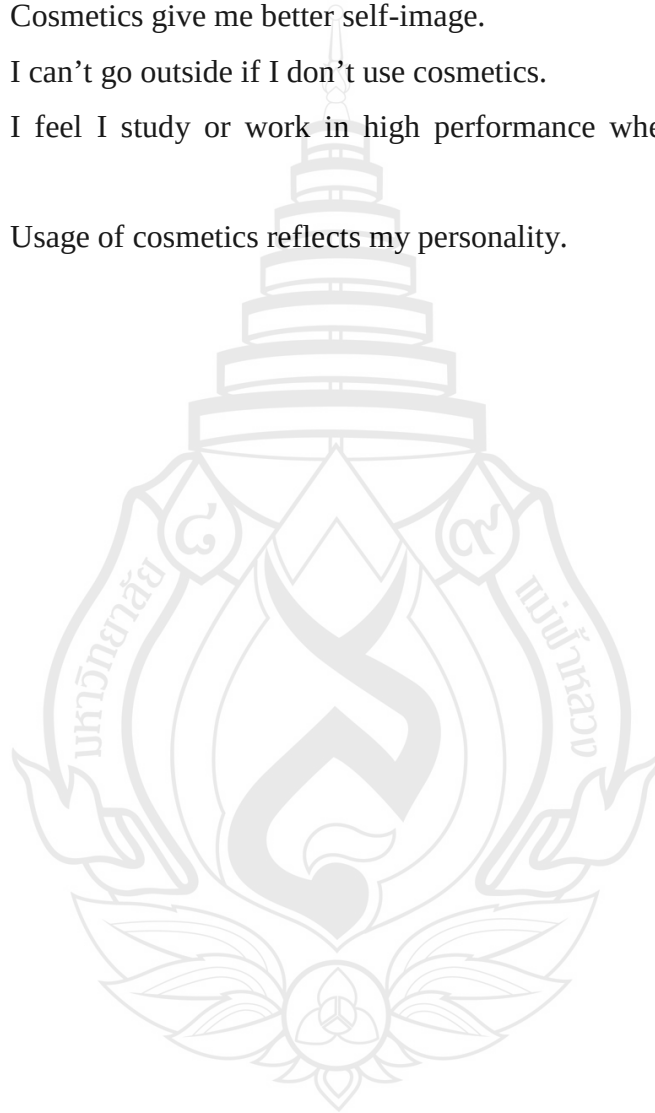
1. I feel free talking to people when I use cosmetics.
2. I become more obvious to people when I use cosmetics.
3. I feel the eye sights of people around me are different when I use cosmetics.
4. I feel more appreciated in my group when I use cosmetics.



5. Society reacts more positive to who looks beautiful and smarter than normal.

Customer Need: Self-Confidence (KMO = 0.755), Unitary Dimension, Cronbach's Alpha ( $\alpha$ ) = 0.838

1. I am confident when I use cosmetics.
2. Cosmetics give me better self-image.
3. I can't go outside if I don't use cosmetics.
4. I feel I study or work in high performance when I make up or hair styling.
5. Usage of cosmetics reflects my personality.



## **CHAPTER 4**

### **RESULTS AND DISCUSSION**

#### **4.1 Introduction**

The literature review in Chapter Two raised four hypotheses and one relevant demographic question (on gender only). The literature review provides the state of knowledge of the current of publications with strict focus on the three aspects of the brand, namely as brand integrity, brand image, and brand identity, together with the antecedent variables, that relates to cosmetics markets. This chapter presents the results of the statistical analysis of the questionnaire-based survey data collected. First, in section 4.2, the statistical analysis, particularly the multivariate regression analysis, is used to discuss the results that aim to provide evidences of support to the four hypotheses. Then, in section 4.3, t-test results are discussed to address the gender-based demographics question.

#### **4.2 Inferential Analysis**

The demographic profile of the student respondents are made up of 18.7 per cent of males and 81.3 per cent of females. The age groups are between 18-25, and their monthly expenditure for cosmetic products are shown in Table 4.1.

**Table 4.1** The Monthly Expense on Cosmetics by the Student Respondents

|              |                  | <b>Frequency</b> | <b>Percent</b> | <b>Valid<br/>Percent</b> | <b>Cumulative<br/>Percent</b> |
|--------------|------------------|------------------|----------------|--------------------------|-------------------------------|
| <b>Valid</b> | <500 Baht        | 77               | 37.9           | 37.9                     | 37.9                          |
|              | 501-1,000 Baht   | 89               | 43.8           | 43.8                     | 81.8                          |
|              | 1,001-5,000 Baht | 37               | 18.2           | 18.2                     | 100.0                         |
|              | <b>Total</b>     | <b>203</b>       | <b>100.0</b>   | <b>100.0</b>             |                               |

Basically the theoretical aspect of the research objective has been accomplished, with the multivariate regression Table 4.2, ANOVA Test Table 4.3, and Coefficient Test Table 4.4 showing that brand loyalty can significantly be explained for 48,7 percent of its variance by the Brand “3i”, namely brand identity (with Beta 0.317), brand integrity (with Beta 0.359) and brand image (with Beta 0.200). While brand image is predominantly an image in consumers’ mind (Boulding, 1956; Weick, 1979), and brand identity as the predominant ownership of the organization in the ability to reinforce a meaning behind a brand for consumers and also functions to communicate the essence of the brand (Diefenbach, 1992), and brand integrity as the assurance that provides the necessary emotional and technical confidence (Duber-Smith, 2013), it is clearly shown the Brand “3i” can be strategically and operationally auctioned upon by the organization. The operational guidelines can be seen from the contents of the questionnaire items of this research. In sum, Hypothesis H1 is supported.

**Table 4.2** Multivariate Regression for Customer Loyalty as Dependent Variable  
Analysis Being Predicted by the “3i” of Brand

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .698 | .487     | .479              | .49631                     |

**Table 4.3** ANOVA Test for Customer Loyalty as Dependent Variable Analysis Being Predicted by the “3i” of Brand

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 46.448         | 3   | 15.483      | 62.854 | .000 |
|       | Residual   | 49.019         | 199 | .246        |        |      |
|       | Total      | 95.466         | 202 |             |        |      |

**Table 4.4** Coefficients Test for Customer Loyalty as Dependent Variable Analysis Being Predicted by the “3i” of Brand

| Model |                 | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|-----------------|-----------------------------|------------|---------------------------|-------|------|
|       |                 | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)      | .776                        | .218       |                           | 3.559 | .000 |
|       | Brand Identity  | .271                        | .049       | .317                      | 5.494 | .000 |
|       | Brand Integrity | .382                        | .065       | .359                      | 5.916 | .000 |
|       | Brand Image     | .197                        | .062       | .200                      | 3.176 | .002 |

Hypotheses H2, H3 and H4 are supported as shown in Tables 4.5-4.13 and the discussions follow. Brand identity is shown in Table 5 to be explained for 50.8 per cent of its variance by the social acceptance aspect of customer needs (at BETA of 0.289), product attractiveness (at BETA of 0.228). The other two nearly significant factors are the promotional means of blogger review (at BETA of 0.123) and promotion (at Beta of 0.122). Brand identity creation is important as the cosmetics industry is flooded with cosmetics and personal care products that are positioned differently and most of the time rather technically, such as cosmetics products being positioned in the antioxidant, soothing and regenerative categories (Dell'Aqua and Calloni, 2013, p. 530). Brand is like a human personality. A contemporary “ecological” approach to personality study indicates that personality traits could escape from the head and reside in part in the surrounding physical and social environment. Such a view, according to Matthews (2008), can infer individuals’ personality from the state of their desk or the photos on the walls. The “ecological” approach to personality, when borrowed to imply for brand personality or brand identity, it could be inferred that there are interrelationships between the “3i” of the brand, namely brand identity, brand integrity and brand image.

**Table 4.5** Multivariate Regression for Brand Identity as Dependent Variable Analysis

| <b>Model</b> | <b>R</b> | <b>R Square</b> | <b>Adjusted R Square</b> | <b>Std. Error of the Estimate</b> |
|--------------|----------|-----------------|--------------------------|-----------------------------------|
| 1            | .717     | .514            | .484                     | .57763                            |

**Table 4.6** ANOVA Test for Brand Identity as Dependent Variable Analysis

| Model        |            | Sum of Squares | df         | Mean Square | F      | Sig. |
|--------------|------------|----------------|------------|-------------|--------|------|
| 1            | Regression | 67.138         | 12         | 5.595       | 16.768 | .000 |
|              | Residual   | 63.396         | 190        | .334        |        |      |
| <b>Total</b> |            | <b>130.534</b> | <b>202</b> |             |        |      |

**Table 4.7** Coefficients Test for Brand Identity as Dependent Variable Analysis

| Model |                                  | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|----------------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                                  | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)                       | -.264                       | .382       |                           | -.691 | .490 |
|       | Customer Need: Self-Confident    | .093                        | .087       | .98                       | 1.058 | .292 |
|       | Customer Need: Social Acceptance | .238                        | .068       | .252                      | 3.492 | .001 |
|       | Customer Need: Life Style        | .107                        | .064       | .134                      | 1.674 | .096 |
|       | Customer Need: Skin Treatment    | .095                        | .073       | .069                      | 1.311 | .192 |
|       | Product: Attractiveness          | .230                        | .059       | .252                      | 3.861 | .000 |
|       | Product: Store Location          | .012                        | .085       | .009                      | .144  | .886 |
|       | Product: Easy To Use             | -.042                       | .065       | -.038                     | -.653 | .515 |
|       | Product: Price                   | .096                        | .067       | .090                      | 1.433 | .153 |

**Table 4.7** (Continue)

| Model |                                          | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------------------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                                          | B                           | Std. Error | Beta                      |       |      |
|       |                                          |                             |            |                           |       |      |
| 1     | Advertisement: Blogger Review            | .087                        | .053       | .097                      | 1.636 | .104 |
|       | Advertisement: Claim To Have Fast Effect | -.056                       | .062       | -.056                     | -.891 | .374 |
|       | Advertisement: Promotion                 | .109                        | .058       | .121                      | 1.887 | .061 |
|       | Advertisement: Presenter                 | .203                        | .092       | .132                      | 2.214 | .028 |

As to brand integrity, which is the most pressing issues with the cosmetics industry (Ziosi et al. 2013), is shown in the multivariate regression Table 4.8, to have its 31.5 per cent of the variance being significantly explained by the easy-to-use attribute of the cosmetics products, as well as skin treatment that also match with the skin problem arose. The latter is a critical aspect of the technical-quality integrity, i.e. safety (Schwarcz, 2013) which has shown to have impact on brand integrity (McLeod, 2013).

