

**MÄLARDALENS HÖGSKOLA  
ESKILSTUNA VÄSTERÅS**

**Master Thesis  
(EF0705)**

“Purchasing Intentions of Young Thai Male towards Men’s Skin Care Products”

Group 2669

Tipaporn Bumrungrakitjareon  
(831124)

Suveera Tanasansopin  
(861013)

June 10<sup>th</sup>, 2011

Supervisor: Erik Bjurström

## ABSTRACT

**Date:** 2011-06-10

**Program:** (MIMA) International Marketing

**Course name:** Master Thesis (EFO 705)

**Authors:** Suveera Tanasansopin & Tipaporn Bumrungrkitjareon

**Title:** Purchasing Intentions of Young Thai Male towards Men's Skin Care Products

**Problem:** Men concern more about their image than ever before. This behavior is becoming a new trend in cosmetic market. Moreover, Thailand is one of the fast growing cosmetics industry, particularly male skin care market within countries in Asia-Pacific region. However, most of the literatures have just studied on women cosmetic products. There are a few studies within male cosmetic market, despite the demands of cosmetic products are increasing among men as well as women.

**Purpose:** This study aims to discuss the relationships between dimension of brand equity, overall brand equity, brand preference and purchase intention of men's skin care products among young Thai male in Bangkok. The study measures the equity of brand and identifies the impact of brand equity on brand preference and purchase intentions.

**Research Question:** How does brand equity associate with purchasing intention of young Thai male towards skin care products?

**Method:** Quantitative research method interpreted by the authors is applied in this research. A questionnaire-based survey is used as a tool to collect the data and the specific variables used in this paper: the dimension of brand equity, overall brand equity, brand preference, and purchase intention. Both primary and secondary types of data collection were used for this research.

**Conclusion:** The results reveal that each dimension of brand equity, which consists of brand loyalty, brand awareness, brand association, and perceive quality have a significant impact on overall brand equity. However, brand loyalty and perceive quality have a bigger impact on brand equity than brand association and brand awareness. The impact of brand equity in its

consequences supported the direct positive impact on brand preference and purchase intention. This predicate that brands with higher levels of brand equity would generate higher levels of customer brand preference. Moreover, the customers, who have high level of brand preference indicated that they have more willingness to continually purchase the specific men's skin care brand and this can build higher purchase intention. Last but not least, this current research also figure out that using celebrity may not be the most effective strategy to stimulate consumer purchasing intentions toward men's skin care product among young Thai males in Bangkok.

**Key Word:** Brand equity, Brand preference, Purchase intention, Men's skin care OR cosmetic product, Consumer behavior and male

## ACKNOWLEDGEMENTS

The authors had a great learning experience during conducting this research. We have faced full of difficulty and confusing. However, this research has been achieved with the contributions, facilitation and encouragements from many people and the authors are very thankful to those who give us all supports. Without these supports we would have had a tough time and this research would not have been successfully carried out.

Above all, our gratitude are addressed to our project adviser, Professor Erik Bjurström for being such a supportive, encouragement, generosity, and patience in guidance valuable feedbacks and recommendations from the initial to the final step. The deep appreciations are also addressed towards the assistance of all reviewers during each seminar who patiently inspected our research and gave us the useful commendations. Then, the authors also would like to extend their big thanks to all representatives individuals in Bangkok city, Thailand who dedicated their time in answering the questionnaires throughout this interesting journey. The information obtained from the survey was instrumental in creating the priceless results. Finally, we wish to express our gratefulness to our families and friends who helped us to spread the questionnaires at difference place and who have been munificent in giving an encouragement words, which this research would not be able to complete without them.

Thank You,

Suveera Tanasansopin  
Tipaporn Bumrunkitjareon

Mälardalen University, June 10th 2011

## Table of Contents

List of Tables .....	VII
List of Figures .....	VIII
1. Introduction.....	1
1.1 Young Thai Male and Skin Care Product .....	2
1.2 Problem Statement .....	3
1.3 Research Question .....	4
1.4 Strategic Question.....	4
1.5 Purpose.....	5
1.6 Target Audience.....	5
2. Literature Review.....	6
2.1 Research Concepts .....	6
2.1.1 Brand Equity .....	6
2.1.2 Brand Preference.....	9
2.1.3 Purchase Intention.....	10
2.2 Relationship between Research Concepts .....	10
2.2.1 Impact of Four Principle Dimensions on Brand Equity .....	11
2.2.2 Impact of brand equity on brand preference .....	12
2.2.3 Impact of brand preference on purchasing intention .....	13
3. Conceptual Framework.....	14
4. Methods.....	15
4.1 The Research Process .....	15
4.2 Research Approach .....	15
4.4 Data Collection .....	16
4.4.1 Primary Data collection .....	17
4.4.2 Secondary Data .....	20
4.5 Reliability and Validity.....	20
5. Research Finding and Data Analysis .....	21

