The impact of brand on Thai female consumer in purchase decision of foreign makeup product

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Abstract

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Title: The impact of brand on Thai female consumer in purchase decision of foreign makeup product

Research Question: Does brand equity affect Thai female consumer in foreign makeup product purchase?

Purpose: to investigate the effect of brand on consumer purchasing decision of foreign makeup product. The outcome of the research would be beneficial to marketing professionals especially in Thai cosmetics-makeup industry to understand the target consumer-based brand equity regarding their purchasing decision.

Method: The concepts of Brand equity and Purchase decision are chosen to study behavior of the target respondents; Thai female consumers who live in Bangkok, Thailand on their purchase decision of buying foreign makeup products.

Conclusion: Brand equity does not totally affect Thai female consumer in their purchasing decision of buying foreign make up products. However, the respondents have the concept of brand equity: brand loyalty, brand awareness, brand associations and perceived quality in their mind but they did not generally relate the whole concepts to make a final purchase decision of foreign makeup products.

Keywords: Cosmetic, Makeup products, Brand equity, Purchase decision.
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1. Introduction

This chapter will present the background of the topic, current make up market in the target country, research question, as well as the purpose of this study. This chapter will provide readers better understanding as foundation before authors make further discussions about literature reviews, conceptual frameworks, methodology, empirical findings, analysis, discussion and conclusion.

1.1 Research background

The increase trend of globalization and advance technology in communication and transportation enable the consumers to access and be exposed to a great variety of products and services from other countries. Previous studies found that consumers often evaluate the products of foreign origin differently than they do to domestic products (Wang, Siu, & Hui, 2004). To be specific, consumers in developed countries have a general preference for domestic made products over foreign products (Bilkey & Nes, 1982) while consumers in developing countries are more likely to prefer foreign products than domestic ones (Wang et al., 2004) as they believed foreign products were more superior than domestic products in quality and using foreign products will impress others as they were associated with high fashion or high social status.

Thailand is one of developing countries where a large number of products from various countries imported every year. Import value reaching 125,975 million US dollars in 2006 and expected to increase to 137,943 million US dollars by the end of 2007 (World Bank 2007, as cited in Chaisiththiroj, 2007) Previous researches found that Thai consumers had positive attitudes and view towards foreign products and global brands as they felt that global brands were at higher quality in comparison to domestic brands (Masayavanij, 2007) which is consistence with Cengiz & Kirkbir (2007) where their research indicated that foreign products in developing countries are believed to have higher quality and reliability than domestic ones. Another study about Thai consumer perception and attitude towards foreign versus domestic apparel pointed out that Thai distinguishes foreign apparel as the superior durability, quality, attractiveness, fashionableness, brand name and choice of style due to the fact that they are from technologically developed
countries; consequently, Thai consumers had a higher tendency to purchase imported apparel products (Sae-Jiu, 2007). Other research found that Thai consumers also rated foreign brands higher than domestic products in quality and value (Suvachart, 2002) and Thai consumers’ characteristic are quality-oriented who willing to buy high quality imported brands. Hence, there are big impact of brands toward Thai consumers’ perception and behavior.

According to Ukpebor and Ipogah (2008), a powerful brand will enhance a customer’s attitude strength of the product association of a brand. As claimed by Vranesevic and Stancec (2003), the importance of the brand can be seen primarily in its impact on consumers’ choice and their loyalty through identifying and differentiating quality and origin, as well as creating additional values. One of the innovation strategies is the powerful brand can capture customers’ interest. Consumers especially in developing countries have certain expectation from the brands and tend to rely on brand as an indicator to purchase by default (Reardon et al., 2005)

According to Chaisitthiroj (2007), the cosmetic industry is one of the markets that consumers are facing various choices of foreign products and these products are seen to be popular for cosmetic consumers. And as Thai lifestyle keeps changing to be more and more modern due to the development of the country and economic, especially the big change can be seen in Thai women who live in urban area (Chaisitthiroj, 2007). Nowadays they become more concern on their appearances because they see spending on beauty products can reflect on their personality. According to Cash et al. (1989 as cited in Guthrie et al., 2008), women wearing cosmetics were more satisfied with their faces and with their overall appearance and believed they would be regarded by peers as more attractive when they are wearing their makeup than when they were not. At the time of research, Thailand is considered facing an economic downturn (Bangkok Bank, 2009). In contrary to the current situation, there has been continual growth in cosmetics industry (US. commercial service 2008). Part of the reason is the cosmetics brand asset playing a significant role. Drucker (1995) claimed that in the time of economic decline that people are more careful with money, cosmetics companies rely on advertising and brand name recognition to remain profitable. Also, the use of marketing tools in many new channels such as internet enhances the brand exposure to broader group of prospective consumers (Kumar et al., 2006).
However, Suvachart (2001) claimed that Thai consumers are innovators characteristic who tend to easily switching the brand and are more eager to try new products, or in the other word, they are not brand loyal. Moreover, Speece (1998) examined brand loyalty of consumers in Bangkok and found that 80-85 percent were brand loyalty to low involvement products but did not act as a single brand loyalty.

A study conducted by Phoosangthong and Sermsiriwiwat (2006) indicated that Thai female consumers paid more attention to what they recognized such as ingredients, the scientific research and brand image and most of the respondents agreed that the recognized brand is important factor influencing them to buy the product which is consistent with Ukpebor and Ipogah (2008). Additionally, they also studied the demographic correlate with the spending and found that the more income the consumers earn, the more money they are willing to spend on the products, and the older the consumers are, the higher price of the products is likely to be purchased (Phoosangthong and Sermsiriwiwat, 2006). However, they found no correlation between the income and the brand consumers bought, which mean to say, the low-level income consumers did not limit to the low or middle-price products and the high-level income consumers did not limit to the high-price products. Which made it interesting to see in this study whether the demographic such as age, income and spending are related or not.

The authors found that there are scant researches about Thai consumers’ perception and behavior toward foreign makeup products which is considerably one of the fast growing market segments in Thailand (Wiwutwanichkul, 2007). In the next section, Thai cosmetic market will be presented to provide an overall picture of the current market situation and the motivation of the study will be explained.

1.2 Thailand Cosmetics Market

Predicted by World Bank to recover in 2011, Thailand economic recession does not allow both international and local business to prosper now (Rashmisrisethi, 2008.). Unexpectedly, cosmetics market in Thailand has been competitive and grown continually during the past few years (US.
Commercial service, 2008). Kumar et al. (2006) stated that cosmetics industry is very lucrative innovative fast paced which requires innovative key to success. In Thai cosmetic market, the selection of products and brands has been broadening to attract and satisfy the customer’s needs. However, it is significant that foreign brands are more sought after. This is due to the fact Thai consumers tend to believe in the quality, have positive brand image and perception towards those imported brands (Phupoksakul 2005; Suvachart 2001; Sae-jiu 2007; and Masayavanij 2007).

Thai business environments also accommodate the growth of cosmetics industry very well. Cosmetics including make up products are available to consumers through three channels: direct sale—the most effective channel to initiate new medium and low-end cosmetic products in the market, counter sale—a standard channel for marketing high quality/price and well-known internationally well-known brands and hanger sale—marketed toward younger consumers and the mass market for medium and low-end cosmetic products (US commercial service 2008).

There are up to 108 department store locations in major cities such as Bangkok, Chiangmai, Cholburi, Nakornratchasima, Phuket, and Songkhla. Major department stores are: Central Department Store Department Stores (17 stores), Robinson Department Store (18 stores), The Mall Department Stores (6 stores), Emporium (1 store), Siam Paragon (1 store), Imperial Department Stores (2 stores), ZEN (1 store), Tang Hua Seng (1 store)(US commercial service 2008). From the numbers of department stores, the level of competition is considered high and concentrated in the city areas. In just Siam Paragon which is a luxury mall right in Bangkok city centre, there are more than 100 of the world’s renowned brands such as Anna Sui, Anne Semonin, Elemis, Erno Laszlo, Jo Malone, Molton Brown, Paul & Joe, Sugar Baby, and Agent Provocateur etc( Siamparagon 2009).

The available brands are imported from the U.S., Europe and Asian leader in beauty product such as Japan and Korea. Luxury brands such as Estee Lauder, Clinique, Shiseido, Christian Dior and Lancome represent more than half of the imported brands. Perfume from France represents up to 56 percent share since 2005. The perfume products from the U.S. are ranked second and had about 17 percent share of the market (US commercial service, 2008).
The overall growth rate of the cosmetic products market in Thailand for 2007 is expected to be approximately 10 percent compared to 8 percent for 2006 even when the Thai political situation was seen unstable since 2006-2008. From such perspective, Thailand is seen a growing market with a very strong group of potential buyers.

Part of the reason of continual growth in Thai cosmetic market is due to the increasing number of young female consumers. According to Sung (2006) Thailand has a very young population. This segment also has high spending power and eagerness to spend. Thailand has been exposed to international fashion media from both the east: Japan, Korea and the west: America, Europe and Australia. Consequently, beauty items from the other cultures, when introduced to Thailand, can attract many young consumers to try (Chaisitthiroj, 2007). Furthermore, the majority of cosmetic consumers in Thailand are female (97 percent) who are over 18 years of age. It is estimated that 15 million Thai people apply cosmetic products regularly and spend 10-20 percent of their monthly income on cosmetics (Wiwutwanichkul, 2007).

Table 1.1 Cosmetic product market Thailand

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
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<tbody>
<tr>
<td>Total market size</td>
<td>989</td>
<td>1,068</td>
<td>1,165</td>
</tr>
<tr>
<td>Total imports</td>
<td>222</td>
<td>234</td>
<td>257</td>
</tr>
</tbody>
</table>

Source: U.S. commercial service, 2008  
All figures are in US dollar million. The exchange rate is 34 Baht/dollar

Table 1.1 shows the cosmetic product market in Thailand. The total imports cosmetic products increased constantly from 222 million dollars in 2005 to 257 million dollars in 2007.

According to Kumar (2005), the structure of the cosmetic market comprises of five highly competitive sectors: skin care, hair care, makeup, fragrance and personal hygiene. To clarify, Makeup products comprise of face makeup, lipstick, eye makeup and nail products and this section of cosmetic products gain overall market share roughly 18% of the world market. In accordance with the growth in Thai cosmetics market, the figure represents high value and potential profit in the sub-section. Cosmetic market in Thailand has divided to four major sections (Phupoksakul, 2007); hair care, skin care, color make-up, and perfume products. Table 1.1 presents the market share by sub sector.
Table 1.2 Thai cosmetic market share by sub sector.

