

Factors Affecting on Purchasing Behavior of Skin Care Supplements through Online Marketing on Facebook in Thailand

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Abstract: This paper aims to The objective of this research was to study the factors affecting on purchasing behavior of skin care supplements through online marketing on Facebook in Thailand. The sample sizes of this research were 400 samples. The data was collected by using the online questionnaire. The statistics used for analyzing the data were percentage, Weight Mean Score, Chi-Square, ONE-WAY ANOVA F-test and Logistic Regression Analysis. The results of the research found that; Most respondents were female, age of 26-35 years old with yellowish-white skin, held Bachelor's degree, works as private company employees, average incomes above 30,000 baht per month and frequency of using Facebook 1-3 hours per day. Purchasing behavior of skin care supplements through online marketing was in the department store, average once per month, 30-Tablet box is, for bright and white skin. Influences buying decisions was reviews from user consumer and the highest brand was Blackmores. The marketing mix found that most consumer respect to product, price, place and promotion factors at high level. Analysis of purchase behavior at statistical significance level of 0.05 found that sex was different in the purpose of purchase and brand. Ages were different in the source to purchase, the purpose of purchase and something affecting on purchasing behavior. Level of education was different in the source to purchase, packaging and brand. Level of income was different in the source of purchase, the purpose of purchase and brand. Frequency of using Facebook was different in the source of purchase, something affecting on purchasing behavior. Marketing mix was different in brand, packaging and something affecting on purchasing behavior. Logistic Regression Analysis found that opportunity of purchasing skin care supplements from frequency of using Facebook more than 8 hour per day 41.43%, advertising on Facebook 41.75% and brand 40.20%.

Key words: skin care supplement; online marketing; Facebook

JEL code: M

1. Introduction

Food supplements products are the available health products in various distributors for the consumers. The popular consumers believed in food supplements support the good health. The eaten supplements reason depended on the anxiety of insufficient nutrition. Some of them believe that the supplements use as medicine or adjust the body shape and beauty skin. The consumer will select the various supplements depended on the information for

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advertising media and neighbors (Publication, Ministry of Public Health, 2003).

George E. Belch and Michael A. Belch (2014, p. 11) stated that internet change the business design and marketing strategy including marketing communication program. Many companies include the large company to small company construct the website for public relation and services by given the information to present customer and prospect customers. The entertainment and connection to the customer use the internet for the marketing promotion and sale promotion such as coupon, competition and online sweepstakes. Moreover, it able to use internet for direct marketing efficiently and effectiveness.

From the survey of Thailand found that there were Facebook population as the 3rd rank of ASEAN at 35 million accounts, the first was Indonesia 74 million accounts and the second was Philippines 44 million account. Thailand increasing rate of Facebook population was 34.62% per year (Zocialine, 2015).

The various products, therefore, operate online marketing strategy via the Facebook clearly as skin care supplements. The communication was easier connected the consumer and able to decrease the cost for offline marketing. The online marketing trend must be interest concerning skin care supplements business in the view of the business owner.

As the cause and the significance, the researcher interest in the study of marketing factors affecting the purchasing decision of skin care supplements via the online marketing on Facebook in Thailand as online marketing program for skin care supplements which the owner able to apply for business strategy.

1.1 Objectives of the Study

- To investigate the personal factors affecting purchasing decision of skin care supplements via online marketing on Facebook.
- To find out the marketing factors affecting purchasing decision of skin care supplements via online marketing on Facebook.

1.2 Research Hypothesis

The different personal factors has different purchasing behavior of skin care supplements classify by sex, age skin color, education, profession, income/month and frequency of playing Facebook.

The different marketing factors have different purchasing behavior of skin care supplements classify by products, price, place and promotion.