**Table 4.8** Multivariate Regression for Brand Integrity as Dependent Variable Analysis

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .487 | .237     | .189              | .58229                     |

**Table 4.9** ANOVA Test for Brand Integrity as Dependent Variable Analysis

| Model |            | Sum of Squares | df  | Mean Square | F     | Sig. |
|-------|------------|----------------|-----|-------------|-------|------|
| 1     | Regression | 20.008         | 12  | 1.667       | 4.917 | .000 |
|       | Residual   | 64.422         | 190 | .339        |       |      |
|       | Total      | 84.430         | 202 |             |       |      |

**Table 4.10** Coefficients Test for Brand Integrity as Dependent Variable Analysis

| Model |                                  | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|----------------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                                  | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)                       | 1.389                       | .385       |                           | 3.611 | .000 |
|       | Customer Need: Self-Confident    | .058                        | .088       | .077                      | .657  | .512 |
|       | Customer Need: Social Acceptance | .105                        | .069       | .138                      | 1.526 | .129 |
|       | Customer Need: Life Style        | .089                        | .064       | .139                      | 1.390 | .166 |
|       | Customer Need: Skin Treatment    | .330                        | .073       | .297                      | 4.496 | .000 |
|       | Product: Attractiveness          | .018                        | .060       | .025                      | .300  | .765 |
|       | Product: Store Location          | .103                        | .086       | .091                      | 1.197 | .233 |
|       | Product: Easy To Use             | .090                        | .065       | .100                      | 1.375 | .171 |



**Table 4.10** (Continue)

| Model                                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|------------------------------------------|-----------------------------|------------|---------------------------|-------|------|
|                                          | B                           | Std. Error | Beta                      |       |      |
| Product: Easy To Use                     | .090                        | .065       | .100                      | 1.375 | .171 |
| Product: Price                           | -.048                       | .067       | -.056                     | -.710 | .479 |
| Advertisement: Blogger Review            | .008                        | .053       | .011                      | .145  | .885 |
| Advertisement: Claim To Have Fast Effect | .026                        | .063       | .033                      | .410  | .682 |
| Advertisement: Promotion                 | .032                        | .058       | .044                      | .542  | .588 |
| Advertisement: Presenter                 | -.059                       | .093       | -.048                     | -.636 | .526 |

Brand image, as shown in Table 4.11 of the multivariate regression analysis, can be significantly explained by the three antecedents raised as important factors in this research, namely product attractiveness and easy-to-use characteristics of the cosmetic products, the blogger review, and skin treatment and problem matching. Specifically, 37.4 per cent of the variance of brand image can be explained by skin-treatment and problem matching aspect of consumer needs, at BETA 0.297, followed by product attractiveness (at BETA 0.159), advertisement in terms of blogger review (0.157 in BETA), and 0.144 Beta in domain of social acceptance aspect. The latter, nevertheless, is significant to only Alpha of 0.081. Blog, short for weblog, is known as a type of website that “posts containing news, comments, opinions, diaries, and interesting reticles” (Fan & Chang, 2011) by personal bloggers, professional bloggers, or/and corporate bloggers (Technorati, 2008).

In Aribarg, Arora, Henderson, and Kim (2014), citing Loken and John (1993), gave the definition of the brand image is “a network of information in consumer memory about a brand and its associations, which can include functional features,

self-expressive benefits, visual symbols, and logos” (p. 657). In other words, consumers form an image of the brand through variegated mechanisms and manifestation of different brand association, stimulated and enabled by various marketing functions such as advertising (Boulding, Lee & Staelin, 1994), packaging (Aaker, 1991), as for instance in this research, brand image is seen as the consumers forming mental association with the country of origin of the cosmetics products, social aspect of association, and or perception of medical robustness.

**Table 4.11** Multivariate Regression for Brand Image as Dependent Variable Analysis

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .611 | .374     | .334              | .56913                     |

**Table 4.12** ANOVA Test for Brand Image as Dependent Variable Analysis

| Model |            | Sum of Squares | df  | Mean Square | F     | Sig. |
|-------|------------|----------------|-----|-------------|-------|------|
| 1     | Regression | 36.750         | 12  | 3.062       | 9.455 | .000 |
|       | Residual   | 61.543         | 190 | .324        |       |      |
|       | Total      | 98.292         | 202 |             |       |      |

**Table 4.13** Coefficients Test for Brand Image as Dependent Variable Analysis

|   | Model                                    | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|---|------------------------------------------|-----------------------------|------------|---------------------------|--------|------|
|   |                                          | B                           | Std. Error | Beta                      |        |      |
| 1 | (Constant)                               | .305                        | .376       |                           | .810   | .419 |
|   | Customer Need: Self-Confident            | .052                        | .086       | .064                      | .606   | .545 |
|   | Customer Need: Social Acceptance         | .118                        | .067       | .144                      | 1.754  | .081 |
|   | Customer Need: Life Style                | .081                        | .063       | .117                      | 1.286  | .200 |
|   | Customer Need: Skin Treatment            | .356                        | .072       | .297                      | 4.954  | .000 |
|   | Product: Attractiveness                  | .126                        | .059       | .159                      | 2.144  | .033 |
|   | Product: Store Location                  | .003                        | .084       | .002                      | .036   | .971 |
|   | Product: Easy To Use                     | .102                        | .064       | .105                      | 1.596  | .112 |
|   | Product: Price                           | -.120                       | .066       | -.130                     | -1.827 | .069 |
|   | Advertisement: Blogger Review            | .121                        | .052       | .157                      | 2.325  | .021 |
|   | Advertisement: Claim To Have Fast Effect | .022                        | .061       | .025                      | .351   | .726 |
|   | Advertisement: Promotion                 | .091                        | .057       | .116                      | 1.597  | .112 |
|   | Advertisement: Presenter                 | .008                        | .091       | .006                      | .084   | .933 |

### 4.3 T-Test Analysis

The t-test result in Table 4.14 indicates that the females show significantly higher level of perception with the Brand “3i” and brand loyalty. Nevertheless, the mean is not so strong with the student respondents. Hopefully the trend of the theoretical model can be kept yet the mean level goes up when the sampling population is shifted towards the working classes, for future research, and thus the mean profile indicates that there are fundamental limitations in which the generalizability across the board of this research will have to be cautioned.

**Table 4.14** T-Test on Gender Difference across the Brand 3i and Loyalty

|                        | Gender | N   | Mean   | Std. Deviation | Std. Error Mean |
|------------------------|--------|-----|--------|----------------|-----------------|
| <b>Brand Identity</b>  | Male   | 38  | 2.6842 | .91105         | .14779          |
|                        | Female | 165 | 3.1414 | .75453         | .05874          |
| <b>Brand Integrity</b> | Male   | 38  | 3.4526 | .60749         | .09855          |
|                        | Female | 165 | 3.7915 | .64026         | .04984          |
| <b>Brand Image</b>     | Male   | 38  | 2.9632 | .78204         | .12686          |
|                        | Female | 165 | 3.2036 | .67117         | .05225          |
| <b>Brand Loyalty</b>   | Male   | 38  | 3.3421 | .74899         | .12150          |
|                        | Female | 165 | 3.7238 | .65430         | .05094          |

**Table 4.15** T-Test Results for Equality of Means across the Brand 3i and Loyalty

|                        |                             | Levene's Test for<br>Equality of<br>Variances |      | T-Test for Equality of Means |        |                    |                    |                          |                                                 |         |
|------------------------|-----------------------------|-----------------------------------------------|------|------------------------------|--------|--------------------|--------------------|--------------------------|-------------------------------------------------|---------|
|                        |                             | F                                             | Sig. | t                            | df     | Sig.<br>(2-tailed) | Mean<br>Difference | Std. Error<br>Difference | 95% Confidence<br>Interval of the<br>Difference |         |
|                        |                             |                                               |      |                              |        |                    |                    |                          | Lower                                           | Upper   |
| <b>Brand Identity</b>  | Equal variances assumed     | 3.746                                         | .054 | -3.234                       | 201    | .001               | -.45720            | .14137                   | -.73597                                         | -.17844 |
|                        | Equal variances not assumed |                                               |      | -2.875                       | 49.335 | .006               | -.45720            | .15904                   | -.77675                                         | -.13766 |
| <b>Brand Integrity</b> | Equal variances assumed     | .000                                          | .000 | -2.969                       | 201    | .003               | -.33888            | .11414                   | -.56395                                         | -.11381 |
|                        | Equal variances not assumed |                                               |      | -3.069                       | 57.503 | .003               | -.33888            | .11044                   | -.55999                                         | -.11778 |

**Table 4.15** (Continue)

|                  |                                | Levene's Test for<br>Equality of<br>Variances |      | T-Test for Equality of Means |        |                    |                    |                          |                                                 |         |       |
|------------------|--------------------------------|-----------------------------------------------|------|------------------------------|--------|--------------------|--------------------|--------------------------|-------------------------------------------------|---------|-------|
|                  |                                | F                                             | Sig. | t                            | df     | Sig.<br>(2-tailed) | Mean<br>Difference | Std. Error<br>Difference | 95% Confidence<br>Interval of the<br>Difference |         |       |
|                  |                                |                                               |      |                              |        |                    |                    |                          |                                                 | Lower   | Upper |
| Brand<br>Image   | Equal variances<br>assumed     | .921                                          | .338 | -1.929                       | 201    | .055               | -.24048            | .12468                   | -.48633                                         | .00537  |       |
|                  | Equal variances not<br>assumed |                                               |      | -1.753                       | 50.291 | .086               | -.24048            | .13720                   | -.51602                                         | .03506  |       |
| Brand<br>Loyalty | Equal variances<br>assumed     | .584                                          | .446 | -3.153                       | 201    | .002               | -.38170            | .12105                   | -.62039                                         | -.14302 |       |
|                  | Equal variances not<br>assumed |                                               |      | -2.897                       | 50.794 | .006               | -.38170            | .13175                   | -.64623                                         | -.11718 |       |

Similarly, as shown in Table 4.16, the females show significantly higher levels of self-confidence, social acceptance and life style as important needs in the consumption of cosmetics products. Nevertheless, again, the mean profiles are not high, for the five Likert Scale range. In particular the lifestyle is about the need of the cosmetics products to allow the buyers to look good and be able to present their roles well in the community, and to allow the buyers to follow trend. The other aspects of the lifestyles include a need to do make-up every day and to keep cosmetics in hand bag.