<table>
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<tr>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hair care</td>
<td>290</td>
<td>305</td>
<td>322</td>
<td>5</td>
<td>32</td>
</tr>
<tr>
<td>Make up</td>
<td>278</td>
<td>297</td>
<td>319</td>
<td>7</td>
<td>32</td>
</tr>
<tr>
<td>Skin care</td>
<td>271</td>
<td>302</td>
<td>336</td>
<td>10</td>
<td>33</td>
</tr>
<tr>
<td>Perfume</td>
<td>27</td>
<td>31</td>
<td>32</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

Source: US commercial service 2008
All figures are in US dollar million. The exchange rate is 34 Baht/dollar

It is obviously seen that hair care, skin care and make up gain almost the same number of market share by 32-33 percent. While the percent growth over year 2005 was lead by skin care, make up, hair care and perfume respectively. According to Wongvarnrungruang (1998) competition in make up products is fierce because the companies compete not only against imported brands but also against locally produced brands while skin care and other products have less competition than make up products. With high competitiveness in the market place and the opportunity to grow in the future, together with Thai consumers’ perception toward foreign products, these have led the researchers’ willingness to have a deep investigate in an impact of foreign make up brand to Thai consumers in making a purchase.

1.3 Research Question

Does brand equity affect Thai female consumer in foreign makeup product purchase?

1.4 Definition

The key terms used for the research are defined as followed;

**Cosmetics;** cosmetics are used for beautifying purposes and cover a wide range of products including; cleaning body parts, enhancing features, and changing skin tones and colors such as, makeup, perfume, toothpaste, shampoo and deodorant (Kumar et al., 2006). Cosmetic products are applied to enhance one’s appearance and used to communicate one’s style or aesthetic preference (Guthrie et al., 2008).
Makeup products; make up inscribes the attributes of personality onto the social body, it not only assists one in completing an overall look but also conveying a positive declaration of the self (Guthrie et al., 2008). According to Kumar (2005), make up products comprise of four major sections; face makeup, lipstick, eye makeup, and nail products.

Foreign brand; brand names of products which come from other countries. Most of these brands are standardized across markets. A completely standardized brand is defined as one that is used in all of the markets where the product is marketed (Rosen, Baddewyn and Louis 1989 as cited in Suvachart, 2002)

1.5 Purpose

The main purpose of this research is to investigate the effect of brand on consumer purchasing decision of foreign makeup product. The outcome of the research would be beneficial to marketing professionals especially in Thai cosmetics-makeup industry to understand the target consumer-whether brand equity affect their purchasing decision. ‘To what extent the brand equity lie in their purchasing’ will be investigated as it will help foreign brand marketer to see their strengths and weaknesses in their use of brand equity and can improve their performance accordingly. At the same time, the research can assist domestic marketers to adapt the knowledge to their marketing plan and activities to satisfy customers and provide the offerings based on the factual consumers’ needs.
2. Research Methodology

This chapter will describe method used in the research, explain the method conducting, procedure of data collection and sampling and finally describe questionnaire design.

2.1 Research method

Selecting the right methodology is important for the research as it will affect the relevant information extract from the data. There are two types of method researchers use to collect data: qualitative and quantitative method. Qualitative research method are more intrusive and less structured than quantitative research techniques and, thus, are appropriate when the research is exploratory in nature, when the area for examination is unfamiliar to the researcher and when the research is clinical (Jarratt, 1996). Qualitative Research is collecting, analyzing, and interpreting data by observing what people do and say. Small number of people is interviews in depth and/or a relatively small number of focus groups are conducted. This technique is administered by highly-trained interviewer-analyst who also analyzed the findings and tends to somewhat subjective (Schiffman & Kanuk, 2000, p.15) While quantitative research method is aimed to classify features, count them, and contrast statistical models in an attempt to explain what is observed and the data collected are in form of number and statistics (Neil, 2007). It is descriptive in nature and is used by the researchers to understand the effects of various promotional inputs on the consumers (Schiffman & Kanuk, 2000, p. 15). Quantitative research is research involving the use of structured questions where the response options have been predetermined and a large number of respondents is involved. According to McDaniel and Roger (2002), to study the meaning of involving variables statistically, quantitative research is considered useful. Quantitative research searches for inferences about a larger population, giving a result that portrays statistical analysis capability, high reliability and generalisability (Sae-Jiu, 2007). In addition, most of the research in this area of study utilized quantitative research with similar methodology. The use of quantitative research for this study will produce comparison with prior study within the same context.
The aim of this research is to identify the influences of brands and its assets on consumers’ purchase decision. According to the above discussion, quantitative method was chosen as it best fits the nature and purpose of this study that attempts to understand Thai female consumers’ behaviour in making decision to buy makeup products. Hence, a questionnaire-based survey is selected as the major tool in data collection of the study.

2.2 Data Collection

Here the data collection process for our research will be presented.

2.2.1 Primary data collection

I. Questionnaire design

The questionnaire was designed to collect the demographic information of the respondents covering age. Social class information includes education, occupation and income, (questions number 1, 2, 3, and 4) using multiple choice questions. According to Fisher (2007) this type of questions provides respondents with a choice of three to five options and asks them to choose one. This type of questions giving unambiguous options that is mutually exclusive. Authors also applied multiple choice questions to study the respondents’ purchasing behavior in questions number 5 to see the frequency of purchasing makeup products, question number 6 to see how much money they spend on buying makeup and question number 7 asking respondents about type of makeup product they buy mostly of. Lastly, Likert scales was applied to ask respondents about their opinions and attitudes and to ask them to choose a position on a five-point scale between strongly agree and strongly disagree (Fisher, 2007, pp.195-196). A Likert scale was applied to question number 8-26 to study the respondents’ attitude toward brands and their purchase decision.

<table>
<thead>
<tr>
<th>Aim of questionnaire</th>
<th>Questionnaire number</th>
<th>Type of questionnaire</th>
<th>Statistic techniques</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asking respondent’s demographic</td>
<td>1-4</td>
<td>Multiple choice questions</td>
<td>Frequency</td>
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To ensure that the understanding of the respondents, questionnaires will be translated into Thai language along with English version. Moreover, to determine the attributes included in the conjoint analysis, the pretest will be conducted among the separate sample of 30 respondents to assure to validity of the questionnaire. The respondents were asked to answer the questionnaires, then they were asked to discuss whether the questions were obscured, e.g. whether they understand the meaning of the statement and questions or if there was any ambiguous in the questions. Finally, the questionnaire was ready to distribute.

### II. Group sampling

The purpose of taking a sample is to obtain a result that is representative of the whole population being sampled without going to the trouble of asking everyone (Fisher, 2007, p.189). The size of sample needed depend on the size of the margin of error and the size of population from which we are going to take the sample. According to Fisher (2007, p.189) the accepted margin error is +/- 5 percent. For example, if there are 1000 persons in the population and the acceptable margin of error is +/- 5 per cent, then the suggested completed questionnaires should be returned at 278.
However, we are not able to get the exact number of target population size who is female age between 18-35 year-old and live in Bangkok, Thailand as the 5.7 millions are officially registered, with 2.7 million male and 2.9 million female, and there are also people who live in Bangkok with non-official register (Department Of Provincial Administration Thailand, 2008). Therefore, it is difficult to find out the number of the whole population of the studied group which also makes it impossible to calculate the confidence of this survey. Instead, the authors had set the sample size of this survey at 200 as it believed to be managed and collected within time constraint, however, to be sure that the survey sample will be returned to an acceptable number, the authors will distribute 250 questionnaires to the target respondents. However, as this study is aimed at giving the basic guideline and understanding of Thai female consumers in their makeup purchasing behaviour which the authors believe that the result of the study can describe the trend of the market and will give a more in-depth understanding to domestic marketers so that they can apply the framework and conduct further investigation on their own specific purpose. Additionally, the decided sample size is considered to be able to collect within time limit of the research.

III. Sampling frame

The authors had identified the target group of respondent which are Thai female consumer age between 18-35 year-old as previous research indicated that this segment has high spending power and eagerness to spend (Sung, 2006). The majority of cosmetic consumers in Thailand are female (97 percent) who are over 18 years of age. It is estimated that 15 million Thai people apply cosmetic products regularly and spend 10-20 percent of their monthly income on cosmetics (Wiwutwanichkul, 2007).

The data collection was carried out from April 30th to May 7th, 2009 using self-administrated survey, questionnaire was distributed at two different locations in Bangkok which are Siam Square and Siam Paragon, the big shopping malls located in the city area with various groups of shoppers visiting during the day. Both of the shopping malls have various kinds of merchandises such as garments, shoes, cosmetics, etc. At the target locations, the target respondents were approached and asked whether they are using the foreign makeup brand at the present time, if the
answer was ‘yes’, then they will be asked whether they are age between 18-35 years old, if the answer is ‘yes’, they will be asked if they would like to participate in the survey or not and if they would, the questionnaire was given to them with a clear explanation on how to complete it. 216 completed questionnaire were return, however, 11 of the return questionnaire were found to have uncompleted answers and had to be discarded. Therefore, 205 completed questionnaires were valid for the data analysis.

2.2.2 Secondary data collection

Secondary sources used in our research include on-line journals and text books. The theories from literatures such as “Consumer Behavior” by Hoyer and MacInnis (2007), “Consumer behavior and Marketing Strategy” by Peter and Olson (2005), “Consumer behavior-Building marketing strategy” by Hawkins, Best and Coney (2001) and “Consumer behavior” by Evans et al. (2006) were used for guiding and applying theories to our study. Former researches regarding consumer behavior in cosmetic consumption and decision-making styles were also used as basic guideline to our research. The databases ABI/Inform, ELIN@ Mälardalen, and Information, searching engine google, google scholars were also used for collecting secondary sources.

2.3 Reliability

The primary data of this research is based on the questionnaires were distributed at the certain points: Siam Square and Siam Paragon in Bangkok. The limitation of this research is that the sample size cannot represent the whole population of the market. However, by having the right target group-which are the current foreign makeup brand consumer-answer the survey, we believe that the sample size can represent the trends and the behaviour of the consumer in the market. The secondary data was gathered from the library databases, literatures and the internet which we ensure the reliability by searching a lot of literatures, studying the former research in similar area and looking for the similar information and/or trends to prove the validity of the data.

Cronbach’s alpha test or the reliability coefficient was used to measure the internal consistency between the multiple measurements of a variable in a questionnaire. According to Hair et al. 2006 (p.137), this test is the most widely used to assess the consistency of the entire scale.
Cronbach’s alpha ranges in value from 0 to 1 and used to describe the reliability of factors extract from questionnaires. According to Gliem and Gliem (2003), the closer Cronbach’s alpha coefficient is to 1.0 the greater the internal consistency of the items in the scale. The following rules of thumb indicated acceptable of Cronbach’s alpha coefficient: “_ > .9 – Excellent, _ > .8 – Good, _ > .7 – Acceptable, _ > .6 – Questionable, _ > .5 – Poor, and _ < .5 – Unacceptable” In this paper, the authors have applied Cronbach’s alpha test to measure the internal consistency of questionnaires to test its reliability.

2.4 Validity

To assure the validity of our research, the selected theories and questionnaire were extracted from other scholars which studied in the relevant field and have concrete and convincing conclusion and also corroborated by experts.