1.3 Conceptual Framework

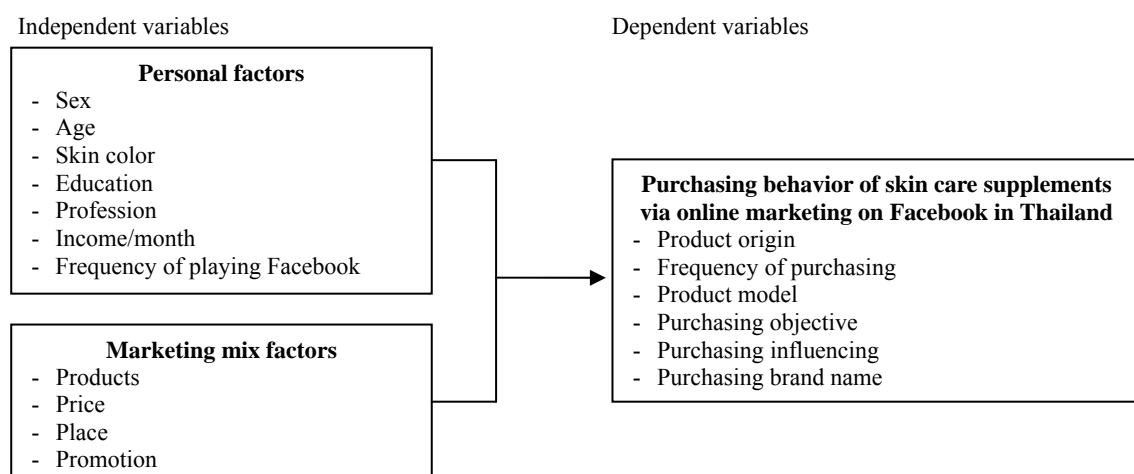


Figure 1 Conceptual Framework

2. Research Methodology

This study was the quantitative research by using the survey research focusing on the sample of Facebook application in Thailand.

2.1 Population and Sample

The population of the study was the Facebook user in Thailand approximately 35,000,000 person (Zocialinc, 2015). The 400 people was the sample of the study calculated by Taro Yamane with the acceptable error 5%

2.2 Research Instrument

This study used the questionnaire as the instrument which divided into 3 parts as follows:

The first part is the general information using the check list.

The second part is the marketing mix effecting to purchasing decision of skin care supplements using 5-alternatives scale of likert.

The third part is the purchasing behavior decision of skin care supplements using the check list.

The reliability value of questionnaire is 95% with $\alpha = 0.940$ means the questionnaire was tested with reliability 94%

3. Analysis

The result of the study concerning factors affecting on purchasing behavior of skin care supplements via online marketing on Facebook in Thailand are as follows:

3.1 The First Part

The first part analysis of personal factors found that majority of the sample were female, 26-35 years of age, white-yellow skin, bachelor degree completion, with working in private company, earning average income 30,000 baht/month and more than that. Frequency of playing Facebook approximated 1-3 hours/day (Table 1).

Table 1 The Personal Information

| Data | Amount (person) | Percentage |
|----------------------------|-----------------|------------|
| Female | 303 | 75.75 |
| 26-35 years | 219 | 54.75 |
| White-yellow skin | 71 | 42.75 |
| Bachelor degree | 282 | 70.50 |
| Private company officer | 202 | 50.50 |
| 30,000 baht/month and more | 136 | 34.00 |
| 1-3 hours/day | 159 | 39.75 |

Resource: from the survey

3.2 The Second Part

The second part analysis of marketing mix factors on online marketing. The result of the study found that the marketing mix factor such as product, price, place and promotion has much level (Table 2).

Table 2 The Marketing Mix Factors

| | Product | Price | Place | Promotion |
|--------------------|---------|-------|-------|-----------|
| Mean | 4.159 | 4.055 | 3.893 | 3.756 |
| Standard deviation | 0.72 | 0.809 | 0.879 | 0.874 |
| Meaning | much | much | much | much |

Resource: from the calculation

3.3 The Third Part

The third part analysis of purchasing behavior decision of skin care supplements. The purchasing behavior decision of skin care supplements found that the sample buy the product at supermarket, with the experience of purchasing behavior of skin care supplements 1 time/month in order to provision the white skin or fresh view from the actual user and using Blackmores (Table 3).

Table 3 Purchasing Behavior of Skin Care Supplements

| Data | Majority of result | Amount (person) | Percentage |
|------------------------|--------------------|-----------------|------------|
| 1. product origin | in supermarket | 249 | 62.25 |
| 2. buying via Facebook | never | 279 | 69.75 |
| 3. buying frequency | 1 time/month | 287 | 71.75 |
| 4. product model | 30 pills in pack | 241 | 60.25 |
| 5. buying objective | white/fresh skin | 174 | 43.5 |
| 6. buying effect | actual user review | 126 | 31.5 |
| 7. brand name | Blackmores | 167 | 41.75 |

Resource: from the survey

3.4 The Fourth Part: The Result of Data Analysis for Hypothesis Testing

The hypothesis testing has considered the factors of purchasing behavior of skin care supplements via online marketing on Facebook in order to the hypothesis testing at .05 level of statistical significance as follows.

