

Independent Study Title Survey of Consumer Need and Development of Whitening Product

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ABSTRACT

This research aims to develop a brightening skincare cream by analysing the needs and satisfaction of the target group through pre- and post-product sample testing surveys. The findings revealed that most respondents prioritized products that provide moisturizing effects, visible results, safety without harmful substances, and fast absorption.

In terms of sensory evaluation, the product sample received the highest satisfaction score for its moisturizing effect, followed by the product's colour. However, the fragrance received the lowest score. Overall, most respondents were satisfied with the product's performance and found it suitable for their skin type.

The study indicates that the key factors influencing consumers' purchase decisions for brightening products are real user reviews and the opportunity to try the product before buying. The most preferred marketing channel is TikTok, followed by e-commerce platforms such as Shopee and Lazada.

Recommendations for future product development include improving the cream texture to be lighter and more absorbent, adding natural ingredients with mild fragrances, and designing modern and appealing packaging. Setting a reasonable price point aligned with the target group's expectations will enhance the product's competitiveness in the market.

Keywords: Brightening Skin Care Product, Satisfaction Evaluation, Product Development, Influencer, Online Marketing, Consumer Needs