

Factors Affecting Purchasing Decisions Herbal Cosmetic Products in Bangkok

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Abstract— The objectives of this study were 1) to study the factors of marketing mix in purchasing decision this research is quantitative research (Quantitative Research) and survey research (Survey) using a questionnaire of 400 sets (Questionnaire) as a tool for data collection and data analysis. By using the percentage processing (Percentage) and average (Mean) program, Microsoft Excel, a program for creating pie charts (Pie Chart) and bar charts (Bar Chart) with a description of the results, and bring the results obtained from the chart to present for analysis according to the characteristics of various variables from the finished program and draw conclusions from the research to present the research results in the form of tables and narration Information on the level of importance of marketing mix factors in the decision to buy cosmetic products made from herbs found that on the product side, the price (price), the distribution channel (Place) In terms of marketing promotion (Promotion), the overall marketing mix is at a very important level. And from the study of information about the decision to buy herbal cosmetic products, it was found that in terms of problem recognition, information sources, evaluation alternatives, and Purchase decision and post purchase behavior in the overall decision was at a very important level with statistical significance at the .05 level.

Keywords— Factors Affecting, Purchasing Decisions, Products

I. INTRODUCTION

Since the outbreak of the COVID-19 virus, many people in the country have turned their attention to herbal products. (Tanphan et al 2022) From the popular trend of using herbs to help relieve symptoms from the infection of the COVID-19 virus, whether it is herbs in the drug group such as *Andrographis Paniculata*. or herbal galingale cause a widespread social trend For this reason, the trend in health care by using natural methods and avoiding the use of chemicals is higher among consumers. Resulting in herbs becoming one of the natural raw materials that the health and wellness business community around the world is in demand. According to an article published by the Kasikorn Research Center, it is estimated that in 2020, businesses related to health and wellness that use herbs as raw materials in production, such as cosmetics, medicines and food supplements, will have a market value of about 91 billion US dollars. and is expected to reach US\$ 166 billion by 2030 (average growth rate of 6.5 percent per year). This should be conducive to generating income and business returns for Thai entrepreneurs in the herb production

chain. therefore leading to a policy to create added value for the Thai herbal business Through the 1st national herbal development master plan, 2017-2021, which aims to increase the value of consumption of herbal products to 360 billion baht by 2021 and push Thailand to become a leader in exporting herbal products. Launched the No. 1 herbal product in ASEAN, herbal processing Not in the form of medicine alone, but also including being processed into cosmetics. body care products beauty products as well (Mahamud, et al 2021)

Cosmetic products made from herbs tend to grow higher. especially ladies

A sex that pays attention to beauty very much. And nowadays, as a result of the spread of the COVID-19 virus, it has resulted in male consumers and the general public turning to pay attention and pay attention to their health by turning to more products made from herbs. In addition, finding products in today's era is easier and more convenient. During the outbreak of the COVID-19 virus, a survey by data and technology agency Future Shopper has released a market research report on the global commerce category of 28,000 people in 17 countries. word in Thailand group Using a sample of 1,025 people covering both Gen X, Gen Y, and Gen Z, (Fernandez, 2010) divided into 46% males, 54% females, of which 58.8% live in Bangkok and 41.2% live in major cities across the country. It was found that Thai people have the highest online shopping rate in the world during COVID-19, with consumers spending more money online, an average of 1,000-1,800 baht, so this is an opportunity to make herbal beauty products available. higher distribution channels As a result, herbal cosmetic products have the opportunity to grow higher as students develop from business administration studies. (Tanphan, et al 2022)

Therefore, expanding opportunities from the growth of herbal business and Higher consumer demand, including access to products through various online channels in the era of COVID-19, is one of the reasons why the researchers are interested in studying. Regarding the factors that make buying cosmetic products made from herbs in order to develop new products into the market Tanphan, et al 2022)

A. Objective

to study marketing mix factors In deciding to buy cosmetic products made from herbs

B. Hypothesis

H: Different personal data have different purchasing decisions for cosmetic products made from herbs.

H: Marketing mix factors are related to purchasing decisions. machine products herbal cosmetics

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H: Marketing mix factors influence purchasing decisions of herbal cosmetic products.