**Table 4.16** T-Test on Gender Difference across Different Facets of Customer Needs

|                                         | Gender | N   | Mean   | Std. Deviation | Std. Error Mean |
|-----------------------------------------|--------|-----|--------|----------------|-----------------|
| <b>Customer Need: Self-Confident</b>    | Male   | 38  | 2.6947 | .86835         | .14086          |
|                                         | Female | 165 | 3.3939 | .79738         | .06208          |
| <b>Customer Need: Social Acceptance</b> | Male   | 38  | 2.6789 | .88536         | .14362          |
|                                         | Female | 165 | 3.3224 | .79835         | .06215          |
| <b>Customer Need: Life Style</b>        | Male   | 38  | 2.0105 | .90159         | .14626          |
|                                         | Female | 165 | 2.9794 | .94084         | .07324          |
| <b>Customer Need: Skin Treatment</b>    | Male   | 38  | 3.2737 | .74749         | .12126          |
|                                         | Female | 165 | 3.1988 | .53852         | .04192          |

**Table 4.17** T-Test Results for Equality of Means across Different Facets of Customer Needs

|                                                 |                                | <b>Levene's Test<br/>for Equality of<br/>Variances</b> |             | <b>T-Test for Equality of Means</b> |           |                            |                            |                                  |                                                          |              |
|-------------------------------------------------|--------------------------------|--------------------------------------------------------|-------------|-------------------------------------|-----------|----------------------------|----------------------------|----------------------------------|----------------------------------------------------------|--------------|
|                                                 |                                | <b>F</b>                                               | <b>Sig.</b> | <b>t</b>                            | <b>df</b> | <b>Sig.<br/>(2-tailed)</b> | <b>Mean<br/>Difference</b> | <b>Std. Error<br/>Difference</b> | <b>95% Confidence<br/>Interval of the<br/>Difference</b> |              |
|                                                 |                                |                                                        |             |                                     |           |                            |                            |                                  | <b>Lower</b>                                             | <b>Upper</b> |
| <b>Customer<br/>Need: Self-<br/>Confident</b>   | Equal variances<br>assumed     | .047                                                   | .828        | -4.792                              | 201       | .000                       | -.69920                    | .14591                           | -.98691                                                  | -.41149      |
|                                                 | Equal variances<br>not assumed |                                                        |             | -4.542                              | 52.321    | .000                       | -.69920                    | .15394                           | -1.00805                                                 | -.39035      |
| <b>Customer<br/>Need: Social<br/>Acceptance</b> | Equal variances<br>assumed     | .436                                                   | .510        | -4.388                              | 201       | .000                       | -.64348                    | .14666                           | -.93266                                                  | -.35429      |
|                                                 | Equal variances<br>not assumed |                                                        |             | -4.112                              | 51.745    | .000                       | -.64348                    | .15650                           | -.95755                                                  | -.32941      |



**Table 4.17** (Continue)

|                                              |                                | <b>Levene's Test<br/>for Equality of<br/>Variances</b> |             | <b>T-Test for Equality of Means</b> |           |                            |                            |                                  |                                                          |              |
|----------------------------------------------|--------------------------------|--------------------------------------------------------|-------------|-------------------------------------|-----------|----------------------------|----------------------------|----------------------------------|----------------------------------------------------------|--------------|
|                                              |                                | <b>F</b>                                               | <b>Sig.</b> | <b>t</b>                            | <b>df</b> | <b>Sig.<br/>(2-tailed)</b> | <b>Mean<br/>Difference</b> | <b>Std. Error<br/>Difference</b> | <b>95% Confidence<br/>Interval of the<br/>Difference</b> |              |
|                                              |                                |                                                        |             |                                     |           |                            |                            |                                  | <b>Lower</b>                                             | <b>Upper</b> |
| <b>Customer<br/>Need: Life<br/>Style</b>     | Equal variances<br>assumed     | .491                                                   | .484        | -5.767                              | 201       | .000                       | -.96887                    | .16801                           | -1.30016                                                 | -.63758      |
|                                              | Equal variances<br>not assumed |                                                        |             | -5.923                              | 57.076    | .000                       | -.96887                    | .16357                           | -1.29641                                                 | -.64133      |
| <b>Customer<br/>Need: Skin<br/>Treatment</b> | Equal variances<br>assumed     | 4.869                                                  | .028        | .714                                | 201       | .476                       | .07490                     | .10484                           | -.13183                                                  | .28162       |
|                                              | Equal variances<br>not assumed |                                                        |             | .584                                | 46.225    | .562                       | .07490                     | .12830                           | -.18333                                                  | .33312       |

Shown in Table 4.18, the male seems to show significantly higher level of perception towards favoring cosmetics products that have fast effect as presented in the promotional or advertising media. Female consumers also show higher level of agreement with the promotional variables, such as “I always buy cosmetics in promotion period,” “If I find another brand have promotion, I will buy although it isn’t my favorite brand,” “I will wait until my favorite product have promotion although it takes longer time,” “I often switch cosmetic product if another brand have promotion,” and “If there is promotion going on to the shop, I will go to buy although it is far from my location.”

**Table 4.18** T-Test on Gender Difference across the Different Facets of Advertisement and Promotion

|                                  | Gender | N   | Mean   | Std. Deviation | Std. Error Mean |
|----------------------------------|--------|-----|--------|----------------|-----------------|
| <b>Advertisement:</b>            | Male   | 38  | 2.5947 | .94781         | .15376          |
| <b>Blogger Review</b>            | Female | 165 | 2.8861 | .88765         | .06910          |
| <b>Advertisement:</b>            | Male   | 38  | 2.5842 | .94883         | .15392          |
| <b>Claim To Have Fast Effect</b> | Female | 165 | 2.3067 | .77791         | .06056          |
| <b>Advertisement:</b>            | Male   | 38  | 2.6421 | .84490         | .13706          |
| <b>Promotion</b>                 | Female | 165 | 2.9661 | .89569         | .06973          |
| <b>Advertisement:</b>            | Male   | 38  | 2.5421 | .63401         | .10285          |
| <b>Presenter</b>                 | Female | 165 | 2.4036 | .49262         | .03835          |

**Table 4.19** T-Test Results for Equality of Means across the Different Facets of Advertisement and Promotion

|                                                              |                                | <b>Levene's Test<br/>for Equality of<br/>Variances</b> |             | <b>T-Test for Equality of Means</b> |           |                            |                            |                                  |                                                          |              |
|--------------------------------------------------------------|--------------------------------|--------------------------------------------------------|-------------|-------------------------------------|-----------|----------------------------|----------------------------|----------------------------------|----------------------------------------------------------|--------------|
|                                                              |                                | <b>F</b>                                               | <b>Sig.</b> | <b>t</b>                            | <b>df</b> | <b>Sig.<br/>(2-tailed)</b> | <b>Mean<br/>Difference</b> | <b>Std. Error<br/>Difference</b> | <b>95% Confidence<br/>Interval of the<br/>Difference</b> |              |
|                                                              |                                |                                                        |             |                                     |           |                            |                            |                                  | <b>Lower</b>                                             | <b>Upper</b> |
| <b>Advertiseme<br/>nt: Blogger<br/>Review</b>                | Equal variances<br>assumed     | .500                                                   | .480        | -1.801                              | 201       | .073                       | -.29132                    | .16177                           | -.61030                                                  | .02765       |
|                                                              | Equal variances<br>not assumed |                                                        |             | -1.728                              | 52.969    | .090                       | -.29132                    | .16857                           | -.62944                                                  | -.04679      |
| <b>Advertiseme<br/>nt: Claim To<br/>Have Fast<br/>Effect</b> | Equal variances<br>assumed     | 3.157                                                  | .077        | 1.899                               | 201       | .059                       | .27754                     | .14612                           | -.01058                                                  | .56567       |
|                                                              | Equal variances<br>not assumed |                                                        |             | 1.678                               | 49.077    | .100                       | .27754                     | .16541                           | -.05484                                                  | .60993       |

**Table 4.19** (Continue)

|                            |                                | <b>Levene's Test<br/>for Equality of<br/>Variances</b> |             | <b>T-Test for Equality of Means</b> |           |                            |                            |                                  |                                                          |              |
|----------------------------|--------------------------------|--------------------------------------------------------|-------------|-------------------------------------|-----------|----------------------------|----------------------------|----------------------------------|----------------------------------------------------------|--------------|
|                            |                                | <b>F</b>                                               | <b>Sig.</b> | <b>t</b>                            | <b>df</b> | <b>Sig.<br/>(2-tailed)</b> | <b>Mean<br/>Difference</b> | <b>Std. Error<br/>Difference</b> | <b>95% Confidence<br/>Interval of the<br/>Difference</b> |              |
|                            |                                |                                                        |             |                                     |           |                            |                            |                                  | <b>Lower</b>                                             | <b>Upper</b> |
| <b>Advertisem<br/>ent:</b> | Equal variances<br>assumed     | .311                                                   | .578        | -2.031                              | 201       | .044                       | -.32396                    | .15952                           | -.63851                                                  | -.00940      |
| <b>Promotion</b>           | Equal variances not<br>assumed |                                                        |             | -2.107                              | 57.759    | .040                       | -.32396                    | .15378                           | -.63180                                                  | -.01611      |
| <b>Advertisem<br/>ent:</b> | Equal variances<br>assumed     | 5.308                                                  | .022        | 1.476                               | 201       | .142                       | .13847                     | .09384                           | -.04657                                                  | .32351       |
| <b>Presenter</b>           | Equal variances not<br>assumed |                                                        |             | 1.261                               | 47.796    | .213                       | .13847                     | .10977                           | -.08226                                                  | .35919       |

The t-test result of the following Table 4.20 shows that there are no significant differences between the male and the female groups for the different facets of the product characteristics, in terms of product attractiveness, easiness to use as well as price. Most of the respondents seem to have higher agreeableness than the other aspects of the product on attractiveness which relates to nice and luxury packaging. The response scale for the pricing factor indicates that the student customers may not skew towards low price, which imply a scope for higher pricing decision by the cosmetics companies to introduce better value in cosmetic products.

**Table 4.20** T-Test on Gender Difference across the Different Facets of Product Characteristics

|                                | Gender | N   | Mean   | Std. Deviation | Std. Error Mean |
|--------------------------------|--------|-----|--------|----------------|-----------------|
| <b>Product: Attractiveness</b> | Male   | 38  | 2.1368 | 1.09060        | .17692          |
|                                | Female | 165 | 2.3661 | .82658         | .06435          |
| <b>Product: Store Location</b> | Male   | 38  | 2.7947 | .62296         | .10106          |
|                                | Female | 165 | 2.7552 | .56541         | .04402          |
| <b>Product: Easy To Use</b>    | Male   | 38  | 3.4895 | .78733         | .12772          |
|                                | Female | 165 | 3.2521 | .70049         | .05453          |
| <b>Product: Price</b>          | Male   | 38  | 3.1211 | .85303         | .13838          |
|                                | Female | 165 | 3.1164 | .73785         | .05744          |

**Table 4.21** T-Test Results for Equality of Means across the Different Facets of Product Characteristics

|                                    |                                | Levene's Test<br>for Equality of<br>Variances |      | T-Test for Equality of Means |        |                    |                    |                          |                                                 |        |
|------------------------------------|--------------------------------|-----------------------------------------------|------|------------------------------|--------|--------------------|--------------------|--------------------------|-------------------------------------------------|--------|
|                                    |                                | F                                             | Sig. | t                            | df     | Sig.<br>(2-tailed) | Mean<br>Difference | Std. Error<br>Difference | 95% Confidence<br>Interval of the<br>Difference |        |
|                                    |                                |                                               |      |                              |        |                    |                    |                          | Lower                                           | Upper  |
| <b>Product:<br/>Attractiveness</b> | Equal variances<br>assumed     | 7.710                                         | .006 | -1.446                       | 201    | .150               | -.22922            | .15855                   | -.54185                                         | .08341 |
|                                    | Equal variances<br>not assumed |                                               |      | -1.218                       | 47.251 | .229               | -.22922            | .18826                   | -.60789                                         | .14946 |
| <b>Product: Store<br/>Location</b> | Equal variances<br>assumed     | .780                                          | .378 | .382                         | 201    | .703               | .03959             | .10372                   | -.16493                                         | .24410 |
|                                    | Equal variances<br>not assumed |                                               |      | .359                         | 51.949 | .721               | .03959             | .11023                   | -.18161                                         | .26078 |