3.4.1 The First Hypothesis

The different personal factors effected to the purchasing behavior of skin care supplements classify by sex, age, skin color, education, profession, average income/month and frequency of playing Facebook.

Sex: from the test found that sex effected to purchasing behavior concerning the objective of purchasing product and selected product.

Age: from the test found that age effected to purchasing behavior concerning the product origin, objective of purchasing product and effecting to purchasing behavior decision.

Education: From the test found that education effected to purchasing behavior concerning the product origin, selected product and brand name selection.

Average income/month: from the test found that the average income/month effected to purchasing behavior concerning the product origin, objective of purchasing product and brand name selection.

Table 4 Difference of Personal Factors and Purchasing Decision

| Personal factors | Need of purchasing behavior of skin care supplements on Facebook | χ^2 | Sig | Meaning |
|-------------------------------|--|----------|--------|------------|
| Sex | purchasing objective | 10.829 | 0.055* | Difference |
| | brand name | 15.913 | 0.044* | Difference |
| Age | product origin | 37.595 | 0.010* | Difference |
| | purchasing objective | 49.574 | 0.000* | Difference |
| | brand name | 49.496 | 0.007* | Difference |
| Education | product origin | 42.600 | 0.002* | Difference |
| | product model | 50.880 | 0.000* | Difference |
| | brand name | 74.037 | 0.000* | Difference |
| Average Income/month | product origin | 26.210 | 0.036* | Difference |
| | purchasing objective | 36.453 | 0.002* | Difference |
| | brand name | 36.125 | 0.021* | Difference |
| Frequency in playing Facebook | product origin | 2.588 | 0.032* | Difference |
| | brand name | 35.533 | 0.025* | Difference |

Note: *means 0.05 level of statistical significance

Resource: from the calculation

Frequency of playing Facebook: from the test found that frequency of playing Facebook effected to the purchasing behavior concerning the product origin and buying effect to decision (Table 4).

3.4.2 The Second Hypothesis

The different marketing factors affected to the different purchasing behavior of skin care supplements classify into products, price, place and promotion.

The product: From the analysis found that the different products effected to purchasing behavior of consumer in brand name (Table 5).

Table 5 Difference of Marketing Mix Factor Online Marketing and Purchasing Behavior of Skin Care Supplements: The Products

| Marketing mix | Need of purchasing behavior of skin care supplements on Facebook | F | Sig | Meaning |
|-----------------|--|-------|--------|----------------|
| Mean of product | 1. buying origin | 1.272 | 0.275 | Non difference |
| | 2. buying frequency | 1.659 | 0.175 | Non difference |
| | 3. product model | 0.979 | 0.431 | Non difference |
| | 4. buying objective | 0.834 | 0.526 | Non difference |
| | 5. buying effect | 1.019 | 0.417 | Non difference |
| | 6. brand name | 2.105 | 0.034* | Difference |

Note: *means 0.05 level of statistical significance

Resource: from the calculation

The price: From the analysis found that the marketing factor as the different price effected to purchasing behavior concerning product model (Table 6).

Table 6 Difference of Marketing Mix Factor Online Marketing and Purchasing Behavior of Skin Care Supplements: The Price

| Marketing mix | Need of purchasing behavior of skin care supplements on Facebook | F | Sig | Meaning |
|---------------|--|-------|--------|----------------|
| Mean of price | 1. buying origin | 0.185 | 0.968 | Non difference |
| | 2. buying frequency | 1.949 | 0.121 | Non difference |
| | 3. product model | 2.185 | 0.055* | Difference |
| | 4. buying objective | 1.143 | 0.337 | Non difference |
| | 5. buying effect | 0.521 | 0.819 | Non difference |
| | 6. brand name | 1.772 | 0.081 | Non difference |

Note: *means 0.05 level of statistical significance

Resource: from the calculation

The place: From the analysis found that the marketing factor as the different place effected to purchasing behavior concerning the buying effect of the product (Table 7).