2.5 Data analysis

The data collected from the designed questionnaires were processed and analyzed by using SPSS tool. The data was summarized and presented in form of number and percentage. The overview of the result is believed to represent the overall trend of consumers’ behaviour in purchasing makeup products and factors of brand equity influencing their purchase decision. For the demographic characteristic; age, education level, occupation, monthly income, frequency of purchase, spending and product categories will not all be analyzed because we tend to study the relationship between brand equity and purchase decision, however this demographic is presented as descriptive statistic to illustrate the general information of the respondents.

As mentioned in sampling frame, 216 completed questionnaire were returned, however, 11 of the return questionnaire were found to have uncompleted answers and had to be discarded. Therefore, 205 completed questionnaires were valid for the data analysis. The next step, the data would be analyzed, using statistical tool-SPSS where correlation and regression would be employed. Fisher (2007) claimed that correlation analysis is a measure of association between two or more variables. Correlations is used as the method to analyze relationship between the independent variables-in this research are brand loyalty, brand awareness, brand associations and
perceived quality—and dependent variable; purchase decision. Through correlation, the relationship between each elements of brand equity—brand loyalty, brand awareness, brand associations, perceived quality—and purchase decision would be studied.

To make the most of this research, the prediction of the Thai makeup market trend could be possible with analyzing the same set of data using multiple regression. Wagner (2007) states that regression analysis helps us to predict one variable from information that is about other variables. According to Sykes (n.d.) multiple regression is a technique that allows additional factors to enter the analysis separately so that the effect of each can be estimated so that the researchers can quantifying the impact of various simultaneous influences upon a single dependent variable. Therefore, in our study, multiple regression is considered practical and applied as well.

Lastly, one-way between-groups ANOVA with post-hoc tests is employed to analyze and compare the mean difference between age and spending and income and spending of the respondents. This is to see whether the two groups being compared are significantly different from one another (Pallant, 2007, p.191).

Hypotheses
H1: Brand equity is significantly influence Thai female consumers’ purchase decision of foreign makeup product.
H2: There is significant relationship between brand loyalty and Thai female’s foreign brand makeup purchase decision.
H3: There is significant relationship between brand awareness and Thai female’s foreign brand makeup purchase decision.
H4: There is significant relationship between brand association and Thai female’s foreign brand makeup purchase decision.
H5: There is significant relationship between brand perceived quality and Thai female’s foreign brand makeup purchase decision.
3. Theoretical review

This part of the research consists of the literatures relevant to the study; brand, consumer behavior, consumer decision making process and the tested hypothesis will be presented together with conceptual framework.

3.1 Literature review

Literatures describing brand, consumer behavior and consumer decision making process will be presented as followed;

3.1.1 Brand

Brand is the name associated with one of more items in the product line that is used to identify the source of characters of the items (Kotler, 2002). Doyle (2002) also cited that a brand is defined as a specific name, symbol or design, or the combination of these-that is employed to differentiate a product. Brand name has become an ordinary feature for every products available on the market nowadays. The specialty of each brand is its different value in the mind of the potential buyers. A strong brand image and reputation enhances differentiation and has a positive influence on buying behaviour (Gordon et al., 1993; McEnally and de Chernatony, 1999 as cited in Kuhn et al., 2008). Marketers see the significance of powerful brands and this is shown in all effort to build up a strong brand.

To customers, brand means familiarity and credibility as they get to experience some contacts in their everyday life; therefore, they use the brands as a indicator to try or make a decision to buy new products (Ger et al., 1993). Moreover, brands are regarded as causal signs of determinants of product quality depends on if the intrinsic attributes and processes that truly determine quality (Stijn et al., 2000). Such familiarity and credibility in the mind of consumers, which creates value to the firm, can be enforced by the use of brand equity: brand awareness, brand loyalty, brand associations and perceived quality (Aaker, 2002).
3.1.2 Consumer behavior

Consumer behavior is the study of consumers as they exchange something of value for a product or service that satisfies their needs (Well & Prensky, 1996, p.5). The study of consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items (Schiffman & Kanuk, 2000, p.5). Therefore, consumer behavior consists of not only buying but also thoughts and feelings people experience and the actions they perform, it involves environment influences such as comments taken from other customers, advertising, product appearances and packages and physical actions of the consumers.

3.1.3 Consumer decision making

The consumer decision making process consists of mainly five steps according to most researchers within the field (McCall et al., 2002; Cross 1999; Peter and Olson 2005, p.169; and Hawkins et al., 2001). The steps included in the model are; need or problem recognition, information search, evaluation of alternatives, purchase and the post-purchase process. However, not all purchased require every step (Cross 1999, Peter & Olson 2005, p.168). Consumer can skip the evaluation of alternatives when considering low involvement products (Peter & Olson 2005, p.168).

According to Hawkins et al. (2001, pp.26-27) there are more aspects than only decision making process that affect consumer behavior which are external and internal influences. External influences are social class and reference groups while internal factors are motivation, exposure, attention, perception and attitude.

3.1.3.1. Problem recognition

The consumer decision making process generally begins when the consumer identifies a consumption problem that needs to be solved (Hoyer & MacInnis, 2007, p. 195). Problem recognition is the perceived difference between an ideal and actual state. Ideal state is the way consumers would like a situation to be or the way they want to feel or be at the present time. An
actual state is the way individuals perceive their feelings and situation to be at the present time (Hawkins et al., 2001, p.508). It can be said that consumer encounter the dissatisfaction or inconvenience situation and they would like to move to other preferable ones, problem is therefore recognized (Hawkins et al., 2001, p.508).

3.1.3.2. Information search

Once the problem is recognized, relevant information from the past experience or long term memory is used to determine if a satisfactory solution is known, this is called internal search (Hawkins et al., 2001, p.528) and if the solution can not be found in internal search then the external information relevant to the problem will be sought. External information can include the opinions, attitude and feeling of friends, neighbors, and relatives, professional information found in articles, books, internet, direct experiences with the product through inspection, trial or observation and marketer-generated information through advertisements, website, displays and salesperson.

**Figure 3.1 Consumers’ information search**

<table>
<thead>
<tr>
<th>Internal search</th>
<th>External search</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Memory of past searches, personal experiences and low-involvement learning.</td>
<td>• Independent sources, such as magazines, consumer groups, and government agencies.</td>
</tr>
<tr>
<td>• Experience sources, such as inspection or</td>
<td>• Marketing sources, such as salesperson and advertising.</td>
</tr>
</tbody>
</table>

*Source: applied from Hawkins et al. 2001, pp.528-529*

Normally after problem recognition has been stimulated, the consumer will usually begin the decision process to solve the problem, typically from internal search because each consumer has store in memory a variety of information, feelings and past experiences that can be recalled when making a decision (Hoyer & MacInnis, 2007, p.195). However, the stored memory can be
decayed overtime, then they will be uncertain about their recalled information they will be engaged in external search, acquiring information from outside sources. According to Hoyer and MacInnis (2007, p.205), consumers can acquire information from five major categories of external sources such as from retailers, media, other people and independent sources, and by experiencing the product. Retailers and media search account for the highest level of search activity, but interpersonal sources increase in importance as consumer knowledge decrease.

After searching for appropriate evaluation criteria, the consumers would probable seek appropriate alternatives-in this case brands, or possibly stores.

Hoyer and MacInnis (2007, p.199) identified that brands are affected in internal search and external search. In the internal search, consumers recall the sets of brands from their memory wherever the problem recognition occurred. Normally two to eight brands are tended to recall at a time and if they can not recall brands from memory, the set of external factors such as availability on the shelf or suggestion from salesperson will then affected consumers’ purchasing. Additionally, well-know brands are more easily recalled during internal search than unfamiliar brands because the memory links associated with these brands tend to be stronger (Hoyer & MacInnis, 2007, pp. 203-204). Hence, marketing communication is to keep brands awareness high and association strong. Additionally, brands which the consumers has positive attitudes tend to be recalled easily and be included in the consideration set more often than brands that have negative attitudes. Hence, it is importance to create positive brand attitudes.

From external search, consumers acquired information from outside sources such as product packages, product information from the internet, in the magazines, advertisement, friends or salesperson.

3.1.3.3. Evaluation of alternatives

The next step in the process is an evaluation of the alternatives which consumer compares the available options and information that has been gather through the searching process (McCall et al., 2002) and seem most likely to solve the problem. There are two methods that consumers use when evaluating alternatives, which are attribute-based choice, this choice requires the knowledge of the consumers to compare the attribute of each available alternative and tends to
exploit more effort and time, thus to be rational in the evaluation. And the other method applied is attitude-based choice, this method occur when consumers use their emotion, such as attitude and impression, in their evaluation (Hawkins et al., 2001, pp.560-562). According to Schiffman and Kanuk (2000, p. 446-448), when evaluating potential alternatives, consumers tend to use two types of information: (1) a list of brands from which they plan to make their selection (the evoked set) and (2) the criteria they will use to evaluate each brand. Making a selection from a sample of all possible brands helps simplify the decision making process. The evoked sets consists of small number of brands the consumer is familiar with, remember and finds acceptable and then lead to purchase or not purchase the brand.

3.1.3.4. Purchase decision

After consumers have evaluated products or services and selected one brand from available options, there are two elements to discuss in the purchase decision process;

- The selection of a specific retail outlet
- Amount of purchase

Consumers evaluate the store’s image such as merchandise, service, physical facilities, convenience, promotion, store atmosphere, institution and post-transaction factors and make a selection to purchase at that specific outlet. On the other aspect, amount of the purchase, it is common that the consumers enter to one outlet with an intention to buy a particular brand but leave the store with a different brand or additional items. This shows the influences operating in the store effect consumers purchasing decision (Hawkins et al., 2001, pp.609-618).

3.1.3.5. Post purchase behavior

After purchase, the customers evaluate their level of satisfaction or dissatisfaction with the product. Buyer satisfaction is determined by how close the product’s performance came to meet the buyer’s product expectations (Cross, 1999). Consumers can experience dissonance (anxiety over whether the correct decision was made) or regret after a purchase (Hoyer & MacInnis, 2007, pp.272-273). One way of reducing dissonance is to search for additional information from sources such as experts and magazines. With searching for information to support and make the chosen alternative more attractive and the reject ones less attractive, thereby reducing dissonance
Additionally, information that supports the consumers’ choice acts to bolster confidence in the correctness of the purchase decision (Hawkins et al., 2001, p.628). According to Hawkins et al. (2001, p.629), consumers may utilize one or more of the following approaches to reduce dissonance after purchase:

- Increase the desirability of the brand purchased.
- Decrease the desirability of the brands rejected.
- Decrease the importance of the purchase decision.
- Reverse the purchase decision (return the product before use).

These approaches were considered to be internal reevaluation according to Hawkins et al., (2001, pp.629-630).

After the acquisition and consumption, consumers then evaluate the outcomes of their decision. If their evaluation is positive—if they believe their needs or goals have been fulfilled—they feel satisfaction. In contrary, if consumers have a negative evaluation of an outcome, they feel dissatisfaction. Dissatisfaction can be related to feelings of tolerance, distress, sadness, regret, agitation and outrage (Hoyer & MacInnis, 2007, p.279).