5.1 Demographic characteristics of the respondents.....	22
5.2 Purchasing behavior towards skin care product of respondents .....	22
5.3 Results for Relevant Research Variables .....	26
5.4 Hypotheses Testing .....	33
6. Research Discussion and Conclusion .....	40
6.1 Research Discussion .....	40
6.2 Conclusion and Recommendation .....	41
6.3 Practical Implication .....	43
Reference List .....	VI
Appendices.....	XIII
Appendix A: Questionnaire .....	XIII
Appendix B: SPSS Output.....	XX

## List of Abbreviation

$\alpha$	Cronbach's alpha
AS	Brand Association
AW	Brand Awareness
BE	Brand Equity
BL	Brand Loyalty
BP	Brand Preference
e	Sampling Error
n	Number of Sample Size
N	Number of Total Population
PI	Purchase Intention
PQ	Perceived Quality
R	Correlation Coefficient
R square	Coefficient of determinant
SD	Standard Deviation
Sig.	Significant Value
TV	Television

## List of Tables

<i>Table 1: The Result of Cronbach' Alpha Test</i> .....	21
<i>Table 2: Demographic Characteristics of Respondents</i> .....	22
<i>Table 3: Analysis of Reason to Purchase Men Skin Care Products</i> .....	26
<i>Table 4: The Interpretation of Mean</i> .....	27
<i>Table 5: Descriptive Analysis of Brand Loyalty</i> .....	28
<i>Table 6: Descriptive Analysis of Brand Awareness</i> .....	28
<i>Table 7: Descriptive Analysis of Brand Association</i> .....	29
<i>Table 8: Descriptive Analysis of Perceived Quality</i> .....	30
<i>Table 9: Descriptive Analysis of Overall Brand Equity</i> .....	31
<i>Table 10: Descriptive Analysis of Brand Preference</i> .....	32
<i>Table 11: Descriptive Analysis of Purchase Intention</i> .....	32
<i>Table 12: The Range of Strength of Correlation Value</i> .....	33
<i>Table 13: The Relationship between Brand Loyalty and Overall Brand Equity</i> .....	34
<i>Table 14: The Relationship between Brand Awareness and Overall Brand Equity</i> .....	35
<i>Table 15: The Relationship between Brand Association and Overall Brand Equity</i> .....	36
<i>Table 16: The Relationship between Perceived Quality and Overall Brand Equity</i> .....	37
<i>Table 17: The Relationship between Overall Brand Equity and Brand Preference</i> .....	38
<i>Table 18: The Relationship between Brand Preference and Purchase Intention</i> .....	39
<i>Table 19: Summary of Hypotheses Test</i> .....	42

## List of Figures

<i>Figure 1: Conceptual Framework</i> .....	14
<i>Figure 2: Awareness of Men's Skin Care Brand among Young Thai Male</i> .....	23
<i>Figure 3: Men's Skin Care Product Categories</i> .....	24
<i>Figure 4: Awareness of Men's Skin Care Product through Media Advertisement</i> .....	25

## 1. Introduction

Traditionally, the cosmetic industry has focused on an association with women consumers more than men consumers. The composition of cosmetic market is consisted of four competitive segments: hair care, perfume, make-up, and skin care. Most of the products that were emerged in the market are cosmetics and personal care product for women. (Pitman, 2005) According to U.S. Commercial Service (2007), Thailand is one of the Asian countries that have a highly competitive cosmetic market. Many firms and brands do a lot of investment for their promotional campaign in order to maintain their market share and encourage the industry. In addition, many marketers would like to focus on a new target due to the slow growth rate of women's product in Thai cosmetic industry. (U.S. Commercial Service, 2007) As Audrey, Cyrielle, & Quentin (2007) have argued, the business of men cosmetic is booming due to the increasing demand of men cosmetic products. According to research firm GfK, men's behavior is becoming more likely women shopping behavior (Teather. 1995 as cited in Kongsompong, 2004). Bocoock (1993) noted that "[m]en... are now as much a part of modern consumerism as women. Their construction of a sense of who they are, of their identity as men, is now achieved as much through style of dress and body care, image, the right 'look', as women" (Bocoock, 1993 as cited in Sturrock, F., & Pioch, E., 1998, p. 337). However, the consumers would concern not only on product value, but also on salesperson's service, business image, and brand equity during their purchase decision (Chi, Yeh & Chion, 2009). Therefore, the business marketers have to seek for their competitive advantages in order to operate and growth continuously. The authors found from previous studies that many factors could affect the consumers' behavior towards purchasing such as self-concept (Sirgy, 1982), brand equity (Cobb-Welgren et al., 1995; Myers, 2003), attitude (Farquhar, 1989; Souiden & Diagne, 2009) and brand preference (O'Cass & Lim, 2011).