C. Scope of Study

In terms of content, this study was conducted on factors affecting the purchase decision of herbal cosmetic products. Based on the marketing mix theory of Philip Kotler, which consists of 4 groups or "4Ps", namely, product (Product), price (Price), distribution channel (Place) and marketing promotion (Promotion) and Philip's theory of decision making. Kotler, whose decision-making process consists of Problem Recognition, Information Sources, Evaluation of Alternatives, Purchase Decision and Post Purchase Behavior. And the sample used in the study was a sample of consumers who had used herbal cosmetic products. The researcher collected data by means of a questionnaire sent to 400 consumers who had used herbal cosmetic products in terms of study duration. Starting November 2021 – February 2022

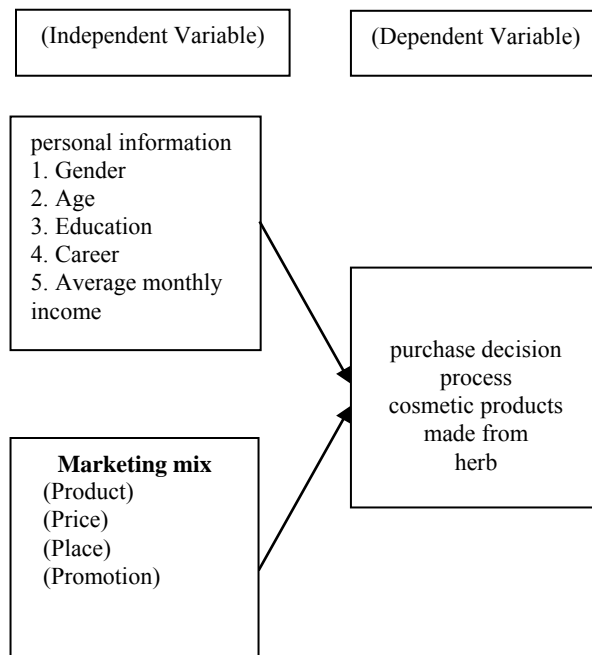
II. CONCEPTS, THEORIES AND RELATED RESEARCH

The conceptual framework of this research study on Factors affecting the decision to buy cosmetic products made from herbs. The researcher has studied and researched information, academic articles, documents, and various researches. theories related to this research to bring as Information for formulating research hypothesis and design tools used in research as a guide in research studies The researcher presented a literature review on the following topics.

A. Marketing mix concepts and theories

Mahamud, & Thongsuk, (2021) Marketing mix refers to the marketing tools that the company can control. It is divided into 4 groups or "4Ps", namely Products (Product), Price (Price), Distribution Channels (Place) and Marketing Promotion (Promotion). Each company can combine these tools. in responding to the needs and creating Satisfaction to target customers marketing mix concept It is an important element in marketing operations. to meet the needs of consumers The marketing mix consists of products (Product), pricing (Price), distribution location (Place), and marketing promotion (Promotion) or 4Ps, which in each business. It is necessary to create the right marketing mix. to formulate marketing strategies for meet the needs of the target group

B. Concept of framework



III. RESEARCH METHODOLOGY

The study of factors affecting the decision to buy cosmetic products made from herbs. This research is to study marketing mix factors. The consumer's purchasing decision for herbal cosmetic products Comparison of buying decisions for cosmetic products made from herbs of consumers classified by personal data Study the relationship between marketing mix factors that affect purchasing decisions. The data from the study can be used as guidelines for product development. to increase sales or design new products to meet consumer needs The researcher has defined the method of conducting the study as follows

C. Resources used in the study

There are 2 types of data sources in this study. Buyers of cosmetic products made from herbs Secondary Data is information obtained from textbooks. Study reports, related documents and internet

D. Population and samples used in the study

The population used in the study was the group of consumers who had purchased the product. Herbal cosmetics The size of the sample was determined because the sample was a diverse population. In addition, the researcher does not know the target population. Therefore, in this study, the sample was set according to the case of the unknown population. With the assumption that the data is normally distributed (Normal Distribution), the researcher has used the sample size calculation formula to estimate the proportion of the population by determining the highest level of variance, which is $p = 50\%$ or 0.5 and $q = 50\%$. or 0.5 , set a confidence level of 95% and

accept a sampling error of 5% or 0.05. Therefore, the sample size can be calculated as follows.

$$\text{Formula } n = P(1-P)(Z^2) / (e^2)$$

n = sample size

P = probability of the number of samples to be randomized from the entire population.

e = sampling error

z = the level of confidence set by the researcher.