**Table 4.21** (Continue)

|                                 |                                | Levene's Test<br>for Equality of<br>Variances |      | T-Test for Equality of Means |        |                    |                    |                          |                                                 |        |
|---------------------------------|--------------------------------|-----------------------------------------------|------|------------------------------|--------|--------------------|--------------------|--------------------------|-------------------------------------------------|--------|
|                                 |                                | F                                             | Sig. | t                            | df     | Sig.<br>(2-tailed) | Mean<br>Difference | Std. Error<br>Difference | 95% Confidence<br>Interval of the<br>Difference |        |
|                                 |                                |                                               |      |                              |        |                    |                    |                          | Lower                                           | Upper  |
| <b>Product: Easy<br/>To Use</b> | Equal variances<br>assumed     | 1.754                                         | .187 | 1.839                        | 201    | .067               | .23735             | .12906                   | -.01713                                         | .49184 |
|                                 | Equal variances<br>not assumed |                                               |      | 1.709                        | 51.335 | .093               | .23735             | .13888                   | -.04141                                         | .51611 |
| <b>Product: Price</b>           | Equal variances<br>assumed     | 1.169                                         | .281 | .034                         | 201    | .973               | .00469             | .13682                   | -.26509                                         | .27447 |
|                                 | Equal variances<br>not assumed |                                               |      | .031                         | 50.511 | .975               | .00469             | .14983                   | -.29617                                         | .30555 |

## **CHAPTER 5**

### **CONCLUSION AND IMPLICATION**

As indicated in Chapter One, the general aim of this research was to:

1. Practically, the purpose of this research study is to provide brand managers with the “3i” brand insights that have been empirically shown to be capable to predict and explain the variability of brand loyalty, so as to guide them in effective brand management, i.e. the use of positive POW seeding campaigns through maximizing the usage of the brand integrity contents and the loyal customer bases.

2. Theoretically, the research objective is to study the ability of the “3i” (brand identity, brand integrity, and brand image) and its antecedents i.e. customer needs, product characteristics and promotional means, in explaining the variance of brand loyalty, which in a way implies a knowledge structure of brand equity from which the brand managers can exploit for further brand extension and revenue improvements.

Having established brand equity represented by the “3i”, consumers of the cosmetics branded products are then equipped with easy-to-process information about the marketer’s offerings, and this has many advantages such as in reducing the marketing budgets (Thompson & Ince, 2013), and in improving firm value and reducing firm risks (Dotzel, Shankar & Berry, 2013). In other words, strength of brand should establish asymmetrical effects when compared to alternative brands in the markets (Luo, Raithel & Wiles, 2013).

To address the research objective, four posited hypotheses were raised:

H1 (Hypothesis 1): Brand loyalty is significantly explained by three predictors collectively namely as brand identity, brand integrity, and brand image.

H2 (Hypothesis 2): Both customer needs and service quality influence brand identity significantly.



H3 (Hypothesis 3): Both customer needs and service quality influence brand integrity significantly.

H4 (Hypothesis 4): Both customer needs and service quality influence brand image significantly.

The model fundamentally describes the roles played by the three brand characteristics (identity, integrity, and image) in influencing brand loyalty. Lovett, Peres and Shachar (2013) demonstrate, for instance, the different combination of brand characteristics, i.e. social, emotional, functional, excitement, esteem, and differentiation in relating positively to WOM (Word of Mouth) content. As discussed and acknowledged, for instance, in Wee (2003), demographics variables such as age, gender and income levels are main considerations and variables for the cosmetics industry, in helping to developing the right and effective marketing communication strategies (Rabova, 2015), i.e. the types of advertising concepts, messages and promotional efforts, including blogger-centric contextual or sponsored advertising (Fan & Chang, 2011). Towards this end, demographics oriented question was raised as follows:

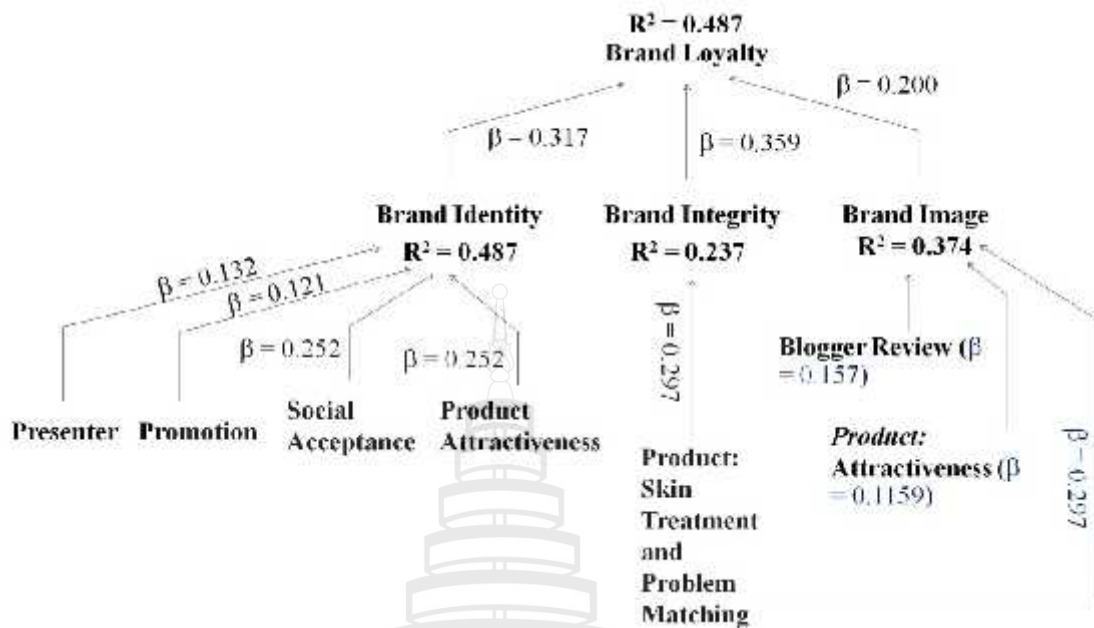
Do male and female have significantly different perceptions toward each of the construct presented in the conceptual model?

To address and attempt to find evidences to provide structural answers to the research objective and the four hypotheses that are raised, including the demographics question, a deductive research approach of the research design was employed. Data collected were analyzed by the use of SPSS version 20, with the results discussed in Chapter Four. This chapter talks about the conclusions, implications, and suggestion to the future research. The purpose of this chapter is to make key knowledge or the linkage between 3I and consumer behavior for who work in the field of brand management, product development, marketing, research and development or other entrepreneurial who want to start up or develop the business which focusing on brand creation and brand loyalty.

## 5.1 Concluding the Hypotheses and the Demographics Oriented Question

The research validated the workability of the Brand “3i” impact on brand loyalty. In other words, the Brand “3i” (identity, integrity, and image) influence how the customers using branded cosmetic products stick to their favorite brand, have positive word of mouth about the brand and show no hesitation to convince friends to use, have confidence on the brand, and are always willing to accept price increase and try new products of the same brand, and are willing to go an extra mile to locate the branded cosmetics from the internet if the nearby shops have run out of the stock.

The multivariate regression analysis result shown in Figure 5.1 shows the significant roles played by brand identity (BETA 0.317), brand integrity (BETA 0.359), and brand image (BETA 0.200) in brand loyalty, with the ability to explain the variance of brand loyalty at 47.9 per cent. The antecedent variables share the PIE customer preference framework of Kim, Park, Bradlow, and Ding (2014), to connote the holistic preference model of consumers. “P” is known as the product’s physical attributes, “I” signifies the idiosyncratic characteristics of consumers in terms of, for instance, lifestyles and different needs for different types of cosmetics products, and “E” stands for external group characteristics that connote the influence of the advertising, opinions of the others, and the means of marketing communications. From the discussion and analytics proofs given in Cohen (1992), when there is a strong theoretical framework that depicts the nature of the phenomena investigated robustly, meaning with sound internal validity supported by the needed construct validity and content validity, the further extension of sample size would provide very minor variance to the conclusion. The research has shown that there are only slight changes from sample size of 158 to 203. The final model shown in Figure 5.1 is the result of the 203 sample size.



Source Developed for this Research

**Figure 5.1** Antecedent-Brand 3i-Brand Loyalty Structure

The result of the significant role played by brand integrity has been reiterated in the extant literature of the cosmetics discipline. To ensure brand integrity resulted from the products and services offered, cosmetic industry resolves to have honest and creative labeling and packaging to convince the consumers that what goes on inside the produce is what is stated (Duber-Smith, 2013), supplemented by the certification under the purview of the certification and audits of the Food and Drug Administration and various third-party certifications (Duber-Smith, 2013, p. 522).

Specifically, brand image can be explained for 37.4 per cent of its variance by the three antecedent variables considered in this research, namely customer needs, product attributes and the promotional advertisement media. Blogger review is the dominant promotional media that has predictive impact on brand image. Product characteristics of easiness to use and attractiveness both play significant role on brand image, brand identity and brand integrity. Social acceptance of the customer needs, known also as a subjective norm, has a significant BETA weight of 0.252, in

explaining the variance of the brand identity, nearly sharing the same weight as product attractiveness. A review into the literature shows that subjective normative influence by the others as well as the product attractiveness are among the six integrated structured facets of brand identity discovered in Kotler, Armstrong, Saunders and Wong (1996), namely culture, personality, self-projection, physique, reflection, and relationship. Besides, social acceptance needs of the consumers, and product attractiveness, and the roles of promotions and presenters can explain 51.4 per cent of the variance of brand identity, and skin treatment and problem matching and easy to use characteristics of the cosmetics products can explain 31.5 per cent of the variance of brand integrity.

In general, the t-test and its descriptive illustrations show that there are huge scopes for the cosmetics organizations and marketers to actively pursue better value product and services. Although the “3i” brand model is validated, the relatively lower level of perceived value and the marketing activities done in Chiang Rai, in which the case university is located, implies that there are still not up to the standards of the customers. The marketers should pursue to introduce higher end of values of cosmetics products to significantly improve the level of perception, and also should work on the marketing activities in terms of products, their promotional media, as well as an attempt to influence the customers from different angles.

The research scope as demonstrated by the mean level of perceived responses clearly show that the sampling population is a limitation, and further research should establish the ability to extend to include the working classes, in particular the Bangkok cosmopolitan areas, as in those areas the marketing practices could be more intensely pursued. In this way the future research should expect a higher scale of responses shifting towards the 4-5 of the Five Likert Scale.