Table 7 Difference of Marketing Mix Factor Online Marketing and Purchasing Behavior of Skin Care Supplements: The Place

| Marketing mix | Need of purchasing behavior of skin care supplements on Facebook | F | Sig | Meaning |
|---------------|--|-------|--------|----------------|
| Mean of place | 1. buying origin | 0.773 | 0.570 | Non difference |
| | 2. buying frequency | 1.468 | 0.223 | Non difference |
| | 3. product model | 0.52 | 0.759 | Non difference |
| | 4. buying objective | 1.346 | 0.244 | Non difference |
| | 5. buying effect | 2.430 | 0.019* | Difference |
| | 6. brand name | 1.816 | 0.072 | Non difference |

Note: *means 0.05 level of statistical significance

Resource: from the calculation

The promotion: From the analysis found that the different promotion of marketing mix effected to the non-different of the buying origin of product, buying frequency of products, the product model for selection, the

buying objective of product the buying effect of product and the brand name (Table 8).

Table 8 Difference of Marketing Mix Factor Online Marketing and Purchasing Behavior of Skin Care Supplements: The Promotion

| Marketing mix | Need of purchasing behavior of skin care supplements on Facebook | F | Sig | Meaning |
|-------------------|--|-------|-------|----------------|
| Mean of promotion | 1. buying origin | 0.326 | 0.897 | Non difference |
| | 2. buying frequency | 1.496 | 0.215 | Non difference |
| | 3. product model | 1.632 | 0.150 | Non difference |
| | 4. buying objective | 0.412 | 0.840 | Non difference |
| | 5. buying effect | 1.743 | 0.098 | Non difference |
| | 6. brand name | 0.732 | 0.663 | Non difference |

Note: *means 0.05 level of statistical significance

Resource: from the calculation

3.5 The Fifth Part

The fifth part is the logistic regression analysis of purchasing behavior of skin care supplements via online marketing used the logistic regression model able to write as the equation.

$$\text{Prob (event)} = \frac{1}{1 + e^{-(\beta_0 + \beta_1 x)}} \quad \text{when } \beta_0 \text{ and } \beta_1 \text{ is the coefficient at } 0, 1$$

x is the independent variable

e is the natural logarithms approximated 2.718

$$\text{From equation above we write as Prob(event)} = \frac{1}{1 + e^{-Z}} \quad \text{by } Z = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \dots + \beta_p x_p$$

The frequency of playing Facebook found that the occupation of purchasing behavior of skin care supplements via online marketing concerning frequency of playing Facebook at most more than 8 hours per day 41.43% (Table 9).

Table 9 Purchasing Behavior of Skin Care Supplements on Facebook from Frequency of Playing Facebook of Consumer

| Frequency of playing Facebook | Z | % of occasion to buy |
|-------------------------------|--------|----------------------|
| 1. less than 1 hour/day | -1.492 | 18.36 |
| 2. approximate 1-3 hours/day | -1.110 | 24.78 |
| 3. approximate 4-8 hours/day | -0.728 | 32.56 |
| 4. more than 8 hours/day | -0.346 | 41.43 |

Note: when $\beta_0 = -1.874$ and $\beta_1 = 0.382$

Resource: from the calculation

Table 10 Purchasing Behavior of Skin Care Supplements on Facebook from the Buying Effect of Skin Care Supplements of Consumer

| Buying effect of skin care supplements | Z | % of occasion to buy |
|--|--------|----------------------|
| 1. Facebook advertising/online media | -0.333 | 41.75 |
| 2. friends/relatives | -0.509 | 37.54 |
| 3. review from actual user | -0.685 | 33.52 |
| 4. physician/pharmacologist | -0.861 | 29.71 |
| 5. brand name | -1.037 | 26.18 |
| 6. salesman | -1.213 | 22.92 |
| 7. presenter in advertising | -1.389 | 19.96 |
| 8. consumer | -1.565 | 17.30 |

Note: when $\beta_0 = -1.157$ and $\beta_1 = 0.172$

Resource: from the calculation

The buying effect of skin care supplements found that the occasion of purchasing behavior of skin care supplements via online marketing at most were Facebook advertising or online media 41.75% (Table 10).

The brand name found that the brand name provide the occasion of purchasing behavior of skin care supplements via online marketing at most such as Shumed, Maga, Eve pibu, Mistine, DHC, Meji Amino Collagen, choux collagen, univity, unicity etc. 44.20% (Table 11).