However, brand is one of the most valuable assets and be a company's competitive advantage (Tong & Hawley, 2009). Purchasing the same products or brands or showing favor to a particular brand is a way consumers do to response to brands. The latter issue can lead a firm to have high market share and high profits (Chang & Liu, 2009). In addition, the company, which has a strong brand image, will lead to a positive influence on purchasing behavior (Gordon et al., 1993; McEnally and de Chernatony, 1999 as cited in Kuhn, Alpert & Pope,

2008). Most of the researchers and practitioners have emphasized how to create and manage strong brands (Keller, 1993; Aker, 1996; Helman et al., 1999; and Chang & Liu, 2009). As Yoo, Donthu & Lee (2000), and Kim, Knight & Pelton (2009) pointed out that “brand equity is the incremental utility or value added to a product by its brand name”. Chi et al. (2009) supported that business marketers should focus on increasing brand equity to create a value of particular brand into customers’ mind to gain a profit and market competitiveness when the business confront with intense competitive market. However, there is no meaningful if the brand has no meaning to the consumers (Cobb-Walgren et al., 1995). Furthermore, many marketers rely on advertising as primary tool to develop and contribute brand equity (Walker, 2002). Using celebrities in advertising for brand building is definitely affect consumers’ brand preference, brand attitude or brand awareness, brand association, brand loyalty and purchase intentions (Joshi and Ahluwalia, 2008; Ohanian, 1991; White, 2000 as cited in Nelson, 2010). Therefore, it is necessary to study how brand can build the value to consumers’ mind, how it relates to purchasing intentions among consumers’ choice, and this currently research.

### **1.1 Young Thai Male and Skin Care Product**

As we mentioned earlier, the demand of men’s cosmetic products are increasing. Men tend to go to shopping more than ever before and become as brand-conscious as women (Kongsompong, 2004). Nowadays the change of attitude and behavior among Thai men have stimulated the growth of men’s cosmetic market, especially the personal care market and skin care market that were continually growing (Business Thai,2004). The result of research from 1999 to 2002 by AC Nielsen (Thailand) Company supported that the male population in Thailand, between 18-24 years old, has spent more money in cosmetic products such as cleansing, facial cream and body lotion (Business Thai, 2004). Moreover, Leo Burnett (Thailand) Company Limited found that Thai males are taking more and more an active interest in skin care, especially young male because they would like to have a good appearance (Business Thai, 2004). The young people aged between 15 to 30 year olds in 2011 can be classified as Generation Y who has a characteristic or lifestyles as materialistic, brand orientated, risk-takers, and keen on business (Evan et al., 2009). These groups of people are an important segment for the market since they represent as a major group of people who has more power in spending the money (Kumar & Lim, 2008). Moreover, these consumers are media and brand savvy as they can speedily see through a hype and are

attracted to brands. Young people think of themselves as highly expressive, their opinion is very important, and they want to be involved in brand decisions. (Marianne & Katherine, 2007) Speece (1998) found out that “80-85 percent of consumers in Bangkok have brand loyalty to low involvement products but did not act as a single brand loyalty”. They tend to try a new product and switch among brands easily (Suvachart, 2001 as cited in Ponbamrungwong & Chandsawang, 2009). However, the consumers’ behavior between men and women are different, as men do not change their brands frequently, unlike women (Fukuda, 2006). With many reasons that may influence to consumers behavior and purchasing intention, these lead the authors to have a deep investigation of the association of brand equity towards purchasing intention of men’s skin care product among young Thai male.

## **1.2 Problem Statement**

Nowadays, men concern more about their image than ever before. This behavior is becoming a new trend in the cosmetic market. Within countries in the Asia-Pacific region, Thailand is one of the fast growing cosmetics industry, particularly in the male skin care market. (Sukato & Elsey, 2009) However, the authors found that most of scientific studies concentrate on women products within the cosmetic industry. There are a few studies within male cosmetic market, despite the demands of cosmetic products are increasing among men as well as women (Schlessinger, 2007; Mounghem & Surakiatpinyo, 2010). Although some researchers have studied on cosmetic market, but less attention was given to research on the men’s behavior and consumption towards men’s cosmetic products (Guthrie, Kim & Jung, 2008; Kумыkova, 2008; Ponbamrungwong & Chandsawang, 2009). Euromonitor’s research showed the growth of men’s skin care products could be seen a strong growth among men’s toiletries market (Euromonitor International, 2010). However, there is no existing research on brand equity within the men’s cosmetic industry, although many studies have identified several dimensions of brand equity (Aaker, 1996; Yoo et al., 2000; Atilgan, Aksoy & Akinci, 2005; Tong & Hawley, 2009; Ponbamrungwong & Chandsawang, 2009). Thus, the authors would like to study how brand equity can influence men’s purchasing intention towards skin care products for men.