According to Hawkins et al. (2001, p.642), dissatisfied customers may consider to take or not to take action in response to their dissatisfaction. The following responses can be act in regard to customers’ dissatisfaction: complain to the store or manufacturer, stop buying that brand or at that store, warn friends and acquaintances complain to private or government agencies and lastly initiate legal action.

### 3.2 Conceptual Framework

This part is considered crucial for our research as it provides the shape and structure to our research. In order to define concepts it is important to make a clear definition of subject matter of our research (Fisher, 2007, p.125). The conceptual framework developed from previous theories of brand equity affecting decision making process -- is presented in diagram and discussed.
In this conceptual framework, brand equity—consists of brand loyalty, brand awareness, brand association and perceived quality—is the key factor that creates the positive and negative recognition of brand and finally stimulates product purchasing decision.

According to Rahman and Rahaman (2008), brands play a significant role in affecting consumer choice behavior. Consumers are facing various kinds of alternative products in the market and confront uncertainty and risk about product quality, hence the brands will play key roles to consumers to pick up the right choice among the alternative products. Brand equity plays a key role in creating positiveness in customers’ evaluation and decision making of a brand (Masayavanij, 2007). Thus the consumers’ perception and behavior toward brands will be based on brand equity. Therefore, the authors are interested in investigate the attribution of brand equity affecting consumer decision making.
3.2.1 Brand equity

The importance of brand equity is obviously emphasized when the business trend focusing on just providing the core product is changed. The focal point of corporate mergers over the last decade has been about intangible assets of brand or brand equity rather than the synergies gained by economies of scale (Cobb-Walgren et al., 1995). Brand equity is identified as the added value or the asset to the brand and product (Farquhar, 1989). It is the idea to enhance a product’s value by attaching a set of brand assets and liabilities to the brand, its name and symbol (Aaker, 1991, p.15). Such enhancement significantly can add or subtract from the value of the product or service itself in the eyes of the customer. For any brands to become powerful and to be well-perceived within the market, they need to obtain high brand equity which will enhance brand loyalty, brand awareness, perceived quality and strong brand association (Kotler et al., 2002 as cited in Masayavanij, 2007). Moreover, brand equity plays a key role in creating positiveness in customers’ evaluation and decision making of a brand (Masayavanij, 2007). Thus the consumers’ perception and behavior toward brands will be based on brand equity. Hence, the following hypotheses are derived:

H0: Brand equity is not significantly influence Thai female consumers’ purchase decision of foreign makeup product.

H1: Brand equity is significantly influence Thai female consumers’ purchase decision of foreign makeup product.

The hypothesis would be proved by the use of statistical method-multiple regression—with question 8-26 which focus on brand loyalty (question 8-11), brand awareness (question 12-15), brand associations (question 16-19) and perceived quality (question 20-23) toward the consumer’s purchase decision of foreign makeup products (question 24-26).

For the purpose of our research, brand equity will be based on Aaker (1991) conceptual; brand loyalty, brand awareness, brand association and perceived quality as following.
3.2.1.1 Brand Loyalty

Aaker (1991, p.39) claimed that brand loyalty is the measure of an attachment a customer has for a brand. According to Oliver (1997), brand loyalty is a held commitment to repurchase or support a preferred product continually, despite other brands’ marketing efforts causing the switch of the brand. Brand loyalty could signify high brand equity—which linked to future profit—when a customer buys with concern to the brand name rather than the respect for price, features and convenience. When a brand make a change in prices or product features, strong brand loyalty would indicate that it is unlikely for a customer to switch brand. Brand loyalty can be categorized into five levels ranking from non-loyal buyer, habitual buyer, satisfied buyer, likes-the-brand buyer to committed buyer. According to Ukpebor and Ipogah (2008), it is presumed that consumers understanding of quality will be associated with their brand loyalty. As the more loyal a consumer to a brand, the more he/she is presumed to see the brand as a superior quality and vice versa. Also, the more favorable association’s consumers have towards a brand, the more their loyalty and vice versa. According to Jacoby and Kyner (1973), brand loyalty can describe the preferential behavior toward one or more alternatives out of a larger field containing competing alternatives. It serves an acceptance-rejection function. Not only it does ‘select in’ certain brands, it also ‘selects out’ certain others. Consequently, the following hypotheses are proposed:

H0: There is no relationship between brand loyalty and Thai female’s foreign brand makeup purchase decision.

H2: There is significant relationship between brand loyalty and Thai female’s foreign brand makeup purchase decision.

The hypothesis would be proved by the use of statistical method-bivariate correlation—which focuses on brand loyalty(question 8-11) and consumer’s purchase decision(question24-26).

Table 3.1 Brand loyalty questions

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>8. I did not search attribute information of the makeup brands I was not well aware of.</td>
<td>According to Oliver (1997), brand loyalty is a held</td>
</tr>
<tr>
<td>9. I usually purchase the same brand within a product class</td>
<td></td>
</tr>
</tbody>
</table>
10. If my preferred brand in this product class is not available at the store, it makes little difference to me if I must choose another brand. (In data processing, the question and ranking 1-5 was conversed to ‘it makes a big difference to me if I must choose another brand’)*

11. If I had made a brand choice in this product class before actually making the purchase, I might easily change my intended choice upon receiving discrepant information. (In data processing, the question and ranking 1-5 was conversed to ‘I hardly change my intended choice’)*

commitment to repurchase or support a preferred product continually, despite other brands’ marketing efforts causing the switch of the brand (Q.8-11).

*The conversion was made so the answers are in the same direction that high mean score would equal high level of brand loyalty.

3.2.1.2 Brand Awareness

According to Aaker (1991, p.61), brand awareness is the ability of prospective buyer to identify that a brand is a component of a certain product category. Moreover, brand awareness is one significant role in consumer decision making as it accentuates the brand to enter consideration set, to be used as a heuristic and the perception of quality (Macdonald & Sharp, 2000). To reach purchase decision stage, the consideration set plays a part for the brand products to be chosen (Mowen & Minor, 2001). The reason brand awareness is crucial for customer to reach buying decision is that consumers usually reach a purchase decision by using a heuristic such as “purchase the brand they have heard of” or “choose the brand they know” and then buy only the familiar, well established brands (Keller, 1993). To add on the importance of brand awareness, Atingan et al. (2005, p. 241) claimed that brand equity occurs when the consumer possess awareness and familiarity with the brand at high level and hold some strong favorable, unique brand association in memory.

According to Aaker’s theory (1991, pp.63-66), brand awareness create value in the mind of the consumer in four ways.

- **Anchor to Which Other Association Can Be Attached:** a brand name, for brand recognition, serves as a folder in mind to contained name-related facts and feelings. This
also allows the association of logo, quality of the product and service, the celebrity in the brand advertisement, the owner etc.to represent the brand.

- **Familiarity->Liking**: recognition gives the potential customers a sense of familiarity. The number of exposure and liking are highly related as the more exposure creates better liking for the certain brand. With such fact, some old brand names can be found in the existing competitive market.

- **Signal of Substance/Commitment**: the name is well recognised and the signal of presence, substance, attributes which can be important.

- **Brand to be considered**: the first firm that comes to mind when thinking about certain products such as soap: Lux, shampoo: Pantene, soda: Coke etc.

The reason brand awareness is crucial for customer to reach buying decision is that consumers usually reach a purchase decision by “purchase the brand they have heard of” or “choose the brand they know” and then buy only the familiar, well established brands. Thus, the following hypotheses are presented:

H0: There is no relationship between brand awareness and Thai female’s foreign brand makeup purchase decision.

H3: There is significant relationship between brand awareness and Thai female’s foreign brand makeup purchase decision.

The hypothesis would be proved by the use of statistical method—bivariate correlation—which focuses on brand awareness (question 12-15) and consumer’s purchase decision (question 24-26).

**Table 3.2 Brand awareness questions**

<table>
<thead>
<tr>
<th>Question</th>
<th>The reason brand awareness is crucial for customer to reach buying decision is that consumers usually reach a purchase decision by using a heuristic such as “purchase the brand they have heard of” or “choose the brand they know”</th>
</tr>
</thead>
<tbody>
<tr>
<td>12. I automatically knew which brand of makeup to buy.</td>
<td></td>
</tr>
<tr>
<td>13. At the place of purchase, I could visually detect my preferred brand without much effort.</td>
<td></td>
</tr>
<tr>
<td>14. I can quickly recall the symbol or logo of brand when I am not at the place of purchase.</td>
<td></td>
</tr>
<tr>
<td>15. When think about makeup, I always have the brand in mind.</td>
<td></td>
</tr>
</tbody>
</table>
and then buy only the familiar, well established brands (Q.12-15) (Keller, 1993)

3.2.1.3 Brand Association

Brand association is anything relate to the preference of a brand (Aaker, 1991, p.109; Keller, 1993). This factors in brand association assist in the building brand’s image (Biel 1991). Brand image is seen as the perceptions-reasoned or emotional- consumers attach to specific brands (Dobni & Zinkhan, 1990). Brand image consists of functional and symbolic brand beliefs. It is based on the suggestion that consumers buy not only a product but also the image association of the product, such as power, wealth, sophistication, and most importantly identification and connection with other users of the brand (Evans et al., 2006, p.138). Hence, the following hypotheses are formed:

H0: There is no relationship between brand association and Thai female’s foreign brand makeup purchase decision.
H4: There is significant relationship between brand association and Thai female’s foreign brand makeup purchase decision

The hypothesis would be proved by the use of statistical method-bivariate correlation—which focuses on brand association (question 16-19) and consumer’s purchase decision(question24-26)

Table 3.3 Brand association questions

<table>
<thead>
<tr>
<th>Question</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>16. This brand helps me attain the type of life I strive for.</td>
<td>Brand associations is anything attached to the brand and helps creating the image association of the product, such as power, wealth(Q.16), sophistication(Q.17), and most importantly identification(Q.19)</td>
</tr>
<tr>
<td>17. I use this brand to define and express the “I” and “me” within myself.</td>
<td></td>
</tr>
<tr>
<td>18. I can make many connections or association between experience in my life and this product.</td>
<td></td>
</tr>
<tr>
<td>19. I think other judge me as a person by kind of brands I use.</td>
<td></td>
</tr>
</tbody>
</table>
3.2.1.4 Perceived Quality

Perceived quality—customer’s perception of the overall quality or superiority of the product; thus, intangible, it is overall feelings about the brand (Aaker, 1999, p.85). Zeithaml (1988) claimed that perceived quality can be defined as the consumers’ judgment about a product’s overall excellence or superiority. Through a research, one brand name is regarded as one of many possible extrinsic cues of product quality (Bristow et al., 2002). When objective quality of a product is hard to justify, buyers would take more abstract signals such as brand name as the key consideration. In the mind of customers, perceived quality defines perception, product quality and superiority. This effect on customers generally stimulates brand integration and exclusion which leads to positive consideration set before purchase decision.