Table 11 Purchasing Behavior of Skin Care Supplements on Facebook and Brand Name

| Brand name | Z | % of occasion to buy |
|---|--------|----------------------|
| 1. Vistra | -1.089 | 25.18 |
| 2. Blackmores | -0.982 | 27.25 |
| 3. Seoul Secret collagen | -0.875 | 29.42 |
| 4. Reserve | -0.768 | 31.69 |
| 5. Fesse | -0.661 | 34.05 |
| 6. Blink | -0.554 | 36.50 |
| 7. Nuvite | -0.447 | 39.01 |
| 8. Glow | -0.34 | 41.58 |
| 9. Others: Shumed, Maga, Eve pibu, Mistine, DHC, Meji Amino Collagen, choux collagen, univity, unicity etc. | -0.233 | 44.20 |

Note: when $\beta_0 = -1.196$ and $\beta_1 = 0.107$

Resource: from the calculation

4. Discussion and Conclusion

From the study of factors affecting on purchasing behavior of skin care supplements through online marketing on Facebook in Thailand able to discuss as follows;

(1) Purchasing behavior of skin care supplements, from the survey found that majority of respondents were female, 26-35 years of age, white-yellow skin, bachelor degree completion, work in private company with average income 30,000 baht/month and more than that and frequency of playing Facebook approximated 1-3 hours/days. The purchasing behavior of skin care supplements of the respondents buy in supermarket, 121 persons have purchased via Facebook from 400 persons, the frequency of buying skin care supplements 1 time/month, popular package was 30 pills/pack, focusing the white/fresh skin, the motivation came from actual user review, and the most selection of skin care supplements was Blackmores which associated to the study of Neeranut Saphawee (2007) "Factor effecting the purchasing decision and selection of skin care supplements of consumer in Bangkok Metropolis" This study found that majority of respondents were female, 23-40 years of age, bachelor degree completion, work in private company with income 10,001-29,999 baht/month. The cause of selection of skin care supplements at most was the need of white skin/fresh skin associated to the study of Natsaphan Phaophan (2008) "Motivation factors of consumer purchasing decision via website" found that majority of consumer decided via website which believed in reference and associated to Jetsadaphon Sonkirdsri (2012) "Factor affecting the purchasing decision via social media of Chiangmai University's students" found that majority of consumer has frequency of purchasing via social media 1 time/month.

(2) Marketing mix factors focusing on the purchasing decision of skin care supplements via online marketing found that the consumer agreed at much level on the product, price, place and promotion associated to the study of Kritmet Wachirakhom (2009) "Factor affecting the selection decision of skin care in Muang District, Prachinburi Province" found that the consumer agreed in marketing mix such as product, price, place and promotion at much level. But the study of Sasithon Suppawan (2010) "Factor affecting on purchasing behavior on beverage for beauty in Bangkok Metropolis" found that the marketing mix effected the purchasing behavior on beverage for skin care at good level. Majority of them agreed in product, place and promotion at good level, except the price was agreed at moderate level.

5. Research Suggestion

From the study able to determine the strategy of online marketing as follows:

(1) The business of skin care supplements via online marketing should consider the target difference in marketing such as sex, age, education, income/month and frequency of playing Facebook for STP determination (S: Segmentation, T: Targeting, P: Positioning). The business associate to the marketing need and communicate to the consumer via online concerning the product, the activity and stimulate the need of buying of consumer.

(2) The marketing mix concern the product should be developed the package efficiently in skin care supplements. The study found that the white and fresh skin is the need of consumer by registered the trade mark, quality standard clearly. The brand name should be easier to remember for the increasing selling.

(3) The marketing mix concern the price should be adjusted the price appropriate to the quality of the product and should be tag the label clearly, because the consumer provide the easier decision for the comparative products.

(4) The marketing mix concern the place should be developed the communication via online in various channel such as Facebook, line, website etc. The delivery of the product will be at the terminal and the payment. These components should be purchasing decision of the consumer via online marketing. If the business able to manage online distribution more than the competitive person, the consumer easier to decide. However, the distributed products should show in general shop focusing on the supermarket.

(5) The marketing mix concern the promotion should be provide, develop, and improve the advertising, video clip, and actual user review with up to date. The provision of the sale promotion or trail the new product which increase the consumer with increase the frequency in advertising via online marketing such as Facebook, line, website etc. The result will affect the remember of product and increase the purchasing decision with the product selling increasing.

6. Suggestion for Future Study

(1) To study the growth of online marketing on skin care supplements: The comparative stud between Facebook and line.

(2) To study the prediction on online marketing growth and need of skin care supplements of consumer in order to business development appropriately.

(3) To study other factors affecting on purchasing behavior on food supplements in order to develop and increase various food supplements serve need of the market efficiently.

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