### **1.3 Research Question**

Within the Asian market, a steady growth of men's skin care product occurs (Fukuda, 2006). This new trend causes interest to study. Doing so, the authors aim to figure out to what extent brand equity can influence Thai male in purchasing skin care products and how dimensions of brand equity such as brand awareness, brand loyalty, brand association and perceived quality, affect the purchasing process of young Thai male towards skin care products. In order to examine the association of brand equity with the purchasing of young Thai male towards men's skin care products the following research question can be stated

*How does brand equity associate with purchasing intention of young Thai male towards men's skin care products?*

As mentioned before, there is a lack of studies on brand equity towards male cosmetic industry, especially among skin care products in Thailand (Aaker, 1996; Yoo et al., 2000; Atilgan, Aksoy & Akinci, 2005; Tong & Hawley, 2009; Ponbamrungwong & Chandsawang, 2009). Therefore, this research could be very helpful for other researchers to develop studies in the addressed or other industries.

### **1.4 Strategic Question**

Men's cosmetic industry is very attractive for the marketer to extend the company's product in this market. Although the availability of men's product is not very broad, the market is growing continually since years. It could be an opportunity for marketers and their company's brands to enter into this new market (Positioning Magazine, 2010). However, customers have a different shopping behavior, different attitudes, different preferences and different perceptions. Chang & Liu (2009) have argued that "[b]uyers respond to branding by purchasing the same products or brands or by showing preference towards a particular brand, bringing firms higher market share, higher profits, or share value". Therefore, the following strategic question can be derived.

*How can marketers be more efficient in addressing men's skin care products towards Thai male using brand equity as driving tool?*

## **1.5 Purpose**

The objective of this study is to examine how brand equity can influence purchasing intention among Thai male towards skin care products. The study measures the equity of brand and identifies the impact of brand equity on brand preference and purchase intentions. The authors would like to investigate these relationships among men's skin care brand on young Thai male since there are fewer studies on male cosmetic products such as customer's behavior (Audrey et al., 2007), attitudes and motivation (Soudien & Diagne, 2009), or factors towards men's skin care and marketing mix (Moungkhem & Surakiatpinyo, 2010). Moreover, the existing research about brand equity has limited only in other industries such as apparel industry, beverage industry or service industry. The authors hope that this study may contribute to a better understanding of purchasing intentions of young Thai Male within the skin care industry. In addition, we aim to measure the importance of branding and men's behavior in the cosmetic market in Thailand.

## **1.6 Target Audience**

This research is worthwhile and directly related to people who are responsible for the management, sale, and marketing in the cosmetic industry, especially in Thailand. The outcome of this study can be beneficial for marketers to enhance understanding market and consumers' needs to manage the marketing activities effectively. Furthermore, this paper can contribute to other researchers who are interested in studying on brand equity or on cosmetic industry, based on the findings, analysis and recommendation of this research.

## **2. Literature Review**

According to Fisher (2007), a literature review is used to explain the reader the range of definitions and concepts that are available within relevant literature and then choose one that seems to you the best suited for your research project (p.126). Therefore, the relevant literature which supports to this research topic will be presented in this chapter. In addition, the relationship between each variable among the addressed topic will be described. Finally, hypotheses will be developed to test concepts and theories on gathered primary data.

### **2.1 Research Concepts**

According to Ghauri & Cateora (2010), companies use brand as a tool to communicate their marketing strategy and position to the markets and consumers. A brand can be defined as a “name, term, sign, symbol or design of combination of them, which is intended to identify the goods or services to differentiate them from those of competitors” (Kotler, 2000, p.188). Customers use brands as an indicator to try or make a decision and intention to purchase new products (Ger et al., 1993). Many researchers and practitioners have studied on the value of a brand for a long time because the value can bring a long-term profit to a firm. Moreover, they have identified a role for brand equity, which could overcome challenges of brands have had previously (Faircloth, Capella, & Alford, 2001).