Based on this research finding that brand loyalty can be effectively explained by the 3i of brand, namely brand integrity, brand identity, and brand image, the marketers can exploit what has been advocated by the entity theorists to design their products in a way that can be casted consumers attention, consumer expectation and what is consumers can achieve, improve brand performance for take competitive advantage or succeed to gain more market shared or get new market segment. This is in contrast to the incremental theorists on branding that relies on the consumers

themselves to base on their own efforts and to trust their own experiences rather than on the brand (Park & John, 2014). The incremental theorists lead to weaker role of brand in the market of cosmetics and skin-care products.

Through this research demonstrating the ability of the “3i” brand equity to explain brand loyalty, the marketers could exploit the advantages of the “3i” evidences in, for instance, a word-of-mouth seeding campaign (Libai, Muller & Peres, 2013). This concrete action is proactive in nature rather than the typical reactive mode of WOM caused by the state of customer loyalty, and the ultimate goal is to instill a contagion process for other customers (Lehmann & Estabana-Bravo, 2006). This positive WOM seeding campaign can be systematically designed and implemented by incorporating the contents of the brand integrity, network structure of the loyal customers, behavioral incentives, and the seeding strategy itself (Libai, Muller & Peres, 2013).

On the demographics front:

There are no significant differences between the male and the female groups for the different facets of the product characteristics, in terms of product attractiveness, easiness to use as well as price. Most of the respondents seem to have higher agreeableness than the other aspects of the product on attractiveness which relates to nice and luxury packaging. The response scale for the pricing factor indicates that the student customers may not skew towards low price, which imply a scope for higher pricing decision by the cosmetics companies to introduce better value in cosmetic products.

The male seems to show significantly higher level of perception towards favoring cosmetics products that have fast effect as presented in the promotional or advertising media. Female consumers also show higher level of agreement with the promotional variables, such as “I always buy cosmetics in promotion period,” “If I find another brand have promotion, I will buy although it isn’t my favorite brand,” “I will wait until my favorite product have promotion although it takes longer time,” “I often switch cosmetic product if another brand have promotion,” and “If there is promotion going on to the shop, I will go to buy although it is far from my location.”

The females show significantly higher levels of self-confidence, social acceptance and life style as important needs in the consumption of cosmetics products. Nevertheless, again, the mean profiles are not high, for the five Likert Scale range. In particular the lifestyle is about the need of the cosmetics products to allow the buyers to look good and be able to present their roles well in the community, and to allow the buyers to follow trend. The other aspects of the lifestyles include a need to do make-up every day and to keep cosmetics in hand bag.

The females show significantly higher level of perception with the Brand “3i” and brand loyalty. Nevertheless, the mean is not so strong with the student respondents. Hopefully the trend of the theoretical model can be kept yet the mean level goes up when the sampling population is shifted towards the working classes, for future research, and thus the mean profile indicates that there are fundamental limitations in which the generalizability across the board of this research will have to be cautioned.

## **5.2 Implications**

### **5.2.1 Implication to Cosmetics Companies**

There are so many fronts of implications as a result of the finding in this research. First, this research provides a simple structure that describes the interrelationships between brand elements consisting of brand integrity, brand identity and brand image, their antecedent variables, and their immediate outcome, known as brand loyalty. Cosmetics brands are important as consumers think that they cannot easily improve their personal qualities and abilities through their own efforts, such as the beauty, and thus consumers rely on branded cosmetics products that they can trust and thus they can be loyalty to. Nevertheless, brand loyalty is a consistent and aligned works of brand identity, brand image and brand integrity. Brand integrity strategy is an attempt to establish the trust and confidence of the activities and services offered by the cosmetics products and the services offered, such as by being honest and have creative labeling and packaging to convince the consumers that what goes on inside the produce is what is stated (Duber-Smith, 2013). In the areas of skin-caring cosmetics products, integrity is also influenced by the provision of the technical

ingredients and their qualities, and safety issues to the consumers. Brand identity, on the other hand, provides points of differentiation of the cosmetics products, such as by positioning the cosmetics products uniquely in the antioxidant, soothing and regenerative categories (Dell'Aqua & Calloni, 2013). Having established brand integrity and that the consumers are aware of the identity and characteristics of the brand, gradually brand image is formed. Together, brand integrity, brand identity and brand image become the brand elements that establish the so-called brand equity that leads to the formation and strengthening of brand loyalty.

Second, the research result here shows clearly that there are three domains of antecedent variables that marketers should deal with them with budget and action plan commitment. The three antecedent variables are the different facets of customer needs, i.e., social acceptance, skin treatment and problem matching, and product aspects in terms of product attractiveness and easy-to-use, and blogger review aspects of advertising and marketing communication. These three antecedent variables also resemble the PIE theoretical framework validated by Kim, Park, Bradlow, and Ding (2014) to connote the holistic preference model of consumers. "P" is known as the product's physical attributes, "I" signifies the idiosyncratic characteristics of consumers in terms of, for instance, lifestyles and different needs for different types of cosmetics products, and "E" stands for external group characteristics that connote the influence of the advertising, opinions of the others, and the means of marketing communications.

Having rooted in this structural knowledge about cosmetics brand elements and their PIE antecedents, and the role brand loyalty played, this research also provides significant aspect of implications to suggest in improving the distributorship for effectiveness and efficiency. The aim is to allow the distributors to be to align with the key focus and the key success factors – the rules that must be played well in order to succeed in the cosmetics industries.

Third, this research finding provides the insight to suggest to the advertising design to align with the needs and lifestyles of the consumers, such as in magazines for women which has already been determined to play important role in representing the marketing lifestyle phenomena (Rabova, 2015).

### **5.2.2 Implication to Theory**

This research provides some degree and scopes of contribution to the bodies of knowledge in the discipline of brand marketing and brand management. Brand, known as an intangible asset, represented in proxy by the collective works of brand integrity, brand image, and brand identity, resides in the consumers' hearts and minds. To build a successful brand, this research indicates that the marketers must make, keep and strengthen a promise (i.e. brand identity and brand integrity), communicate your promise (i.e. advertising, to form brand image). While products are built in a factor, an object, sold by merchant, easily copied by a competitor, quickly outdated, brands are built in trust and relationships, are personality, bought by a customer, unique and timeless. Although this research is explainable but judging by the scopes and nature of the limitations and the research methodology, it is in a way "exploratory" as well, and thus further research should drill deeper to further improve both construct validity and content validity.

In addition, this research extends to suggest a simplified and structured approach to marketing communication, by introducing the mediating role of the "3i" (brand identity, brand integrity, and brand image), in influencing both brand loyalty and customer loyalty.

### **5.3 Limitation**

Sampling issues are predominantly limited in two perspectives. One aspect deals with the convenient choice of the sampling population, which is based on the convenient approach to any students who can participate in the questionnaire-based survey. For instance, the focus group or interview will give more detail but based on convenient choice of the sample, questionnaire is better. The other is the variant of product choices and cosmetics types available in the market, for instance as color cosmetics or/and skin care treatment products (Wee, 2003). Both types of products have different functionality and consumers would also react differently to them on the aspect of affection. Color cosmetics line is composed on makeup products which include, for instance, eye-shadows, foundations, and lipsticks (Wee, 2003), and skin-



care treatment has the function served to address skin problems widely prevalent in modern lifestyles (Wee, 2003, p. 73). Both of these limitations would lead to larger standard deviation on the perceptions of the respondents to the variables studied.

#### **5.4 Further Research Recommendation**

The research scope as demonstrated by the mean level of perceived responses clearly show that the sampling population is a limitation, and further research should establish the ability to extend to include the working classes, in particular the Bangkok cosmopolitan areas, as in those areas the marketing practices could be more intensely pursued. In this way the future research should expect a higher scale of responses shifting towards the 4-5 of the Five Likert Scale. In addition, although this research is explainable but judging by the scopes and nature of the limitations and the research methodology, it is in a way “exploratory” as well, and thus further research should drill deeper to further improve both construct validity and content validity.

Additional, focus group and interview will get more detail and advantage for this research. This research is case study of student in Mae Fah Luang University that focus group or interview is not convenient to student. Focus groups are a form of group interviewing it is important to collect the data more than one sample and in deep detail at the same time, the reaction and responses between the researcher and participants, question and answer will be guide the researcher to understand the point of view of each participant and easy to develop the question to other group if some of participant misunderstanding in the story or question. Focus groups have some dependent factor; it is interaction within the group (i.e. some participant will follow other participant without generate their thinking or some of them feel nervous if they think different to other) and all of this will based on the topics and how to ask question which is researcher respond (Gibbs, 1997).

According to Dublin Institute Technology Research about Interviewing in Qualitative Research page 313, qualitative interview are good to collect interviewee data and good for observing the point of view of the interviewee. It can collect in deep detail of action of interviewee about specific question each by each, and can observe

the relationship between answer and question in term of emotional and how it significant or not. The research can develop new questions that respond individual interviewees' replies or adjust some question to clarify the understanding of the interviewee one by one, because different people will not same understand in same message. In quantitative research, the interview reflects the researcher's concerns. It is usually regarded as a nuisance and discouraged. In quantitative research, reliability and validity come from amount of the sample and how the line of measurement, this method can be effected and comfortable in some case that need to survey about how the way of consumer mind and it can applied to board market segment, but in the deep detail qualitative be better.





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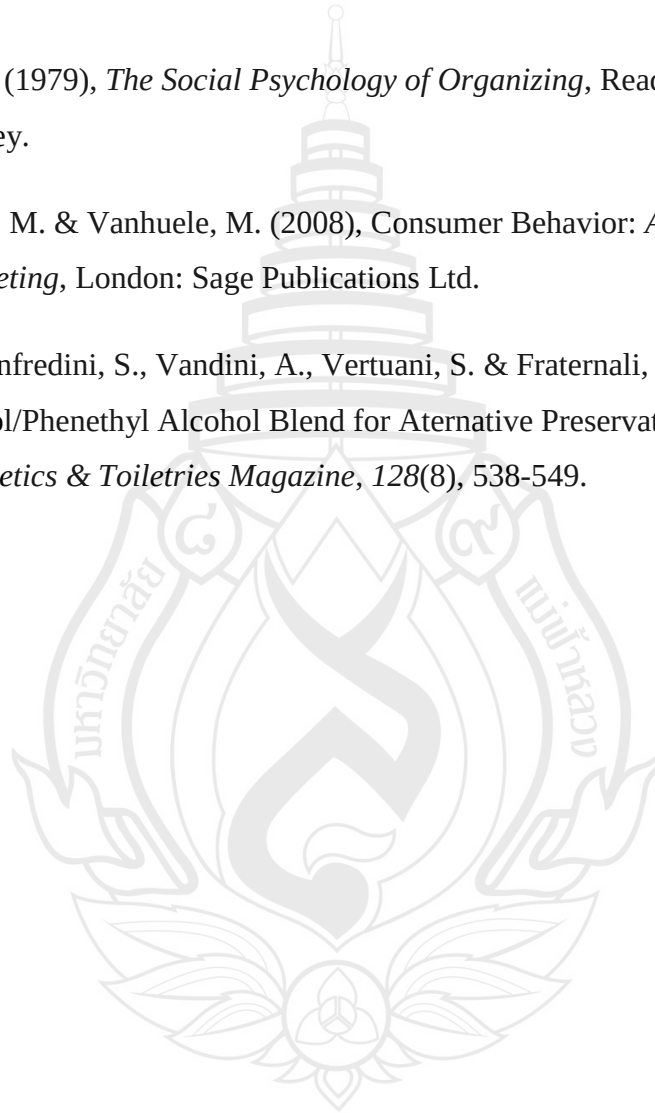
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## **APPENDIX**