(at the confidence level of 95% z equals 1.96)

Substitute for n = (.5)(1-.5)(1.962)/(.052)

$$n = (.5)(.5)(3.8416)/.0025$$

$$n = .9604/.0025$$

$$n = 384.16$$

In the calculation, there will be a sample of 385 people, but in order to prevent errors that may occur in answering the questionnaire. The information is incomplete. The study therefore used a sample of 400 cases, which were considered to have met the criteria specified, not less than 384 samples, and used a specific sampling method (Purposive Sampling), which is a group of people who used to buy cosmetic products made from herb

IV. RESULTS

Study of Factors affecting the decision to buy cosmetic products made from herbs. The sample group studied was Consumers who used to buy cosmetic products made from herbs A total of 400 questionnaires were used as a data collection tool and 400 of them were returned, representing 100 percent. The study results were divided into 5 parts as follows: Analyze the marketing mix factors that influence the purchase of herbal cosmetic products.

Marketing mix	B	Std. Error	Beta	t	Sig.	Test
(Constant)	.870	.092		9.458	.000	yes
Product	.050	.036	.058	1.405	.161	no
Price	.098	.028	.131	3.465	.001	yes
Distribution	.192	.035	.226	5.517	.000	yes
Promotion	.463	.029	.568	16.161	.000	yes

* Statistically significant at the .05 level (2-tailed)

Compare the marketing mix factors that influence marketing decisions. Shop for cosmetic products made from herbs. Marketing mix factors, price, distribution channel and marketing promotion Influencing factors affecting the purchase of cosmetic products made from herbs. with statistical significance at the .05 level. And when considering the independent variable that has the power to change behavior on the decision to buy cosmetic products made from herbs, the best is Marketing Promotion in terms of distribution channels, price and product, respectively

V. SUMMARY, DISCUSSION, AND RECOMMENDATIONS

The study of factors affecting the decision to purchase herbal cosmetic products. aims to study Marketing mix factors in purchasing decision making of herbal cosmetic products. Decision-making factors affecting the purchase decision of herbal cosmetic products. Comparison of buying decisions for cosmetic products made from herbs Classified by personal data The relationship between marketing mix factors and purchasing decisions of herbal cosmetic products. And marketing mix factors affecting the decision to buy herbal cosmetic products by using a questionnaire of 400 sets as a tool to collect data and use statistics to analyze the data is the average percentage, t-type hypothesis test. - test, F-test (One-Way ANOVA), Correlation and Multiple Regression Analysis. The results of data analysis can be summarized as follows.

A. Personal Information

From the study of factors affecting the purchase of herbal cosmetic products. It was found that most of the respondents were female, aged between 41-50 years old, graduated with a bachelor's degree, and worked as employees of private companies. Average monthly income 50,000 baht or more

B. Information about marketing mix factors for purchasing herbal cosmetic products

From the study of the importance of marketing mix factors in making a decision to buy herbal cosmetic products, it was found that the product aspect (Product), price (Price), distribution channel (Place), marketing promotion (Promotion) as a whole, the marketing mix is at a very important level. The details are as follows.

Product side (Product) The results of the study were found to be at a very important level. There are 9 important details at a very important level, consisting of products with many formulas to choose from in the same product group. Products made from 100% natural products, no color decoration. Has a natural fragrance herbal cosmetic product There is a quality assembly from relevant agencies. The product is licensed by the Food and Drug Administration (FDA). The product has a beautiful packaging that is attractive to use. The packaging format communicates the group and type of use. The product clearly identifies the type of herb or the proportion of herb used. and famous products and good image

- Price (Price) The results of the study were found to be at a very important level. There are 4 very important details as follows: The price is reasonable compared to the quality of the product. The price is reasonable compared to the quantity of the product. The same product has a variety of sizes and prices to choose from and the product has a lower price compared to other products of the same type.

- In terms of distribution channels (Place), the results from the study were found to be at a very important level.

From the study, it was found that Level of Opinions on Marketing Mix Factors on Distribution Channels The average values are included in 6 items at a very important level, consisting of distribution locations. It is convenient to choose to buy. The product is placed at eye level for easy visibility. On-off period is appropriate There are distribution channels in Social Network such as Facebook, Instagram, or other online purchase channels. Products are available through retail sales agents. and distribution channels There are various payment methods. - In terms of marketing promotion (Promotion), the results of the study were found to be at a very important level, considering the level of importance. At a very important level, 7 items consist of products that are thoroughly advertised through various media such as television, radio, publications, products are used as presenters or well-known beauty bloggers. Products have interesting promotional items such as having free gifts or accumulating points. Sampling of products is given away. Attractive promotions are organized. The product has a special set. during important festivals or as a special gift set and sales staff who are eager to provide information and advice about products.