Consumers often judge the quality of product or service on the basis of a variety of informational cues that they associate with the product (Schiffman & Kanuk, 2000, p.145). Some of these cues are intrinsic to the product and others are extrinsic. Other study about the concept of product quality was analyzed by Espejel et al. (2007) which categorized product quality under the two main different perspectives; the objective quality and the perceived quality (Espejel et al., 2007). Objective quality refers to the technical, measurable and verifiable nature of products/services, processes and quality controls. Subjective or perceived quality refers the consumers’ value judgments or perceptions of quality. Cues that are intrinsic concern physical characteristics of the product itself, such as color, flavor, aroma, form and appearance; while extrinsic cues are related to the product but not in the physical part such as brand name, stamp of quality, price, country of origin, packaging, advertising and production information (Schiffman & Kanuk, 2000, p. 146; Espejel et al., 2007).

According to Zeithaml (1988), a consumers’ perception of product quality is based on evaluation of intrinsic and extrinsic attributes. Consumers depend on intrinsic attributes when the cues have
high predictive value such as when consumers study the beverages, they use taste as the signal of quality assumption. If the beverage did not taste fresh, the evaluation was that quality was low. On the contrary, extrinsic cues are posited to be used as quality indicators when the consumer is operating without adequate information about intrinsic product attributes. This situation may occur when the consumer has little or no experience with the product or has insufficient time or interest to evaluate the intrinsic attribute and cannot readily evaluate the intrinsic attributes. According to Iglesias and Guillen (2004), consumer perceives the product with the consideration of quality before making a decision to purchase or not purchase a certain product from a certain brand. Therefore, the following hypotheses are formed:

H0: There is no relationship between brand perceived quality and Thai female’s foreign brand makeup purchase decision.

H5: There is significant relationship between brand perceived quality and Thai female’s foreign brand makeup purchase decision.

The hypothesis would be proved by the use of statistical method—bivariate correlation—which focuses on perceived quality (question 20-23) and consumer’s purchase decision (question 24-26)

### Table 3.4 Perceived quality questions

<table>
<thead>
<tr>
<th>Question</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>20. I usually feel the colour of a well-known brand lipstick or eye-shadow would last longer.</td>
<td>The consumers’ perception of product quality is based on evaluation of intrinsic and extrinsic attributes (Zeithaml 1988).</td>
</tr>
<tr>
<td>21. A well-known brand compact powder case is always more stylish and durable than a small brand’s.</td>
<td>Intrinsic-&gt; physical characteristics of the product itself, such as color, flavor, aroma, form and appearance (Q.20,21).</td>
</tr>
<tr>
<td>22. High priced blush on usually has all day staying power.</td>
<td>Extrinsic-&gt; extrinsic cues are related to the product but not in the physical part such as brand name, stamp of quality, price, country of</td>
</tr>
<tr>
<td>23. I usually trust in a well-known brand because of the advertisement with celebrity and famous actress.</td>
<td></td>
</tr>
</tbody>
</table>

Table 3.4 Perceived quality questions
3.2.2 Purchase decision

Purchase decision is a part of consumer decision making process. It is important to note that there are two prior stages which are information search and evaluation of alternatives that consumer act consecutively to reach the stage of purchase decision and brands affect consumer in those stages.

After problem recognition phrase, consumer move to the stage of information search where they would seek information about price, quality, country of origin, brand and any related issue according to their motivation. The information search could be conducted as the internal search through their own past direct or indirect experience with the product and external search though marketing materials or social group and reference groups. According to Hoyer and MacInnis (2007, p.199), brands are affected in internal and external search for information. In internal search, consumers recall the set of brands from their memory whereas in external search, consumers tend to look for availability on the shelf at the point of purchase or suggestion from salesperson which then will affect their purchasing. The next stage is the evaluation of alternatives that customers have many items to single out. The brand equity could be a factor of consideration. The alternatives of the products taking into consideration are in the customer’s evoked set. For example, brand awareness- when the customer remember the exact brands produce specific quality product, he or she can pick the brand out of the others immediately. After the selection at evaluation of alternative stage, it becomes the purchase decision which concerns the selection of a specific product at the specific retail outlet and the amount of purchase.

Table 3.5 Purchase decision questions

<table>
<thead>
<tr>
<th>24. I sought the advice of my friends regarding which brand of</th>
<th>The occupied process of purchase</th>
</tr>
</thead>
</table>
makeup to buy.

| 25. I compare number of alternatives. | decision: |
| 26. I usually buy foreign makeup brand. | • Information search: consumers would seek information about price, quality, country of origin, brand and any related issue according to their motivation (Q.24) |
| | • Evaluation of alternatives: consumers have many items to single out (Q.25). |
| | • Purchase decision: the actual selection of a specific product (Q.26). |
4. Empirical Findings and Analysis
The aim of this chapter is to present the characteristics of the research variables and the findings based on the data obtained from the surveys. First the overall demographic characteristics of the respondents will be presented, and then the correlation and regression analysis will be described to prove hypotheses.

4.1 Demographic characteristics of the respondents
The demographic characteristics of the respondents from the surveys are presented and described as followed;

Table 4.1 Demographic characteristics of respondents

<table>
<thead>
<tr>
<th>Demographic Characteristics</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 18-21 years old</td>
<td>62</td>
<td>30.2</td>
</tr>
<tr>
<td>Bachelor Degree</td>
<td>133</td>
<td>64.9</td>
</tr>
<tr>
<td>Student</td>
<td>103</td>
<td>50.2</td>
</tr>
<tr>
<td>Less than 10,000THB</td>
<td>72</td>
<td>35.1</td>
</tr>
<tr>
<td>Once a month</td>
<td>66</td>
<td>32.2</td>
</tr>
<tr>
<td>501 - 1,000THB</td>
<td>62</td>
<td>30.2</td>
</tr>
<tr>
<td>Face makeup</td>
<td>99</td>
<td>48.3</td>
</tr>
</tbody>
</table>

Source: Data analysis for the research

Table 4.1 illustrates the majority of respondents are age between 18-21 years old, accounting for 30.2 percent. In term of education, most of the respondents are studying Bachelor Degree, accounts for 64.9 percent (n=133). The majority occupation of the respondents is student, accounting for 50.2 percent. In term of monthly incomes, the majority of them earn less than 10,000THB per month, accounting for 35.1 percent. In term of frequency of the purchase of foreign brand makeup products, the largest group of the respondents buying foreign brand makeup products is those who buy once a month, accounts for 32.2 percent. And 30.2 percent of the respondents specified that they spend between 501-1,000THB per month on their purchasing. Regarding product categories, nearly 50 percent of the respondents (48.3 percent, n = 99) buy face makeup.
4.2 Reliability test: Cronbach Alpha

Result of Cronbach’s Alpha analysis was first examined for sensible and theoretical assurance of each question in the data set. According to Gliem and Gliem (2003), the value above .7 is considered acceptable and reliable.

To make certain that all designed questions are reliable, all five constructs comprising of brand loyalty, brand awareness, brand associations, brand perceived quality and purchase decision were separately tested. The following table shows the reliability of the items which were more than .70, indicating that the scale had good reliability.

Table 4.2 Cronbach’s alpha test of the items in the questionnaire.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Cronbach's Alpha</th>
<th>Cronbach's Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand loyalty</td>
<td>.710</td>
<td>.709</td>
<td>3</td>
</tr>
<tr>
<td>Brand awareness</td>
<td>.763</td>
<td>.765</td>
<td>4</td>
</tr>
<tr>
<td>Brand association</td>
<td>.755</td>
<td>.758</td>
<td>4</td>
</tr>
<tr>
<td>Brand perceived quality</td>
<td>.732</td>
<td>.731</td>
<td>4</td>
</tr>
<tr>
<td>Purchase decision</td>
<td>.749</td>
<td>.752</td>
<td>3</td>
</tr>
</tbody>
</table>

Source: Data analysis for the research

Question number 8, ‘I did not search attribute information of the makeup brands I was not aware of’, was removed from ‘Brand loyalty’ questionnaire in order to increase the alpha reliability of the remaining three items of the scale. Therefore, only 3 items from brand loyalty questionnaire will be analyzed in the research.

4.3 Descriptive Statistics Analysis

In this research, correlation and multiple regression are the selected method to study the relationship between the independent variables—brand loyalty, brand awareness, brand association, brand perceived quality and the dependent variable—Thai female’s foreign makeup brand purchase decision.
The first section was designed to find out the level of brand loyalty that Thai female consumer have when purchasing foreign makeup products. The mean of brand loyalty Thai female consumer have is ranking from 3.93 to 4.01 (appendix A, table 4.6) which is considered high. This represents the target customer tend to attach to brands of their preference.

The second part concerns the level of brand awareness Thai female consumer have. All the mean level are at the relative high point, ranking from 3.86 to 4.05 (appendix A, table 4.7) Among other items, the first one “I automatically knew which brand of makeup to buy” ranks the highest mean level at 4.05, signifying the target consumer are well familiar with makeup brands in the market. The recognition of the brands is effortless. This is a good indication of brand equity establishment for the some major brands.

Brand associations represents its mean level from 2.77 to 3.18 (appendix A, table 4.8) which is seen relatively low. From the research, it shows Thai female consumer do not pay much attention to the makeup brands as a significant asset to their characters and personality. However, 3.18 and 3.03 at the highest end in this category show that there is somewhat level of brand association with Thai consumer. The item “I use this brand to define and express the ‘I’ and ‘me’within myself” and “The brand helps me to attain the type of life I strive for” suggests some buyers actually relate their personality and characteristics to the brand’s personality or brand image. The use of the makeup brand give them confidence to express themselves in everyday life.

Brand perceived quality ranked from low to relatively high mean, showing the different opinion towards brands and its expected perceived quality. The answers are from the target customers spending generous amount of money on makeup product which means they have experienced several brands and their products before. Through their routine makeup shopping, the mean ranking from 2.46 to 3.74 (appendix A, table 4.9) shows the level of perceived quality is moderate.

The items in this section are designed to catch up the respondents’ opinion in both extrinsic and intrinsic perceived quality. Item “I usually feel the colour of a well-known brand lipstick or eyeshadow would last longer” and “a well-known brand compact powder case is always more stylish and durable than a small brand’s” which ranks 3.40 and 3.74 relatively shows intrinsic
perceived quality; whereas, “high priced blush on usually has all day staying power” and “I usually trust in a well-known brand because of the advertisement with celebrity and famous actress” with 3.34 and 2.46 respectively define extrinsic perceived quality. The first three items show that Thai female consumer tend to believe that well established brands possess high perceived quality, still the last item at 2.46 shows that they deny the effect of advertisement of those brands in term of perceived quality.