#### **2.1.1 Brand Equity**

Many leading companies today focus on brand equity in their marketing activities (Aziz & Yasin, 2010). Scholars and practitioners show an increasing interest on the subject of “brand equity” since the term emerged in 1980s (Aaker, 1991). It has been viewed from many perspectives (Aaker 1991; Farquhar 1989; Srivastava and Shocker 1991; Tauber 1988). A widely used definition in the marketing literature defines brand equity as the incremental utility or valued added by its brand to the product (Ghauri & Cateora, 2010, p.297; Yoo, Donthu, & Lee, 2000; Keller 1993; Farquhar, 1989). Aaker (1992) defines brand equity “a set of brand assets (and liabilities) linked to the brand’s name and symbol that add to (or subtract from) the value provided by a product or service to customers as well as to a firm” (p.28).

Several studies have discussed the significance of brand equity and the way to build and manage brand equity. Brand equity as a multidimensional concept was identified by Keller (2002). He separated brand equity into two components: awareness and association. Aaker's (1991) definition includes both perceptual and behavioral dimensions. Aaker also suggested that brand equity is able to create value through five key components: awareness, loyalty, association, perceived quality, and other proprietary brand assets such as patents, trademarks, and channel relationship. Aaker (1996) and Yoo & Donthu (2001) argued that among these five brand equity categories, "brand equity was related to only four principle dimensions: brand awareness, brand loyalty, brand association, and perceived quality". Myers (2003) supported using both consumer perception and action can be an advantage for single marketing to do a measurement of brand equity. A brand management could be successful if the consumers absolutely understand brand equity (Tong & Hawley, 2009). Therefore, the four dimensions of brand equity, which are based on Aaker (1996) framework, will be presented in the following.

- ***Brand Loyalty***

According to Aaker (1991), brand loyalty is the measurement of an attachment of customer toward a brand. Brand loyalty is represented as a core value of a brand (Moisescu, 2008). The American Marketing Association (1960) defines brand loyalty as "the situation in which a consumer generally buys the same manufacturer-originated product or service repeatedly over time rather than buying from multiple suppliers within the category" or "the degree to which a consumer consistently purchases the same brand within the product class". Oliver (1997) pointed out that the consumer tends to be loyal towards a particular brand when consumers intend to purchase a particular brand as their first choice (as cited on Tong & Hawley, 2009). Loyal customers can be described as long-term customers. They are less likely to switch to others brands. Loyal customers tend to repurchase the same brand more frequent than general customers do. (Bowen & Shoemaker, 1998; Ponbamrungwong & Chandsawang, 2009) Although loyalty can refer to repurchase behavior, many researchers defined the attitude of loyalty as the psychological commitment to a particular brand (Aaker, 1991; Assael, 1998; Oliver, 1999; Prus & Brandt, 1995; Farr & Hollis, 1997 as cited in Chi et al., 2009). Hence, the frequency of buying the same brand does not mean that the customers tend to have behavioral loyalty (Chi et al., 2009).

- ***Brand Awareness***

Aaker (1991) noted that “[b]rand awareness is the ability of prospective buyer to identify that a brand is a component of a certain product category” (p.61). The strength of a brand in a consumer memory can lead the consumers’ ability to identify the brand in different situation (Rossiter and Percy, 1987 as cited in Keller, 1993). Brand awareness plays an important role towards consumers’ decision-making since it could stress the brand and perception of quality into the customers’ memory and lead to the purchase decision process (Keller, 1993; Macdonald & Sharp, 2000). Furthermore, a purchase intention is more easily triggered, if the consumer is aware of the brand through the brand communication (Rossiter & Percy, 1987 as cite in Macdonald & Sharp, 2003). There are several levels to reflect the awareness of brand in customers’ mind “such as brand recognition, brand recall, brand leadership (top of mind), brand dominance (the only brand recalled) or brand knowledge (what the brand stands for is very well known by consumers)” (Aaker (1996) as cited in Moisescu, 2009, p.104). Brand awareness can be a brand’s competitive advantage due to the familiarity level that consumers perceived towards particular brand (Moisescu & Gica, 2007). Therefore, brand awareness is critical for customer to achieve the purchasing decision as customers purchase the brand they have heard or choose the brand that they have known and then buy only the familiar and well-known brands (Keller, 1993).

