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| <b>Independent Study Title</b> | Purchasing Behavior of Industrial Employees for<br>Fragrance Products in Om Noi Industrial Estate,<br>Samut-Sakhon Province |
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| <b>Degree</b>                  | Master of Science (Cosmetic Science)                                                                                        |
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## **ABSTRACT**

This independent study explored into the social and economical characteristics of a sampled population group of industrial employees in Om Noi Industrial Estate, Samut-Sakhon Province. They were a good representation of the labor forces in Thailand. Recent increased of minimum wage by the government increased the interests for market penetrators, because now the highest population number group has higher purchasing powers in their hands. Research aimed to analyze the purchasing behavior of this group for fragrance products. This included exploration into their usage behaviors of fragrance products and rated their preferences in terms of product properties and interests. Respondents were randomly selected from the area and were asked to answer a questionnaire. In total, 420 respondents answered and data collected were analyzed statistically by SPSS program. Respondents were mostly females (71.4%) aging from 21 to 25 years old (24.8%). Almost all of the respondents were employed (94.8%) as production workers (43.6%) in an industry. Food and beverages were the most popular industry in the area (32.9%), followed by textile and garments (18.1%). Respondents have decent education level as many of them graduated from a university or higher (36%). Half of the populations were single

(50.7%) and almost half were married (40.0%). Households monthly income ranges were around 10,001 to 13,000 (25.7%) and 13,001 to 15,000 (25.2%) baht. The results generated can be an instrument used by potential product developers to create a product specifically for the targeted group. In general, the fragrance product must consider the attractiveness and long lasting scents and packages design. It should invest in marketing costs of the product, rather than focus on the top quality raw materials. The sales locations must be clean, tidy, and have a range of product selections available for purchase. The promotion that worked best was giving out free samples of the product. Having a good sales representative also helps. Gender has less effect on the marketing factors. However, age groups were more important. Older and younger populations have different purchasing behavior. Product developer should use information from this study along with other related research in formulating their product, designing sales locations strategically, create promotions, and set the right price.

**Keywords:** Cosmetics/Fragrance product/Industrial employee/Om Noi/Purchasing behavior/Samut-Sakhon