## APPENDIX

### QUESTIONNAIRE

#### Consumer behavior about making decision to buy cosmetics

(แบบสอบถาม: พฤติกรรมของผู้บริโภคเกี่ยวกับการตัดสินใจซื้อเครื่องสำอาง)

##### Personal Data (ข้อมูลส่วนตัว)

1) Gender (เพศ)

\_\_\_\_ Male (ชาย)

\_\_\_\_ Female (หญิง)

2) Age (years) (อายุ)

\_\_\_\_ Under 18 (ต่ำกว่า 18 ปี)

\_\_\_\_ 18–25

\_\_\_\_ 26-35

\_\_\_\_ Above 35 (เกิน 35 ปี)

3) Educational Qualification (การศึกษา)

\_\_\_\_ Undergraduate (น้อยกว่า ปริญญาตรี)

\_\_\_\_ Graduate (ปริญญาตรี)

\_\_\_\_ Post graduate (ปริญญาโท)

\_\_\_\_ Professional (ปริญญาเอก)

4) Monthly Income (รายได้ต่อเดือน)

\_\_\_\_ < 10,000 Baht

\_\_\_\_ 10,001- 15,000 Baht

\_\_\_\_ 15,001 - 30,000 Baht

\_\_\_\_ > 30,000 Baht

5) Monthly Spend for Cosmetics (ค่าใช้จ่ายเกี่ยวกับเครื่องสำอางต่อเดือน)

\_\_\_\_ < 500 Baht

\_\_\_\_ 501-1,000 Baht

\_\_\_\_ 1,001-5,000 Baht

\_\_\_\_ > 5,000 Baht

Note: Each of the items listed below has been identified as studied factors that effect to consumer behavior for buying cosmetic product (focusing on facial product as facial cleansing, day cream, night cream and sunscreen only). Please state the degree

of your agreement or disagreement on the following statements according to the scales below.

(แต่ละรายการที่ระบุไว้ด้านล่างเป็น ปัจจัยที่มีผลต่อพฤติกรรมของผู้บริโภคในการซื้อผลิตภัณฑ์เครื่องสำอาง โดยเฉพาะจะเฉพาะผลิตภัณฑ์ที่ใช้เกี่ยวกับหน้า เช่น ผลิตภัณฑ์ทำความสะอาดผิวหน้า, ครีมทากลางวัน, ครีมทากลางคืนและครีมกันแดดเท่านั้น กรุณาให้ลำดับความสำคัญว่าเห็นด้วยหรือไม่ และมากหรือน้อยแค่ไหนตามประโยคและระดับด้านล่าง)

| 1(Low)                                      | 2                                          | 3                     | 4                                    | 5(High)                                   |
|---------------------------------------------|--------------------------------------------|-----------------------|--------------------------------------|-------------------------------------------|
| Strongly Disagree<br>(ไม่เห็นด้วยอย่างยิ่ง) | Somewhat Disagree<br>(ไม่เห็นด้วยเล็กน้อย) | Moderate<br>(ปานกลาง) | Somewhat Agree<br>(เห็นด้วยเล็กน้อย) | Strongly Agree<br>(เห็นด้วยเป็นอย่างยิ่ง) |

Please circle a rating that best describe you. For instance, if you strongly agree that “I’m confident when I use cosmetic,” then circle 5.

(กรุณาวางกลมตามตัวเลขในระดับความสำคัญที่ระบุตัวของคุณได้ดีที่สุด ตัวอย่างเช่น ถ้าคุณเห็นด้วยเป็นอย่างยิ่งกับประโยคที่ว่า ฉันมั่นใจเมื่อฉันใช้เครื่องสำอาง ในวงกลมที่เลข 5)

| <b>Customer Need:</b><br><b>Self-Confidence</b> (ความต้องการของผู้บริโภค: ความมั่นใจในตนเอง)                                                            |   |   |   |   |   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| I’m confident when I use cosmetics (ฉันมั่นใจเมื่อฉันใช้เครื่องสำอาง)                                                                                   | 1 | 2 | 3 | 4 | 5 |
| Cosmetics gives me better self-image (เครื่องสำอางทำให้ภาพลักษณ์ของฉันดูดีขึ้น)                                                                         | 1 | 2 | 3 | 4 | 5 |
| I can’t go outside if I don’t use cosmetics (ฉันไม่สามารถออกไปข้างนอกได้ถ้าฉันไม่ได้ใช้เครื่องสำอาง)                                                    | 1 | 2 | 3 | 4 | 5 |
| I feel I study or work in high performance when I make up/hair style (ฉันรู้สึกมั่นใจว่าฉันเรียนหรือทำงานได้อย่างมีประสิทธิภาพเมื่อฉันแต่งหน้าหรือทำผม) | 1 | 2 | 3 | 4 | 5 |
| Usage of cosmetics reflects my personality (การใช้เครื่องสำอางสะท้อนตัวตนของฉันได้เป็นอย่างดี)                                                          | 1 | 2 | 3 | 4 | 5 |



| <b>Customer Need:</b><br><b>Social Acceptance</b> (ความต้องการของผู้บริโภค: การยอมรับจากสังคม)                                                     |   |   |   |   |   |
|----------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| I feel free talking to people when I use cosmetics (ฉันรู้สึกสบายใจที่จะสนทนากับผู้อื่นเมื่อฉันใช้เครื่องสำอาง)                                    | 1 | 2 | 3 | 4 | 5 |
| I become more obvious to people when I use cosmetics (ฉันกลายเป็นจุดสนใจแก่ผู้อื่นเมื่อฉันใช้เครื่องสำอาง)                                         | 1 | 2 | 3 | 4 | 5 |
| I feel the eye sights of people around me are different when I use cosmetics (ฉันรู้สึกถึงสายตาของผู้คนรอบข้างฉันแตกต่างไปเมื่อฉันใช้เครื่องสำอาง) | 1 | 2 | 3 | 4 | 5 |
| I feel more appreciated in my group when I use cosmetics (ฉันรู้สึกได้รับการชื่นชมในกลุ่มของฉันเมื่อฉันใช้เครื่องสำอาง)                            | 1 | 2 | 3 | 4 | 5 |
| Society reacts more positive to who looks beautiful/smart than normal (สังคมตอบรับในเชิงบวกแก่ผู้ที่สวย/หล่อหรือดูดีมากกว่าบุคคลทั่วไป)            | 1 | 2 | 3 | 4 | 5 |

| <b>Customer Need:</b><br><b>Life Style</b> (ความต้องการของผู้บริโภค: วิถีชีวิต)                                                                 |   |   |   |   |   |
|-------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| I need to use cosmetics because my job requirement needs to keep good looking (ฉันต้องใช้เครื่องสำอางเพราะอาชีพฉันมีความจำเป็นต้องดูดีตลอดเวลา) | 1 | 2 | 3 | 4 | 5 |
| I always follow the cosmetics trend (ฉันติดตามแนวโน้มของเครื่องสำอางโดยตลอด)                                                                    | 1 | 2 | 3 | 4 | 5 |
| I like dressing-up, make-up and everything that make me good looking (ฉันชอบแต่งตัว, แต่งหน้าและทุกอย่างที่ทำให้ฉันดูดี)                        | 1 | 2 | 3 | 4 | 5 |
| I use cosmetics everyday although I don't go outside (ฉันใช้เครื่องสำอางทุกวันถึงแม้ว่าจะไม่ได้ออกไปไหนก็ตาม)                                   | 1 | 2 | 3 | 4 | 5 |
| My hand bag always have cosmetics (ในกระเป๋าต้องมีเครื่องสำอางติดไว้เสมอ)                                                                       | 1 | 2 | 3 | 4 | 5 |

| <b>Customer Need:</b><br><b>Skin Treatment</b> (ความต้องการของผู้บริโภค: การดูแลรักษาผิว)                                                                    |   |   |   |   |   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| I use cosmetics for treating my skin only (ฉันใช้เครื่องสำอางสำหรับการดูแลรักษาผิวนั้น)                                                                      | 1 | 2 | 3 | 4 | 5 |
| I use cosmetics recommended by skin expertise (ฉันใช้เครื่องสำอางที่ได้รับการแนะนำจากผู้เชี่ยวชาญ)                                                           | 1 | 2 | 3 | 4 | 5 |
| I buy only the type of cosmetics which match to my problem only (ฉันซื้อเฉพาะเครื่องสำอางที่ตรงกับปัญหาผิวของฉันเท่านั้น)                                    | 1 | 2 | 3 | 4 | 5 |
| I think color make-up is not necessary; keep skin healthy is enough (ฉันคิดว่าการแต่งหน้าไม่สำคัญ การมีสุขภาพผิวที่ดีก็เพียงพอแล้ว)                          | 1 | 2 | 3 | 4 | 5 |
| I think beauty from within is better than cover my face but change nothing inside (-) (ฉันคิดว่าการสวยจากภายในดีกว่าการแต่งหน้าที่ไม่ได้เปลี่ยนอะไรภายในเลย) | 1 | 2 | 3 | 4 | 5 |

| <b>Product:</b><br><b>Attractiveness</b> (ผลิตภัณฑ์: ความน่าดึงดูดใจ)                                                                                                                                       |   |   |   |   |   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| I grab cosmetics that have nice package first (ฉันหยิบเครื่องสำอางที่มีบรรจุภัณฑ์สวยงามเป็นอันดับแรก)                                                                                                       | 1 | 2 | 3 | 4 | 5 |
| I often buy because of pretty packages (ฉันเคยซื้อเครื่องสำอางเพราะว่าบรรจุภัณฑ์สวยงาม)                                                                                                                     | 1 | 2 | 3 | 4 | 5 |
| I change my favorite cosmetics product if I find another brand that has nice package (ฉันเปลี่ยนเครื่องสำอางที่ใช้ประจำถ้าฉันพบยี่ห้ออื่นที่มีบรรจุภัณฑ์ที่สวยงามกว่า)                                      | 1 | 2 | 3 | 4 | 5 |
| I choose cosmetics product that have nice package although it has a little bit slow effect than others that have simple package (ฉันเลือกเครื่องสำอางที่มีบรรจุภัณฑ์ที่สวยงามถึงแม้ว่ามันจะให้ผลที่ช้ากว่า) | 1 | 2 | 3 | 4 | 5 |
| I often buy cosmetics that have luxury package although the effect is the same as normal product (ฉันเคยซื้อเครื่องสำอางที่มีบรรจุภัณฑ์หรูหราถึงแม้ว่าผลของมันจะเหมือนกับเครื่องสำอางที่มีบรรจุภัณฑ์ทั่วไป) | 1 | 2 | 3 | 4 | 5 |