- ***Brand Association***

Brand association is defined differently in many literatures. Aaker (1991) defined brand association as “anything that linked in memory to a brand”. Peter (2007) has shown that, “[t]he association reflects the fact that products are used to express lifestyles, whereas other associations reflect social positions, professional roles, product applications, people who might use the product, the stores that carry the product, or salespeople who handle the product or even the country of origin”. The latter dimension can help to create a unique image of a brand or a product (Biel, 1991). According to Evans et al. (2006, p.138) “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”. Hence, brand image is seen as the perceptions of consumer towards a particular brand, which is reflected by the brand association in the memory of buyer (Dobni

& Zinkhan, 1990; Herzog, 1963 and Newman, 1957 as cited in Keller 1993). It is represented as a barrier of entry to the market since the consumers usually consider the strong brand image during buying decision process. Regarding to Moisescu & Gica (2007), they claimed that brand association plays an important role for both marketers and consumers. Marketers use brand association as a tool “to differentiate, position and extend brands, to create positive attitudes and feelings towards brands, and to suggest attributes or benefits of purchasing or using a specific brand”, while consumers use brand association as a way to memorize the information about particular brand or product in order to help them in purchasing decision. (Moisescu & Gica, 2007)

- ***Perceived Quality***

Perceived quality represents a certain level of quality, which consumers relate to a particular brand (Moisescu & Gica, 2007). Zeithaml (1988) defined perceived quality as an individual’s subjective judgment about a product’s quality, which is based on an individual product experience, unique needs and consumption situations (as cited in Yoo et al., 2000). Perceived quality is an overall feeling about the brand, which consumers associate with the quality or advantage of the product (Aaker, 1999). Consumers can perceive the quality through direct experience in using a brand or product, through the communication with other users, or through the effort of company to promote the brand (Moisescu & Gica, 2007). However, Farquhar (1989) stated that “quality is the cornerstone of a strong brand”, which leads to higher brand equity. In order to achieve a positive evaluation by consumer, a company has to create a brand that delivers “superior performance to the consumer” (Farquhar, 1989). Moisescu & Gica (2007) argued that “[t]he strong brand is regularly considered to have a high quality...”. Perceived quality is the perception of product quality and superiority in the customer’s mind, which can lead to the consideration of purchase decision (Ponbamrungwong and Chandsawang, 2009).

### **2.1.2 Brand Preference**

Brand preference is conceptualized as the way to estimate consumer experienced towards brand (Anselmsson, Johansson & Persson, 2008). The consumer brand preferences are the step in understanding consumer choices. The marketers should know why a consumer prefers one brand rather than another brand. Many researchers argued that the memory-based

expectations of product attributes that are embodied by brands, celebrities, and product categories, lead to consumers' preferences (Misra & Beatty, 1990; McDaniel, 1999, as cited in Chedi, 2008). Reham and Ebrahim (2010) pointed out "[p]reference is believed to influence future consumer outcomes including intentions, willingness to buy and word-of-mouth". However, Chang and Liu (2009) explained that "[b]rand preference is the bias a customer holds toward a particular brand". In attribute perceptions, the use of attributes could bring to a favorable bias and an increase in brand equity (Myers, 2003). The importance of creating brand equity can bring the benefit of consumer brand preference and consumer purchase intention to the firm (Cobb-Walgren et al., 1995 and Myers, 2003 as cited in Chang & Liu, 2009).

### **2.1.3 Purchase Intention**

According to Chang & Liu, 2009, purchase intention was defined as a plan to purchase a particular brand with a considerable attention. In academic research, purchase intention is used to predict the purchase behavior (Schlosser, 2003 as cited in Morwitz, Steckel & Gupta, 2006). Nevertheless, it also becomes a significant concept in marketing (Morrison, 1979). Marketers have to concern about the prediction of customers' purchase behavior in order to do market forecasts, strategic decisions and other for both existing products and new products (Tirtiroglu & Elbeck, 2008). Predicted purchases are based on the actual purchase behavior, which is referred to as "intention to purchase" (Howard and Sheth, 1967 as cited in Tirtiroglu & Elbeck, 2008). Sun & Morwitz (2008) claimed that "[t]he widespread use of intentions to forecast actual purchasing relies on the strong assumption that intentions are good indicators of individuals' purchase behavior". Fishbein and Ajzen (1975, p. 368-369) mentioned that "if one wants to know whether or not an individual will perform a given behavior, the simplest and probably most efficient thing one can do is to ask the individual whether he intends to perform that behavior".

## **2.2 Relationship between Research Concepts**

Within this chapter, the authors will discuss the related literature of particular concepts in order to show the different relationships of brand equity, brand preferences towards purchase intentions that have been studied in previous research. Similarities, correlations and differences of concepts will be shown. Furthermore, the authors will argue the adaption of frameworks among these topics and formulate hypotheses.