4.4 Analysis of constructs and Hypotheses test.

Table 4.3 Correlations

<table>
<thead>
<tr>
<th></th>
<th>P_decision</th>
<th>Brnd_loyalty</th>
<th>Br_awareness</th>
<th>Br_association</th>
<th>Perceived_Q</th>
</tr>
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<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1.000</td>
<td>-0.112</td>
<td>-0.116</td>
<td>-0.037</td>
<td>0.102</td>
</tr>
<tr>
<td></td>
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<td>1.000</td>
<td>0.827</td>
<td>0.431</td>
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</tr>
<tr>
<td></td>
<td>-0.116</td>
<td>0.827</td>
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<td>0.531</td>
<td>0.240</td>
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<tr>
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<td>-0.037</td>
<td>0.431</td>
<td>0.531</td>
<td>1.000</td>
<td>0.389</td>
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<tr>
<td></td>
<td>0.102</td>
<td>0.184</td>
<td>0.240</td>
<td>0.389</td>
<td>1.000</td>
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<table>
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<tr>
<th>Sig. (1-tailed)</th>
<th>P_decision</th>
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<th>Br_awareness</th>
<th>Br_association</th>
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<tr>
<td></td>
<td>0.055</td>
<td>0.048</td>
<td>0.298</td>
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<td></td>
<td>0.055</td>
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<td>0.004</td>
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<table>
<thead>
<tr>
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<th>Br_awareness</th>
<th>Br_association</th>
<th>Perceived_Q</th>
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<tr>
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<td>205</td>
<td>205</td>
<td>205</td>
</tr>
</tbody>
</table>

Correlation is significant at 0.05 level (1-tailed)
Source: Data analysis for the research

The relationship between brand equity and female purchase decision on foreign brand makeup was investigated using Pearson correlation coefficient. Correlation is used to describe the relationship between two continuous variables, both in term of the strength of relationship and the direction (Pallant, 2001, p.116). The analysis of correlation is derived and shown here.
H0: There is no relationship between brand loyalty and Thai female’s foreign brand makeup purchase decision.

H2: There is significant relationship between brand loyalty and Thai female’s foreign brand makeup purchase decision.

Correlation test shows the significant level of .055 for the relationship of brand loyalty and purchase decision. The significant level exceeds .05, describes no relationship between the pair. Null hypothesis is accepted \((r = -0.055, p > 0.05)\).

H0: There is no relationship between brand awareness and Thai female’s foreign brand makeup purchase decision.

H3: There is significant relationship between brand awareness and Thai female’s foreign brand makeup purchase decision.

Correlation test shows the significant level of .048 for the relationship of brand awareness and purchase decision. The significant level less than .05, describes a relationship between the pair. Null hypothesis is rejected. With the rejection, Pearson Correlation at level -0.116 can be interpreted that there is a significant negative relationship between brand awareness and purchase decision. In other words, -0.116 identifies there is low level of brand awareness which does not contribute to purchase decision \((r = -0.116, p < 0.05)\).

H0: There is no relationship between brand association and Thai female’s foreign brand makeup purchase decision.

H4: There is significant relationship between brand association and Thai female’s foreign brand makeup purchase decision.

Correlation test shows the significant level of .298 for the relationship of brand association and purchase decision. The significant level, which exceeds .05, describes no relationship between the pair. Null hypothesis is accepted \((r = -0.298, p > 0.05)\).
H0: There is no relationship between brand perceived quality and Thai female’s foreign brand makeup purchase decision.

H5: There is significant relationship between brand perceived quality and Thai female’s foreign brand makeup purchase decision.

Correlation test shows the significant level of .073 for the relationship of brand perceived quality and purchase decision. The significant level, which exceeds .05, describes no relationship between the pair. Null hypothesis is accepted (r = -.073, p > 0.05).

**Table 4.4 Multiple Regression Analysis**

<table>
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<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>.179a</td>
<td>.032</td>
<td>.013</td>
<td>3.08063</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Perceived_Q, Brnd_loyalt, Br_asso, Br_awareness
b. Dependent Variable: P_decision

Source: Data analysis for the research

According to the mentioned descriptive statistics, the mean for all four feature of brand equity is ranking from 2.46 as the lowest and 4.01 as the highest mean (appendix A, table 4.6-4.9), demonstrating the group of individualistic personality and opinion. This, to certain extent, shows brand loyalty; brand awareness; brand associations; brand perceived quality actually exist in the mind of the consumer. However, the model summary derived from multiple regression shows that R square is .013 which indicates the amount of variation in one variable that is accounted for by another variable. In another word, through the survey with 205 target respondents, their perception of brand equity is account for 1.3 percent of total variation in Thai female’s foreign makeup buying decision. This indicates that the level of relationship between brand equity and Thai female consumer’s purchase decision on foreign brand makeup is relatively low.

**Table 4.5 ANOVA**

ANOVA
H0: Brand equity is not significantly influence Thai female consumers’ purchase decision of foreign makeup product.

H1: Brand equity is significantly influence Thai female consumers’ purchase decision of foreign makeup product.

The ANOVA, part of the regression model, shows F ratio which signifies level of variance in the dependent variable explained by the independent variable. In brief, this survey shows its insignificant level at .160(a), clarifying Thai female consumer’s purchase decision on foreign brand makeup is not directed by brand loyalty, brand awareness, brand association and brand perceived quality. Also, the result derived cannot predict the future trend regarding brand equity and Thai female buyer. Therefore, null hypothesis is accepted.

To add on reasons brand equity is not a strong element for consumers to reach foreign makeup purchase decision, one-way between-groups ANOVA with post-hoc tests is employed at this stage to see clearer the characteristics of Thai foreign makeup consumers. From figure 4.1 below, it shows the relationship of age and spending in the target respondents categorized by age into four groups. This shows the mean level of money spending among all four groups are relatively low, ranking from 2.91-3.29 except for the 30-35 years old group that reaches 4.25. This represents the older age group tends to make purchase decision and spend more money on foreign makeup products. The significance is the group 26-29 years old represents themselves as the lowest spenders with the mean score at 2.91, making -1.34 mean difference to the 30-35 years old group. In addition, the significance in consumer’s characteristics is that the higher their income relatively means the higher spending on foreign brand makeup products (figure 4.2). The group with income less than 10,000 Baht has its mean score of spending at 2.68, whereas the group with income higher than 100,000 Baht represents its mean at 4.86, showing
the mean difference at 2.18. The rest of the study groups ensures the significant spending pattern which is higher in accordance with the higher income.

**Figure 4.1 Age and spending mean plot**

![Figure 4.1 Age and spending mean plot](image1)

**Figure 4.2 Income and spending mean plot**

![Figure 4.2 Income and spending mean plot](image2)
5. Discussion and Conclusion

The discussion and conclusion of the research are presented in this chapter, the authors conclude the results from empirical finding following by the recommendation to the marketers based on the research findings. Finally future research implication is presented.

5.1 Discussion

From former researches, Thai consumers perceived foreign products as higher quality than domestic brands (Masayavanij, 2007; Sae-jiu, 2007; Suvachart, 2002) and preferred to consume foreign brands than the domestic ones. In the study of the attitude of Thai consumer toward foreign and domestic brand apparel, it has revealed that young Thai consumers had an overall positive attitude toward foreign brand apparel and they considered foreign apparel superior to Thai apparel regarding durability, quality, attractiveness, fashionableness, brand name and choice of style (Sae-Jiu, 2007) With such findings, Thailand can be considered one significant market with a large number of prospective foreign brand customers, giving advantages to the foreign companies entering. The aim of this study is to investigate part of the reason foreign brands seem to be more preferable to Thai female consumers and to see the effect of brand on their purchase decision. The outcome of this study brings out some interesting points for marketers to be acknowledged of.

From the former research, (Masayavanij, 2007; Sae-jiu, 2007; Suvachart, 2002), it can be said that Thai consumer preferred foreign brands than domestic products. However, the researches have not investigated whether the positive attitudes toward foreign brands products will lead consumer to purchase or not. The other study had investigated the factors influencing Thai consumers’ purchase intention of foreign makeup product (Wiwutwanichkul, 2007). The research showed that the role of country-of-origin, as originally referred as ‘made in--’, had positive effect on brand, perceived quality and perceived value. When the respondents had positive attitude toward a certain country, they also had positive attitude toward the makeup produced from that country and the perceived quality and value were also high. Additionally, perceived value had positive linkage to the purchase intention, which means that if the respondents perceived value of foreign makeup to be high, their purchase intention is also high.
Kinra (2006 as cited in Masayavanij, 2007) suggested that country-of-origin is an important factor in determining the differences in consumers’ attitudes towards foreign and local brand names. While the result from our study shows that brand equity, in this case foreign make up brand, does not act as a key role for Thai female consumers to make purchase decision of foreign makeup products. Even their perceived quality is high but they do not purchase it. This also shows the contrary to the previous scholars conducted by Sae-Jiu (2007) who indicated that Thai consumers’ perception toward foreign apparel brands was superior than domestic ones and Thai consumers preferred to buy foreign brand than domestic products. And research conducted by Masayavanij (2007) who claimed that Thai consumers are prepare to pay for more expensive products of global brands because they believe that global brands had higher quality than domestic products.

When considering brand loyalty in relation to purchase decision, our study found out that the relationship between consumers’ loyalty and purchase decision was weak which indicated that whether they are loyal to one brand but it does not strongly leading to make a purchase. This is consistence with Suvachart (2001) who claimed that Thai consumers are innovators who tend to easily switching the brand and are more eager to try new products, or in the other word, they are not brand loyal. Moreover, Speece (1998) examined brand loyalty of consumers in Bangkok and found that 80-85 percent were brand loyalty to low involvement products but did not act as a single brand loyalty. Additionally, it can be implied that Thai female consumer could act as multibrand loyal (Hoyer and MacInnis, 2007, p. 258) or committed to two or more brands they purchase repeatedly. While it shows the contrary to Chaisitthiroj (2007), who claimed that Thai female consumer had degree of being brand-loyal and high quality conscious. Furthermore, when making decision to buy foreign makeup products, the possibility of buying the foreign make up brand they are familiar with is quite low as shown in the research. This is contrast to previous scholar of Rahman and Rahaman (2008), who claimed that for high involvement product such as PC notebook, consumers has high level of awareness concerning the known brands as compare to lesser known brands.

For this research, the idea of brand equity in the mind of consumer is ensured by the descriptive statistics research which shows mean score from 2.46 to 4.05. It clarifies that Thai consumer
having some degree of loyalty, are familiar with the brands they like, remember the symbol or logo of the brands, and having the idea of quality attached to some exact brands. However, through the study of relationship between brand equity and buying decision, this brand concept does not contribute directly to buying the brand products. Obviously, this contradicts the fact acquired from former research. The findings from this research instead points out that foreign brand have had their place in Thai market, making the brands known of its product quality and positive image; however, it does not hold strong enough brand equity in the consumer’s mind when it comes to buying. It is possibly due the fact to reach buying concerns up to five stages of decision making—problem recognition, information search, evaluation of alternatives, purchase decision and post purchase decision. The stages that brand equity could play a major role are in information search, evaluation of alternatives and purchase decision. Furthermore, in such stages, brand equity is just one factor consumer can take into consideration. In the recent studies(Kumar&Pinai, 2007), it is shown that the mainstream of consumers perceive quality to be the most important criterion for choosing cosmetics, ranking as the second by price and the least to considered among all three is brand. This indicates in the bigger size market where consumers have broad variety of branded products, brand is not taken as the most significant in the mind of consumers. Other internal and external factors could be a part the consumers are more concerned about; hence, it cannot be concluded solely that purchase decision is derived from the effect of brand equity.