|                                                                                                                                                                                                                                                                                    |   |   |   |   |   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| <b>Product:</b><br><b>Store Located</b> (ผลิตภัณฑ์: ตำแหน่งที่จัดจำหน่าย)                                                                                                                                                                                                          |   |   |   |   |   |
| I always buy cosmetics in nearby shop (ฉันมักจะซื้อเครื่องสำอางจากร้านค้าใกล้บ้านเสมอ)                                                                                                                                                                                             | 1 | 2 | 3 | 4 | 5 |
| I often buy cosmetics in department store than market (ฉันมักจะซื้อเครื่องสำอางในห้างสรรพสินค้ามากกว่าตามตลาด)                                                                                                                                                                     | 1 | 2 | 3 | 4 | 5 |
| If my favorite cosmetic product isn't available in the shop, I will change to another product (ถ้าเครื่องสำอางที่ฉันใช้ประจำไม่มีวางขายในร้านใกล้บ้าน ฉันจะเปลี่ยนไปซื้อยี่ห้ออื่นที่มีวางขายแทน)                                                                                  | 1 | 2 | 3 | 4 | 5 |
| I often wait until my favorite cosmetic product becomes available in nearby shop although another shop already have my favorite cosmetic product but far from my location (ฉันเคยรอเครื่องสำอางที่ฉันใช้ประจำมีวางขายในร้านใกล้บ้านถึงแม้ว่าร้านค้านี่ที่ไกลออกไปจะมีมันอยู่ก็ตาม) | 1 | 2 | 3 | 4 | 5 |
| I often buy from the internet and order them to send the product to my location (ฉันเคยซื้อเครื่องสำอางจากอินเทอร์เน็ตและให้มาส่งสินค้ายังที่อยู่ของฉัน)                                                                                                                           | 1 | 2 | 3 | 4 | 5 |

|                                                                                                                                                                                    |   |   |   |   |   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| <b>Product:</b><br><b>Easy To Use</b> (ผลิตภัณฑ์: ง่ายต่อการใช้)                                                                                                                   |   |   |   |   |   |
| I use simple product that has simple description (ฉันใช้ผลิตภัณฑ์ที่ใช้ง่ายและเข้าใจการใช้ได้ง่าย)                                                                                 | 1 | 2 | 3 | 4 | 5 |
| I always use one cosmetic product that covers everything than choose to use many products (ฉันมักจะใช้เครื่องสำอางเพียงอย่างเดียวแต่ครอบคลุมทุกสิ่งที่เป็นมากกว่าการใช้หลายๆอย่าง) | 1 | 2 | 3 | 4 | 5 |
| I always buy complete product, although I can make homemade cosmetics (ฉันมักจะซื้อผลิตภัณฑ์สำเร็จรูปถึงแม้ว่าฉันจะสามารถทำใช้เองได้)                                              | 1 | 2 | 3 | 4 | 5 |
| I have cosmetics less than 5 pieces (ฉันมีเครื่องสำอางน้อยกว่า 5 ชิ้น)                                                                                                             | 1 | 2 | 3 | 4 | 5 |
| If I find another brand launches product that is simpler than my favorite, I will try that product (ถ้าฉันเจอยี่ห้ออื่นที่ใช้ง่ายและสะดวกกว่า ฉันมักจะเปลี่ยนไปใช้ยี่ห้ออื่น)      | 1 | 2 | 3 | 4 | 5 |

|                                                                                                                                                                             |   |   |   |   |   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| <b>Product:</b>                                                                                                                                                             |   |   |   |   |   |
| <b>Price (ผลิตภัณฑ์: ราคา)</b>                                                                                                                                              |   |   |   |   |   |
| I try low price product when I find it (เมื่อฉันเจอสินค้าราคาถูก ฉันมักจะทดลองใช้เสมอ)                                                                                      | 1 | 2 | 3 | 4 | 5 |
| I switch the product that have same effect but with lower price (ฉันเปลี่ยนยี่ห้อผลิตภัณฑ์ไปใช้ในอันที่ให้ผลเหมือนกันแต่ราคาถูกกว่า)                                        | 1 | 2 | 3 | 4 | 5 |
| I always buy the cosmetic product during promotion period (ฉันมักจะซื้อเครื่องสำอางในช่วงเวลาโปรโมชัน)                                                                      | 1 | 2 | 3 | 4 | 5 |
| I don't care about brand name; only comfortable price and good effect is enough (ฉันไม่สนใจยี่ห้อ ราคาที่สมเหตุสมผลและคุณภาพดีก็เพียงพอแล้ว)                                | 1 | 2 | 3 | 4 | 5 |
| I don't hesitate to change my favorite product if I find another product is low price (ฉันไม่ลังเลที่จะเปลี่ยนยี่ห้อของผลิตภัณฑ์ที่ฉันใช้ ถ้าฉันเจอผลิตภัณฑ์อื่นที่ถูกกว่า) | 1 | 2 | 3 | 4 | 5 |

|                                                                                                                                                                                                                    |   |   |   |   |   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| <b>Brand:</b>                                                                                                                                                                                                      |   |   |   |   |   |
| <b>Awareness (ยี่ห้อ: การรับรู้ถึง)</b>                                                                                                                                                                            |   |   |   |   |   |
| Cosmetics event and cosmetics booth stimulate my interests and understanding toward cosmetic trends (งานแสดงสินค้าเครื่องสำอางและบูธกระตุ้นความสนใจของฉันและช่วยให้ฉันเข้าใจแนวโน้มของเครื่องสำอาง)                | 1 | 2 | 3 | 4 | 5 |
| By keeping to follow my favorite brand activity, I maintain relationship with my favorite brand (จากการติดตามกิจกรรมต่างๆของยี่ห้อที่ฉันชอบ ทำให้ฉันคงความสัมพันธ์กับยี่ห้อที่ฉันชอบได้)                           | 1 | 2 | 3 | 4 | 5 |
| Cosmetics that have brand story and brand background often interest me (ยี่ห้อของผลิตภัณฑ์เครื่องสำอางที่มีประวัติและความเป็นมาที่น่าสนใจสำหรับฉัน)                                                                | 1 | 2 | 3 | 4 | 5 |
| I recognize new cosmetic brand from advertisement (ฉันจดจำเครื่องสำอางยี่ห้อใหม่จากการโฆษณา)                                                                                                                       | 1 | 2 | 3 | 4 | 5 |
| If I can't get news or activity from my favorite brand for long time, I tend to lose interest in my favorite brand (ถ้าฉันไม่ได้รับข่าวสารหรือกิจกรรมของยี่ห้อที่ฉันชอบเป็นเวลานานๆ ฉันจะหมดความสนใจในยี่ห้อนั้นๆ) | 1 | 2 | 3 | 4 | 5 |
| Cosmetic event and cosmetic booth provide confidence on cosmetic products (งานแสดงเครื่องสำอางและบูธทำให้เกิดความมั่นใจในผลิตภัณฑ์เครื่องสำอาง)                                                                    | 1 | 2 | 3 | 4 | 5 |

|                                                                                                                                                                                                                                                                     |   |   |   |   |   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| <b>Brand:</b>                                                                                                                                                                                                                                                       |   |   |   |   |   |
| <b>Loyalty</b> (ยี่ห้อ: ความภักดี)                                                                                                                                                                                                                                  |   |   |   |   |   |
| I often stick to my favorite brand (ฉันใช้ยี่ห้อที่ฉันชอบโดยเสมอ)                                                                                                                                                                                                   | 1 | 2 | 3 | 4 | 5 |
| I always keep speaking in the good things of my favorite brand (ฉันมักจะพูดเกี่ยวกับด้านดี ๆ ของยี่ห้อที่ฉันชอบ)                                                                                                                                                    | 1 | 2 | 3 | 4 | 5 |
| If my favorite brand increases the price, I can pay whatever the price (ถ้ายี่ห้อที่ฉันชอบขึ้นราคา ฉันสามารถจ่ายได้ในทุกราคา)                                                                                                                                       | 1 | 2 | 3 | 4 | 5 |
| I often try new product that my favorite brand is launching (ฉันมักทดลองผลิตภัณฑ์ใหม่ๆ ของยี่ห้อที่ฉันชอบ)                                                                                                                                                          | 1 | 2 | 3 | 4 | 5 |
| If I can't find my favorite brand product in nearby shop, I will order from internet or go to the shop that has my favorite brand (ถ้าฉันไม่สามารถหาผลิตภัณฑ์ยี่ห้อที่ฉันชอบได้จากร้านค้าใกล้บ้าน ฉันจะสั่งจากอินเทอร์เน็ตหรือไปยังร้านค้าอื่นที่มียี่ห้อที่ฉันชอบ) | 1 | 2 | 3 | 4 | 5 |
| I always use cosmetics that are comfortable and good effect to me (ฉันมักจะใช้เครื่องสำอางที่รู้สึกว่าจะเหมาะกับตัวฉันและให้ผลลัพธ์ที่ดี)                                                                                                                           | 1 | 2 | 3 | 4 | 5 |
| I do not hesitate to convince my friend to use my favorite brand because it's provide good effect (ฉันไม่ลังเลที่จะชักจูงเพื่อนๆ ของฉันให้มาใช้ยี่ห้อที่ฉันชอบ เพราะมันให้ผลลัพธ์ที่ดี)                                                                             | 1 | 2 | 3 | 4 | 5 |

|                                                                                                                                             |   |   |   |   |   |
|---------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| <b>Brand:</b>                                                                                                                               |   |   |   |   |   |
| <b>Perceived Quality</b> (ยี่ห้อ: รับรู้คุณภาพ)                                                                                             |   |   |   |   |   |
| My favorite cosmetic brands always deliver consistent quality (ผลิตภัณฑ์ของยี่ห้อที่ฉันชอบ มีคุณภาพที่ดีเสมอ)                               | 1 | 2 | 3 | 4 | 5 |
| My favorite cosmetic brands are able to give me comfortable and good effect (ผลิตภัณฑ์ของยี่ห้อที่ฉันชอบ ให้ความรู้สึกที่ดีและผลลัพธ์ที่ดี) | 1 | 2 | 3 | 4 | 5 |
| My favorite cosmetic brands are usually certificated to guarantee the product (ผลิตภัณฑ์ของยี่ห้อที่ฉันชอบ มีใบคุณภาพรับประกัน)             | 1 | 2 | 3 | 4 | 5 |
| My favorite cosmetic brands have strong expertise suggestion (ผลิตภัณฑ์ของยี่ห้อที่ฉันชอบ มีการให้คำแนะนำที่ดีจากผู้เชี่ยวชาญ)              | 1 | 2 | 3 | 4 | 5 |
| Local market usually has lower quality of cosmetic products (ในตลาดทั่วไปมักจะมีผลิตภัณฑ์เครื่องสำอางที่คุณภาพต่ำ)                          | 1 | 2 | 3 | 4 | 5 |