C. Comparative decision making decisions for purchasing herbal cosmetic products are classified by personal data, hypothetical test results.

Hypothesis 1: Different personal information has a decision to purchase herbal cosmetic products. different

The study found that Different gender personal data The decision to buy cosmetic products made from herbs is no different.

Personal information about age, occupation, education, average monthly income There is a decision to buy cosmetic products made from different herbs.

D. Relationship between marketing mix and decision making Have a decision to buy cosmetic products made from herbs

Hypothesis 2: Marketing mix factors are related to purchasing decisions for herbal cosmetic products.

The study found that The marketing mix is related to purchasing decisions for herbal cosmetic products. The product aspect, the price aspect, the distribution channel aspect (Place), as a whole, are related to the decision to buy cosmetic products made from herbs. same direction high correlation level

As for the factor of marketing promotion (Promotion), as a whole, it relates to the decision making decision to buy cosmetic products made from herbs. High relationship level, same direction

E. Marketing mix factors affecting decision to purchase herbal cosmetic products.

Hypothesis 3: Marketing mix factors influence decision making to purchase herbal cosmetic products.

The study found that marketing mix factors product aspect, price aspect, distribution channel aspect Marketing Promotion Influencing the decision to buy cosmetic products made from herbs. at statistical significance at the .05 level

VI. DECISION

from the study of Factors affecting the purchase of cosmetic products made from herbs The study's main issues to be discussed are as follows.

The researcher has suggestions from the study as follows:

1. Product It affects the decision to buy cosmetic products made from herbs at a very important level. The company has to differentiate and increase the variety of products such as bringing herbal extracts. To be an ingredient in cosmetics made from herbs to reduce allergies for some groups of consumers with allergies, such as pollen from flowers or allergic to the smell of herbs, etc.

2. In terms of price, the company should develop a system related

to price information compared to competitors and market prices. In order to have the price of the product that is not too high because it will make consumers not dare to buy because the price is too high or the price is too low, it may cause consumers to look at bad quality because of the cheap price. And most importantly, the price setting for sales representatives at each level must be set periodically so that sales representatives have different levels and are worthwhile to bring the product to resell. Including the introduction of gaps in the price. to be part of the promotion

3. The company should expand distribution channels to cover more

target customers. There is a website where customers go to learn about the product. product features and can buy products directly with the company or can apply to be a distributor of the company's products and should expand distribution channels through various social networks in order to make products easier and faster to reach certain groups of consumers.

4. Marketing Promotion Because herbal products are often a question that some groups of consumers like to question whether the product will have the same quality as non-herbal products. Therefore, initially every product Samples should be distributed or free trial size samples attached to other products. and create promotions to support sales agents from time to time so that sales agents have the feeling of wanting to sell if there is a promotion system that allows sales agents to get higher returns, etc.

VII. RECOMMENDATIONS FOR FURTHER STUDIES

In the next study, factors affecting purchasing decisions of herbal cosmetic products should be studied. The researcher has suggestions from the study for entrepreneurs of herbal cosmetics. lead to improvement to comply with customer requirements

1. Product There should be a study about the herbs that will be used to produce or the proportion or herbal ingredients. and types of herbs used in making products such as turning to herbal extracts to reduce the problem of image of herbal products That is seen as not as good as other chemical synthesis products Or problems with the smell of herbs that some consumers tend to have allergic reactions to smell because some herbs have a strong pungent odor.
2. In terms of price, the price structure should be planned. both in terms of actual costs, tax costs, and to study the market price structure of each product to determine the price structure that is not too high or too low because part of the trust in the product comes from the price. If the price is too high, it may cause consumers to not decide to buy or decide to buy products from competitors instead. Or the price is too low, it may affect the image of the product that may be perceived as low quality according to the price as well.
3. Distribution channels Currently, the epidemic of COVID 19 causes the Online market to grow continuously through various Social Network channels, making the opportunity for product communication channels to customers more convenient, faster and wider. Therefore, studying online marketing is something that should be studied even more.
4. Marketing Promotion As a consequence of higher competition
Marketing strategies in new ways are increasing accordingly. Especially in online marketing, there is a creation of sales agents at the level. And set attractive price gaps to stimulate sales agents. want to sell more products another thing It's about new products that often raise questions about quality. Therefore, giving away or giving away product samples through various promotions is another factor that the researcher suggests for benefit.

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