At times, in the presence of less awareness, consumers are likely to use price as a heuristic. This is due to the fact that consumers are seeking lower price to avoid financial risk or higher price in an attempt to gain high product quality(Macdonald &Sharp 2000). Therefore, in the circumstance that there are great variety of brands in the market or the group of consumers are more sensitive to price, brand awareness could be less concerned. In just Siam Paragon which is the chosen location for this research right in the heart of Bangkok, there are more than 100 of the world’s renowned brands such as Anna Sui, Anne Semonin, Elemis, Erno Laszlo,Jo Malone, Molton Brown, Paul & Joe, Sugar Baby, and Agent Provocateaur etc( Siamparagon 2009).

For our study, the majority of the respondents in this research are students aged between 18-21 year-old and earn less than 10,000THB a month. This group of potential consumer tend to fall in the low to medium quality/price range group of makeup products consumers. It can be implied
from their characteristic that they do not earn much money so that they can not afford much of luxury foreign make up brands and seem not to be loyal to one specific brand but tend to switch to the brand they can afford. This might result in the low relationship between brand equity and purchase decision.

Lastly, the study of the characteristics of Thai foreign makeup consumers shows the similarity with previous research conducted by Phoosangthong and Sermsiriwiwat (2006) whose studied the relationship between age and the amount spending of Thai female consumers; the study indicated that the older the consumer is, the more money they spend. Additionally, its show the resemblance between the pair of income and spending which is to say, the more income the target customers earn relatively signifies the level of eagerness to spend money on products.

5.2 Conclusion

Consumer in some market confronts more various kinds of products available in the market, both foreign and domestic products, which cause them more opportunities to choose from those available merchandises. Highly competitive situation in the market causes marketers to work extensively to gain the customers’ satisfaction and marketshare.

Thailand is one of countries where a large number of products from various countries imported every year. And it is assured by the former studies that Thai consumers had positive attitudes and view towards foreign products and global brands as they felt the global brands were at higher quality compare to domestic brands (Masayavanij 2007; Sae-jiu 2007; Suvachart, 2002).

Cosmetics market in Thailand is one of the fast growing market sections which have been competitive and grown continually during the past few years. Our research is aimed to investigate the relationship between brand equity: brand loyalty, brand awareness, brand association and perceived quality, and purchase decision of Thai female consumers who live in Bangkok. From our study, 205 respondents were participated; respondents’ age between 18-21 years old is the majority of this study with 30.2 percent. 64.9 percent of respondents are studying Bachelor degree followed by Master degree students accounted for 24.9 percent. Half of the respondents are students. In term of monthly income, the majority of them earn less than
10,000THB accounting for 35.1 percent. While 32.2 percent of the respondents purchase foreign makeup product once a month and spend 501-1,000THB a month in purchasing. Lastly, the most purchase product is face makeup accounting for 48.3 percent.

From relationship analysis, the result shows that there are weak relationships between brand equity and purchase decision of foreign makeup products. From the research, the relationship between consumers’ loyalty and purchase decision was weak which indicated that whether they are keen on one brand, it does not strongly lead to making a purchase. When making decision to buy foreign makeup products, the possibility of buying the foreign make up brand they are familiar with is quite low. The result also illustrates that the consumers do not strongly associate themselves with the brands they buy and tend to be attracted to novelty in the market. Lastly, even the consumers’ perception of foreign makeup brand is high; they do not tend to buy the same foreign makeup brand.

To answer the research question, brand equity does not affect Thai female consumer in their purchasing decision of buying foreign make up products. And even the descriptive statistic analysis shows that the respondents have the concept of brand equity: brand loyalty, brand awareness, brand associations and perceived quality in their mind but it did not generally relate the concept to make a final purchase decision of foreign makeup products.

5.3 Limitation and Further research implication

The research was conducted in the limitation of time; therefore, the target population is limited to small number of respondents. The further study may use random sample with larger population to increase the reliability of the result. This research focuses only on brand equity as the indicator that it would affect consumer decision making but the authors found out that there is a weak relationship between the studied factors and decision making on high involvement product, in this case; makeup product. Therefore, we would like to suggest that future research should include some other factors such as reference group, price, place, or promotion of the products and other variables such as attitude, motivation and perception in the study. Furthermore, the other four stages of decision making; problem recognition, information search, evaluation of
alternatives and after purchase decision can be investigated for deeper understanding of target respondents’ decision making behavior.
6. References

Bangkok Population. Department of Provincial Population 2008, Retrieved on April 12, 2009, from http://www.dopa.go.th/cgi-bin/tstat.sh?level=1&cccode=%A1%C3%D8%A7%E0%B7%BE%C1%CB%D2%B9%A4%C3&hrcode=&ttcode=&data=1


Sykes, A.O.(n.d.) *An Introduction to Regression Analysis*, retrieved on April 24, 2009 from


Appendix A

Table 4.6: Descriptive Statistics of Brand loyalty

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<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
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</thead>
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<tr>
<td>I usually purchase the same brand within a product class</td>
<td>205</td>
<td>1</td>
<td>5</td>
<td>3.89</td>
<td>1.020</td>
</tr>
<tr>
<td><strong>If my preferred brand in this product class is not available at the store, it makes little difference to me if I must choose another brand</strong></td>
<td>205</td>
<td>1</td>
<td>5</td>
<td>4.01</td>
<td>.962</td>
</tr>
<tr>
<td><strong>If I had made a brand choice in this product class before actually making the purchase, I might easily change my intended choice upon receiving discrepant information</strong></td>
<td>205</td>
<td>1</td>
<td>5</td>
<td>3.93</td>
<td>.965</td>
</tr>
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</table>

**Valid N (listwise): 205**

**Note:** For the item 3 and 4 of this part, the scale has been reversed to coordinate the research direction.

Table 4.7: Descriptive Statistics of Brand Awareness

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<tr>
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<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>I automatically knew which brand of makeup to buy</td>
<td>205</td>
<td>1</td>
<td>5</td>
<td>4.05</td>
<td>.940</td>
</tr>
<tr>
<td>At the place of purchase, I could visually detect my preferred brand without much effort</td>
<td>205</td>
<td>1</td>
<td>5</td>
<td>3.92</td>
<td>.962</td>
</tr>
<tr>
<td>I can quickly recall the symbol or logo of brand when I am not at the</td>
<td>205</td>
<td>1</td>
<td>5</td>
<td>3.86</td>
<td>1.085</td>
</tr>
</tbody>
</table>
### place of purchase

When think about makeup, I always have the brand in mind

| Valid N (listwise) | 205 |

| Table 4.8: Descriptive Statistics of Brand Associations |
|-------------------|-----|
| **N** | **Minimum** | **Maximum** | **Mean** | **Std. Deviation** |
| This brand helps me attain the type of life I strive for | 205 | 1 | 5 | 3.03 | 1.107 |
| I use this brand to define and express the “I” and “me” within myself | 205 | 1 | 5 | 3.18 | 1.233 |
| I can make many connections or association between experience in my life and this product | 205 | 1 | 5 | 2.94 | 1.092 |
| I think other judge me as a person by kind of brands I use | 205 | 1 | 5 | 2.77 | 1.214 |

| Valid N (listwise) | 205 |

| Table 4.9: Descriptive Statistics of Brand Perceived Quality |
|-------------------|-----|
| **N** | **Minimum** | **Maximum** | **Mean** | **Std. Deviation** |
| I usually feel the colour of a well-known brand lipstick or eye-shadow would last longer | 205 | 1 | 5 | 3.40 | 1.198 |
| A well-known brand compact powder case is always more stylish and durable than a small brand’s | 205 | 1 | 5 | 3.74 | 1.153 |
| High priced blush on usually has all day staying power | 205 | 1 | 5 | 3.34 | 1.129 |
I usually trust in a well-known brand because of the advertisement with celebrity and famous actress

<table>
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<tr>
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<th>Max</th>
<th>Mean</th>
<th>Std. Deviation</th>
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<tr>
<td>205</td>
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<td>5</td>
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| Valid N (listwise) | 205 |

Table 4.10: Descriptive Statistics of Purchase Decision

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<th>Max</th>
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<th>Std. Deviation</th>
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</thead>
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<tr>
<td>I sought the advice of my friends regarding which brand of makeup to buy</td>
<td>205</td>
<td>1</td>
<td>5</td>
<td>3.35</td>
<td>1.205</td>
</tr>
<tr>
<td>I compare number of alternatives</td>
<td></td>
<td></td>
<td></td>
<td>2.90</td>
<td>1.289</td>
</tr>
<tr>
<td>I usually buy foreign makeup brand</td>
<td></td>
<td></td>
<td></td>
<td>3.16</td>
<td>1.304</td>
</tr>
</tbody>
</table>

| Valid N (listwise) | 205 |
Appendix B : The questionnaire (English Version)

We are post graduate students studying Master degree, International Marketing program at Mälardalen University, Sweden. We are conducting this research for the completion of our Master Thesis. This questionnaire is designed to investigate the effect of brand on Thai female consumers’ purchase decision on foreign makeup products; therefore, we would like to search coordination from the respondents using foreign makeup brands at the present time only. Your opinion will be highly valuable for our study and the information provided will be kept confidential and for academic use only. We greatly appreciate your cooperation.

Note: Makeup products in this study are face makeup, lipstick, eye makeup and nail products. Target group is female shopper age 18-35 year-old.

Demographics

1. Age

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<tr>
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2. Education

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3. Occupation

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</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td></td>
<td>Government officer</td>
<td></td>
</tr>
<tr>
<td>State enterprise officer</td>
<td></td>
<td>Private company staff</td>
<td></td>
</tr>
<tr>
<td>Housewife</td>
<td></td>
<td>Self employ</td>
<td></td>
</tr>
<tr>
<td>Others. Please specify_________</td>
<td></td>
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</tbody>
</table>

4. Income

<table>
<thead>
<tr>
<th>Income</th>
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<th>Income</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Less than 10,000 Baht</td>
<td></td>
<td>10,001 - 20,000 Baht</td>
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<tr>
<td>20,001 - 30,000 Baht</td>
<td></td>
<td>30,001 - 50,000 Baht</td>
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<tr>
<td>50,001 - 70,000 Baht</td>
<td></td>
<td>70,001 - 100,000 Baht</td>
<td></td>
</tr>
<tr>
<td>More than 100,000 Baht</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Purchasing Behavior

5. How often do you purchase makeup products?
   ( ) More than once a month    ( ) once a month
   ( ) once in 2 months         ( ) once in 3 months
   ( ) once in more than 3 months

6. Averagely, how much do you spend for makeup products per month (Baht)?
   ( ) Less than 500               ( ) 501 - 1,000
   ( ) 1,001 - 1,500               ( ) 1,501 - 2,000
   ( ) 2,001 - 2,500               ( ) 2,501 - 3,000
   ( ) more than 3,000

7. What type of makeup product do you buy mostly?
   ( ) face makeup                  ( ) lipstick
   ( ) eye makeup                   ( ) nail products

Factors influencing makeup purchasing decision
Below are the tables measuring level of satisfaction or agreement toward makeup products.
Please **circle** the number which accurately reflects your opinion.