|                                                                                                                                                                                                                                                             |   |   |   |   |   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| <b>Brand:</b><br><b>Association</b> (ยี่ห้อ: การเชื่อมโยง)                                                                                                                                                                                                  |   |   |   |   |   |
| I will buy other kind product of my favorite brand, not just cosmetics (ฉันจะผลิตภัณฑ์ในด้านอื่นๆของยี่ห้อที่ฉันชอบ ไม่เพียงแต่เฉพาะเครื่องสำอางเท่านั้น)                                                                                                   | 1 | 2 | 3 | 4 | 5 |
| I buy cosmetics from foreign brand only such as Europe, Korea, Japan, and US brand (ฉันซื้อเครื่องสำอางจากยี่ห้อต่างประเทศเท่านั้น เช่น ยุโรป, เกาหลี, ญี่ปุ่นและอเมริกา)                                                                                   | 1 | 2 | 3 | 4 | 5 |
| I often buy cosmetics from the company that have social association, i.e. cosmetics company that has sponsorship support to important events (ฉันเคยซื้อเครื่องสำอางที่บริษัทเครื่องสำอางนั้นมีการช่วยเหลือสังคม เช่น เป็นผู้สนับสนุนในรายการสำคัญของสังคม) | 1 | 2 | 3 | 4 | 5 |
| I buy cosmetics product from the company that have cooperation with medical company (ฉันซื้อผลิตภัณฑ์เครื่องสำอางจากบริษัทที่มีความร่วมมือกับบริษัทเภสัชกรรม)                                                                                               | 1 | 2 | 3 | 4 | 5 |
| Cosmetic company that have many certificates in many association is reliable (บริษัทเครื่องสำอางที่มีใบรับประกันคุณภาพจากหลายๆองค์กร มีความน่าเชื่อถือมาก)                                                                                                  | 1 | 2 | 3 | 4 | 5 |

|                                                                                                                                                                                                                                         |   |   |   |   |   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| <b>Advertisement:</b><br><b>Blogger Review</b> (โฆษณา: ข้อความในบล็อก)                                                                                                                                                                  |   |   |   |   |   |
| When I have question about cosmetics, I will consult with cosmetics blog (เมื่อฉันมีคำถามเกี่ยวกับเครื่องสำอาง ฉันจะปรึกษากับคนเขียนบล็อกเครื่องสำอาง)                                                                                  | 1 | 2 | 3 | 4 | 5 |
| I get information from cosmetic blogger more than expertise in clinic (ฉันได้รับข้อมูลจากบล็อกเครื่องสำอางมากกว่าผู้เชี่ยวชาญจากคลินิก)                                                                                                 | 1 | 2 | 3 | 4 | 5 |
| The text in blogger is true (ข้อความในบล็อกเป็นความจริง)                                                                                                                                                                                | 1 | 2 | 3 | 4 | 5 |
| I find information from the blog while I shop in cosmetic store (ฉันหาข้อมูลจากบล็อก ในขณะที่ฉันอยู่ในร้านขายเครื่องสำอาง)                                                                                                              | 1 | 2 | 3 | 4 | 5 |
| I always find out the product that have review in the blog, even if it isn't shown in the shop I will order from the internet (ฉันมักจะหาผลิตภัณฑ์เครื่องสำอางที่มีการพูดถึงในบล็อก ถึงแม้ว่าจะไม่มีในร้านค้า ฉันจะสั่งจากอินเทอร์เน็ต) | 1 | 2 | 3 | 4 | 5 |

|                                                                                                                                                                                                                                                                           |   |   |   |   |   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| <b>Advertisement:</b><br><b>Claim To Have Fast Effect</b> (โฆษณา: อ้างถึงผลลัพธ์ที่เร็ว)                                                                                                                                                                                  |   |   |   |   |   |
| I use cosmetics that have fast effect, even if it's high price I would still pay (ฉันใช้เครื่องสำอางที่ให้ผลเร็ว ถึงแม้ว่าราคาสูงฉันก็ยังยินดีจ่าย)                                                                                                                       | 1 | 2 | 3 | 4 | 5 |
| I try every product that advertise to have fast effect (ฉันลองทุกผลิตภัณฑ์ที่โฆษณาว่าให้ผลเร็ว)                                                                                                                                                                           | 1 | 2 | 3 | 4 | 5 |
| I often use cosmetics in overdose because it shows fast result (ฉันเคยใช้เครื่องสำอางเกินขนาดเพราะมันให้ผลที่เร็วกว่า)                                                                                                                                                    | 1 | 2 | 3 | 4 | 5 |
| I buy cosmetics from internet that claims to have fast effect although I don't know how they proved (ฉันซื้อเครื่องสำอางจากอินเทอร์เน็ตที่มีการอ้างว่าให้ผลเร็ว ถึงแม้ว่าฉันจะไม่รู้ว่าเขาทดสอบอย่างไร)                                                                   | 1 | 2 | 3 | 4 | 5 |
| I often buy cosmetics that have the word "overnight", "within hour", "few minute" although I don't recognize that product before (ฉันเคยซื้อเครื่องสำอางที่มีคำว่า "เห็นผลในข้ามคืน", "ภายในไม่กี่ชั่วโมง", "ภายในไม่กี่นาที" ถึงแม้ว่าฉันจะไม่รู้จักผลิตภัณฑ์นั้นมาก่อน) | 1 | 2 | 3 | 4 | 5 |

|                                                                                                                                                                                                 |   |   |   |   |   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| <b>Advertisement:</b><br><b>Promotion</b> (โฆษณา: โปรโมชัน)                                                                                                                                     |   |   |   |   |   |
| I always buy cosmetics in promotion period (ฉันซื้อเครื่องสำอางในช่วงโปรโมชันเสมอ)                                                                                                              | 1 | 2 | 3 | 4 | 5 |
| If I find another brand have promotion, I will buy although it isn't my favorite brand (ถ้าฉันพบว่ายี่ห้ออื่นมีโปรโมชัน ฉันจะซื้อ ถึงแม้ว่ามันจะไม่ใช่อี่ห้อที่ฉันชอบก็ตาม)                     | 1 | 2 | 3 | 4 | 5 |
| I will wait until my favorite product have promotion although it takes longer time (ฉันจะรอจนกระทั่งยี่ห้อที่ฉันชอบมีโปรโมชัน ถึงแม้ว่ามันจะนานก็ตาม)                                           | 1 | 2 | 3 | 4 | 5 |
| I often switch cosmetic product if another brand have promotion (ฉันเคยเปลี่ยนเครื่องสำอางที่ใช้ เนื่องจากยี่ห้ออื่นมีการจัดโปรโมชัน)                                                           | 1 | 2 | 3 | 4 | 5 |
| If there is promotion going on the shop, I will go to buy although it's far from my location (ถ้าโปรโมชันนั้นมีการจัดเฉพาะบางสาขา ฉันจะไปซื้อที่สาขานั้น ถึงแม้ว่ามันจะไกลจากที่พักของฉันก็ตาม) | 1 | 2 | 3 | 4 | 5 |

|                                                                                                                                              |   |   |   |   |   |
|----------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| <b>Advertisement:</b>                                                                                                                        |   |   |   |   |   |
| <b>Presenter</b> (โฆษณา: ผู้แสดงสินค้า)                                                                                                      |   |   |   |   |   |
| I use cosmetics product that super stars show on the screen<br>(ฉันใช้ผลิตภัณฑ์เครื่องสำอาง ที่มีดารานิยามาในทีวี)                           | 1 | 2 | 3 | 4 | 5 |
| I change my favorite brand when the presenter has bad image (-)<br>(ฉันเปลี่ยนยี่ห้อที่ใช้ เมื่อผู้แสดงสินค้าคนนั้นมีภาพลักษณ์ที่ไม่ดี)      | 1 | 2 | 3 | 4 | 5 |
| I use cosmetic that is same as super stars use although it's expensive<br>(ฉันใช้เครื่องสำอางเหมือนที่ดารานิยามาใช้ ถึงแม้ว่ามันจะมีราคาแพง) | 1 | 2 | 3 | 4 | 5 |
| I change my favorite brand when that brand changes presenter<br>(ฉันเปลี่ยนยี่ห้อที่ใช้ เมื่อยี่ห้อนั้นเปลี่ยนผู้แสดงสินค้า)                 | 1 | 2 | 3 | 4 | 5 |
| Sometime I don't buy the product because I don't like their presenter<br>(บางครั้งฉันไม่ซื้อผลิตภัณฑ์นั้นๆ เพราะว่าฉันไม่ชอบพิธีกร)          | 1 | 2 | 3 | 4 | 5 |

|                                                                                                                                      |   |   |   |   |   |
|--------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| <b>Purchasing Intention:</b>                                                                                                         |   |   |   |   |   |
| <b>If I am going to buy cosmetic products, I would consider buying</b> (ความตั้งใจในการซื้อ: ถ้าฉันจะซื้อเครื่องสำอาง ฉันพิจารณาจาก) |   |   |   |   |   |
| Brands that deliver consistent quality (ยี่ห้อที่ให้คุณภาพที่สม่ำเสมอ)                                                               | 1 | 2 | 3 | 4 | 5 |
| Brands that have certificated guarantee (ยี่ห้อที่มีใบรับประกันคุณภาพยืนยัน)                                                         | 1 | 2 | 3 | 4 | 5 |
| Brands that have expertise suggestion (ยี่ห้อที่ได้รับคำแนะนำจากผู้เชี่ยวชาญ)                                                        | 1 | 2 | 3 | 4 | 5 |
| Brands that have products giving good effect (ยี่ห้อที่มีผลิตภัณฑ์ที่ให้ผลลัพธ์ที่ดี)                                                | 1 | 2 | 3 | 4 | 5 |
| Brands that are sold at department store rather than local<br>(ยี่ห้อที่ขายในห้างสรรพสินค้ามากกว่าตลาดทั่วไป)                        | 1 | 2 | 3 | 4 | 5 |
| Brands that are easily recognizable (ยี่ห้อที่ง่ายต่อการจดจำ)                                                                        | 1 | 2 | 3 | 4 | 5 |
| Brands that are actively promoted at events (ยี่ห้อที่มีการโฆษณาในงานแสดงเครื่องสำอาง)                                               | 1 | 2 | 3 | 4 | 5 |
| Brands that are actively advertised (ยี่ห้อที่มีการโฆษณาที่ต่อเนื่อง)                                                                | 1 | 2 | 3 | 4 | 5 |
| Brands that have good brand story and background (ยี่ห้อที่มีประวัติและเบื้องหลังที่ดี)                                              | 1 | 2 | 3 | 4 | 5 |

-----Thanks for your participation -----





## **CURRICULUM VITAE**

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**NAME**

Nopparat Karnkayan

**DATE OF BIRTH**

6 May 1991

**ADDRESS**

69/1 Moo 11 Tumbol Ban Du,  
Amphur Muang Chiang Rai, Thailand  
57130

**EDUCATIONAL BACKGROUND**

2013

Bachelor of Cosmetics Science

Mae Fah Luang University