**Brand Loyalty**

<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly disagree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>8. I did not search attribute information of the makeup brands I was not aware of.</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>9. I usually purchase the same brand within a product class</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>10. If my preferred brand in this product class is not available at the store, it makes little difference to me if I must choose another brand.</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>11. If I had made a brand choice in</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
</tbody>
</table>
this product class before actually making the purchase, I might easily change my intended choice upon receiving discrepant information.

| Brand Awareness |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| 12. I automatically knew which brand of makeup to buy. | Strongly disagree | 1 | Strongly agree | 5 |
| 13. At the place of purchase, I could visually detect my preferred brand without much effort. | Strongly disagree | 1 | Strongly agree | 5 |
| 14. I can quickly recall the symbol or logo of brand when I am not at the place of purchase. | Strongly disagree | 1 | Strongly agree | 5 |
| 15. When think about makeup, I always have the brand in mind. | Strongly disagree | 1 | Strongly agree | 5 |

| Brand Association |
|-------------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| 16. This brand helps me attain the type of life I strive for. | Strongly disagree | 1 | Strongly agree | 5 |
| 17. I use this brand to define and express the “I” and “me” within myself. | Strongly disagree | 1 | Strongly agree | 5 |
| 18. I can make many connections or association between experience in my life and this product. | Strongly disagree | 1 | Strongly agree | 5 |
| 19. I think other judge me as a person by kind of brands I use. | Strongly disagree | 1 | Strongly agree | 5 |

<p>| Perceived Quality |
|-------------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| 20. I usually feel the colour of | Strongly disagree | 1 | Strongly agree | 5 |</p>
<table>
<thead>
<tr>
<th>Survey Question</th>
<th>Strongly disagree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>well-known brand lipstick or eye-shadow would last longer.</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>21. A well-known brand compact powder case is always more stylish and durable</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>22. High priced blush on usually has all day staying power.</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>23. I usually trust in a well-known brand because of the advertisement with</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>24. I sought the advice of my friends regarding which brand of makeup to buy.</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>25. I compare number of alternatives.</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>26. I usually buy foreign makeup brand.</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
</tbody>
</table>

**End of Questionnaire 😊**

Thank you very much for your cooperation.
Appendix C : Questionnaire (Thai version)

แบบสอบถามเครื่องมือติดต่อกลางทางแบบกระดาษ

การสำรวจความคิดเห็นเครื่องมือที่จัดทำขึ้นเพื่อเป็นส่วนหนึ่งของวิทยานิพนธ์วิธีวิจัยกิจกรรมการตลาดระหว่างประเทศมหาวิทยาลัยแม่ฮ่องสอน ประเทศสิงคโปร์ ปีการศึกษา 2551

หัวข้อที่สำคัญหลักสอดคล้องของแบบสอบถามคือความต้องการสื่อสารกับผู้หญิงไทยในกิจการสินค้าเครื่องสำอางค์ต่างประเทศ ดังนั้นในการตอบแบบสอบถามนี้ เราจึงเริ่มจากความร่วมมือกับกลุ่มผู้ใช้เครื่องสำอางค์บนเว็บไซต์ทางการในขณะนี้ท่านั้น ผู้จัดทำวิจัยขอเรียนว่าข้อมูลความคิดเห็นของท่านจะเป็นประโยชน์อย่างยิ่งในการทราบทัศนคติและสัมผัสกับการติดต่อกับกลุ่มผู้หญิงไทย และจะถูกนำไปใช้ในการวิเคราะห์เพื่อการศึกษาในด้านการตลาดและสัมพันธ์ทางการค้า

หมายเหตุ 1. ผลิตภัณฑ์เครื่องสำอางค์ในบริษัทผลิตภัณฑ์เครื่องสำอางค์ในพื้นที่นี้ แก้ไข ถาม และเลือก

2. กลุ่มอายุที่รวมร้อยแบบสอบถามสื่อสารผู้หญิงไทยใช้เครื่องสำอางค์บนเว็บไซต์ทางการค้า 18-35 ปี

1. อายุ

( ) 18 - 21 ( ) 22 - 25
( ) 26 - 29 ( ) 30 - 35

2. ระดับการศึกษา

( ) ประถมศึกษา ( ) มัธยมศึกษาตอนต้น
( ) มัธยมศึกษาตอนปลาย ( ) ปริญญาตรี
( ) ปริญญาโท ( ) ศุลกศิลปวิทยาจุฬา
( ) อื่น ๆ โปรดระบุ ____________

3. อาชีพ

( ) นักเรียน/นักศึกษา ( ) อาจารย์
( ) หน้ากากนรีชีวะศึกษา ( ) หน้ากากผิวมีสถาทศน
( ) แม่บ้าน ( ) เจ้าของกิจการ
( ) อื่น ๆ โปรดระบุ ____________

4. รายได้ต่อเดือน

( ) น้อยกว่า 10,000 บาท ( ) 10,001 - 20,000 บาท
( ) 20,001 - 30,000 บาท ( ) 30,001 - 50,000 บาท
( ) 50,001 - 70,000 บาท ( ) 70,001 - 100,000 บาท
( ) มากกว่า 100,000 บาท
พฤติกรรมการวิโภคเครื่องสำอางค์แบบเป็นประเภทของคน

5. ตัวอย่างเครื่องสำอางค์ประเภทของคน (บาท)
   ( ) มากกว่า 500
   ( ) 501 - 1,000
   ( ) 1,001 - 1,500
   ( ) 1,501 - 2,000
   ( ) 2,001 - 2,500
   ( ) 2,501 - 3,000
   ( ) มากกว่า 3,000

7. เครื่องสำอางค์ที่ต้องการในปีนี้เป็นส่วนมาก
   ( ) ผลิตภัณฑ์เร่งด่วน
   ( ) ผลิตภัณฑ์ที่ใช้ในการแต่งตัว
   ( ) ผลิตภัณฑ์ที่ใช้ในการบูรณะ
   ( ) ผลิตภัณฑ์ที่ใช้ในการดูแลสุขภาพ
   ( ) ผลิตภัณฑ์ที่ใช้ในการล้าง

จากข้อมูลข้างต้นมีที่สุด

<table>
<thead>
<tr>
<th>เลข</th>
<th>ปัจจัย</th>
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<td>8. การเลือกเครื่องสำอางค์ที่มีคุณภาพดี</td>
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<td>11. การเลือกเครื่องสำอางค์ที่มีคุณภาพดี</td>
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<td>12. การเลือกเครื่องสำอางค์ที่มีคุณภาพดี</td>
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<td>13. การเลือกเครื่องสำอางค์ที่มีคุณภาพดี</td>
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<tr>
<td>14. ขั้นสุดท้ายของการจัดสัมมนาที่เรียกว่า ให้เหมาะสมด้วยการมีการรวม ต่างๆ ได้เหมาะสมไม่ได้ดีอยู่ในร้านค้าของส่งเอกสาร</td>
<td>&quot;ไม่เห็นด้วยอย่างยิ่ง&quot;</td>
<td>เห็นด้วยอย่างยิ่ง</td>
<td>1</td>
<td>2</td>
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<td>4</td>
</tr>
<tr>
<td>15. เมื่อจบการทั้งสิ้นส่งเอกสาร มีการใช้โปรแกรมเครื่องมืออยู่ใน ใดแล้ว</td>
<td>&quot;ไม่เห็นด้วยอย่างยิ่ง&quot;</td>
<td>เห็นด้วยอย่างยิ่ง</td>
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<td>2</td>
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<td>4</td>
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<tr>
<td>16. แผนภูมิเครื่องส่งเอกสาร ขั้นตอนให้บริการรีดแบบรีดต่อจาก เป็น</td>
<td>&quot;ไม่เห็นด้วยอย่างยิ่ง&quot;</td>
<td>เห็นด้วยอย่างยิ่ง</td>
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<td>4</td>
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<tr>
<td>17. ขั้นใช้แผ่นต่อเครื่องส่งเอกสารเพื่อแสดงข้อมูลและ ตัวชี้วัดของฉันเอง</td>
<td>&quot;ไม่เห็นด้วยอย่างยิ่ง&quot;</td>
<td>เห็นด้วยอย่างยิ่ง</td>
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<td>2</td>
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<td>4</td>
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<tr>
<td>18. ขั้นสร้างข้อมูลโดยประสบการณ์ที่คุณมาในชีวิตกับแบบ ร้านค้าเครื่องส่งเอกสารที่ใช้งาน</td>
<td>&quot;ไม่เห็นด้วยอย่างยิ่ง&quot;</td>
<td>เห็นด้วยอย่างยิ่ง</td>
<td>1</td>
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<td>4</td>
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<tr>
<td>19. ขั้นตัดสินค้าสื่อสารที่จะบนิกส์</td>
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<td>เห็นด้วยอย่างยิ่ง</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>20. ขั้นโดยรู้สึกว่าไปสิทธิหรือเหตุผลให้เน้นต่อสิ่งที่ สามารถทำ</td>
<td>&quot;ไม่เห็นด้วยอย่างยิ่ง&quot;</td>
<td>เห็นด้วยอย่างยิ่ง</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>21. ตัดสินแผนงานด้วยมัธยฐานที่มีขั้นตอนและแผนงานว่า ตัดสินแผนงานด้วยต่าง</td>
<td>&quot;ไม่เห็นด้วยอย่างยิ่ง&quot;</td>
<td>เห็นด้วยอย่างยิ่ง</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>22. บริการด้วยการสัมมนาที่มีสินค้าที่มั่นคงที่จะผลิต</td>
<td>&quot;ไม่เห็นด้วยอย่างยิ่ง&quot;</td>
<td>เห็นด้วยอย่างยิ่ง</td>
<td>1</td>
<td>2</td>
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<td>4</td>
</tr>
<tr>
<td>23. ขั้นถอดความในแผนงานต่างๆ เวลาที่จะขายแผนงานต่าง ให้มีการทำเป็นชั้นชั้น</td>
<td>&quot;ไม่เห็นด้วยอย่างยิ่ง&quot;</td>
<td>เห็นด้วยอย่างยิ่ง</td>
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<td>เห็นด้วยอย่างยิ่ง</td>
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<td>25. ขั้นถอดความในแผนงานต่างๆ เวลาที่จะขายแผนงานต่าง</td>
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<td>เห็นด้วยอย่างยิ่ง</td>
<td>1</td>
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<td>26. ขั้นถอดความในแผนงานต่างๆ เวลาที่จะขายแผนงานต่าง</td>
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<td>เห็นด้วยอย่างยิ่ง</td>
<td>1</td>
<td>2</td>
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</tbody>
</table>

-- ขอบพระคุณที่กรุณาตรวจและให้ความร่วมมือ --