### **2.2.1 Impact of Four Principle Dimensions on Brand Equity**

According to Aaker (1996), brand equity was strongly related to only four elements: brand association, brand awareness, brand loyalty, and perceived value. Yoo, Donthu & Lee (2000) explored the relationships between brand equity and selected marketing mix elements. Their finding showed that brand equity is positively related to brand loyalty, brand association with awareness and perceive quality. However, the relationships of perceived quality and brand associations to brand equity were much weaker than the relationship of brand loyalty to brand equity. A brand with high level in brand equity is correlated direct significantly with high advertising spending, high price, good store image, and high distribution intensity when discussed marketing mix element. In addition, Atilgan, Aksoy & Akinci (2005) examined the factors of brand equity in the beverage industry. This study is also based on Aaker's well-known conceptual framework. Atilgan et al. (2005) showed that brand loyalty is the most influence dimension of brand equity, which correspond to the previous findings of Yoo et al. (2000). However, the relationship between brand equity and brand awareness, brand association and perceive quality elements were not clear in this study. The findings, primary conducted data, and statistical tests did not provide enough support to the existence relationship.

The study of Tong & Hawley (2009) showed the investigation of brand equity model in the Chinese sportswear market. Tong & Hawley (2009) has retested the Aaker's model of brand equity by proposing the structural equation modeling to investigate the original relationships among four dimensions of brand equity and over all brand equity. This study has supported the research of Yoo et al. (2000), which shown that both brand associations and brand loyalty had a significant impact on brand equity as well as supported the view that brand loyalty helps explain the nature of brand equity. Nevertheless, the result did not support all dimensions of brand equity, since the empirical data and the statistical tests in this research provide negative relationship between perceive quality and brand awareness toward brand equity. The definitions of brand loyalty point to a direct relationship between brand loyalty and brand equity where brand loyalty is often known to be a core dimension of brand equity (Aaker, 1991). Based on this, then, the relationship between brand equity dimensions and brand equity is hypothesized as below.

*H10: Brand loyalty has no significant positive direct impact on brand equity*

*H1a: Brand loyalty has a significant positive direct impact on brand equity*

*H20: Brand awareness has no significant positive direct impact on brand equity*

*H2a: Brand awareness has a significant positive direct impact on brand equity*

*H30: Brand association has no significant positive direct impact on brand equity*

*H3a: Brand association has a significant positive direct impact on brand equity*

*H40: Perceive quality has no significant positive direct impact on brand equity*

*H4a: Perceive quality has a significant positive direct impact on brand equity*

### **2.2.2 Impact of brand equity on brand preference**

Cobb-Walgren et al. (1995) used difference categories and sample to conducted two studies in same research design. Two sets of brands consist of a service category (hotels) and a product category (household cleanser). Across the categories, the higher equity of brands in each category originated significantly greater on consumer preference and purchase intentions. Myers (2003) also showed a strong relationship between brand equity and brand preference as well, by conducted a longitudinal study on the high involvement soft drink category and using the top nine national soft drinks brands. Other researchers, de Chernatony et al. (2004) and Chang & Liu (2009), indicated that brand with high level of brands equity are associated with high customer satisfaction, loyalty and brand preference. Thus, brand equity can influence brand preference. We therefore come up with the following hypothesis:

*H50. Brand equity has no significantly positive direct impact on brand preference.*

*H5a. Brand equity has a significantly positive direct impact on brand preference.*

### **2.2.3 Impact of brand preference on purchasing intention**

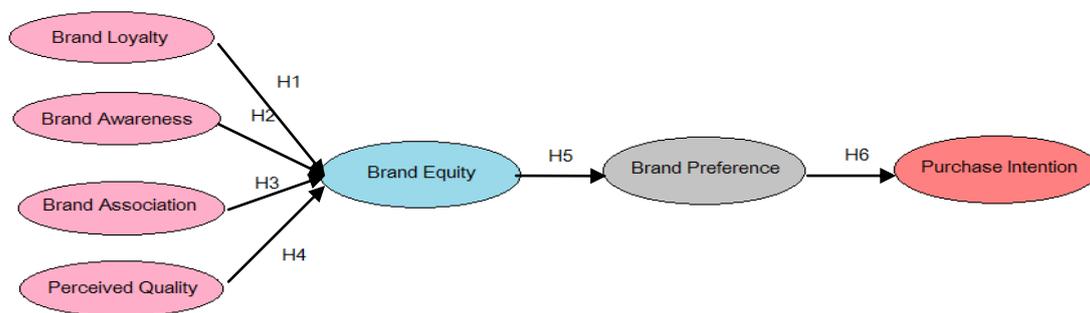
Cobb-Walgren et al. (1995) mentioned that the brands with the higher level of equity generated the higher usage intention. It could be implied that brand preference would reflect in purchase or usage intentions since brand equity reflect to brand preference. Moreover, O'cass & Lim (2001) investigated young Southeast Asian consumers' preferences and purchase intentions by focused on non-product brand associations proposed by Keller (1998), and test their effects on brand preference rating and purchase intentions toward different brands of fashion clothing. The data were collected in Singapore via a self-administered survey and showed the differential effects of brand preference and purchase intentions. The study did not provide the relationship between brand preferences and purchase intentions, which is the objective of current study. However, Devlin et al. (2002) and Hellier et al. (2003) presented a general model of repurchase intention, which aims to describe the extent to which customer repurchase intention is influenced by seven important factors. The relationship between brand preference and repurchase intentions was tested through a structural equation model (SEM). From these previous researches, brand preference has been identified as direct positive effects on customer repurchase intentions. Chang & Liu (2009) proposed a structural equation model by concentrated on service brands, show a good fit with the research construct and presented the impact of brand equity on customer preference and purchase intention as well. Hence, the following hypothesis of the relationship between brand preference and purchasing intention is proposed:

*H60. Brand preference has no significantly positive direct impact on purchasing intention.*

*H6a. Brand preference has a significantly positive direct impact on purchasing intention.*

### 3. Conceptual Framework

The conceptual framework is defining concepts based on different literatures and concentrates on the developing the relationships between these concepts (Fisher, 2007, p.122). Therefore, according to the figure below, the conceptualization is adopted from previous studies by integrating the developed framework of brand equity based on Aker (1996) and Cobb-Walgren et al. (1995) in order to measure the four principal dimensions of brand equity, and then examine the relationship of brand equity to consumer's preference and purchase intention towards men's skin care brand.



**Figure 1: Conceptual Framework**

**Source: Own illustration**

The above framework shows the relationships between four dimensions of brand equity and overall brand equity, which consists of brand loyalty, brand awareness, brand association and perceive quality. Next, this study shows the influence of the brand equity on brand preference and purchase intention. It is necessary to measure satisfaction with the brand in order to understand consumer-based brand equity profoundly (de Chernatony et al., 2004). This research focuses on the impact of brand equity's dimensions, brand equity, and brand preference towards young Thai males' purchase intention. Furthermore, this study could contribute to managers of men's skin care brand in order to understand men's perceptions of brand equity towards their purchase intention. As branding plays an important role in contemporary marketing, both brand managers and marketing planners should consider the relative importance of brand equity dimensions in their overall brand equity evaluation on their brand preference towards the purchasing intention.

## **4. Methods**

Selecting the right methodology is important for research, as it will affect the relevant information extract from the data. Jankowicz (1991) mentions that the most appropriate method and techniques for research depend on the research questions and its purposes. This chapter represents how the authors conducted the research in relation to the contexts of this research. There are many kinds of research methods to collect data such as interviews, questionnaire, panels, observation, documents and databases (Fisher, 2007, p.62). This chapter describes the methods used for this research, the research process, the research approach, the data collection and sampling process, questionnaire design, and reliability and validity as a final point.

### **4.1 The Research Process**

Topic selection is the first process of this study. The authors have high attention and consciousness of the significant in this field. After completing the topic, the purpose and problem statement of this topic came up before going to make discussions about relevant literatures. In the literature review process, the authors searched for concepts, theories and literatures, which could support this research by focused on consumer behavior and branding. Next, the authors provided the conceptual framework that could give an interconnection of each concept and then select the suitable research method, which cover an important data related to the research problem. After that, the author have collected and analyzed the data with corresponding theories. Finally, the conclusion and recommendation would be provided.

### **4.2 Research Approach**

The purpose of this research is to examine the association of brand equity of consumers' behavior and purchasing intentions of men's skin care product in Thailand. There are two approaches reasoning, which may result in the acquisition of knowledge that adopted in this study, namely inductive reasoning and deductive reasoning. According to Hyde (2000), Bryman (2008) and Greenspum (2010), "[i]nductive reasoning is a theory that starting with observations of specific instances and seeking to establish generalizations about the phenomenon under investigation, while deductive reasoning begins with a general ideas (such as theory, laws, principles) and based on them the hypotheses are formed, which can be

tested in order to support the general ideas". Hence, the authors employed a deductive research in the field of this study.

### **4.3 Research method**

According to Fisher (2007), research methods are divided into qualitative and quantitative methods (p.62). These two methods are applied in order to collect the data in this study. Qualitative research method is seeks less structured responses than quantitative research method (Ghauri & Cateora, 2010). In-depth information will be gathered from this research method by using an open-ended question or an in-depth interview that can reflect the respondent's thoughts, opinions, and feeling on the subject (Fisher, 2007, p.62; Ghauri & Cateora, 2010). However, the qualitative data cannot assess with the statistical methods while quantitative research method employed measurement (Ghauri & Grønhaug, 2010). Statistical tools is used to analyze the quantitative data into the result (Fisher, 2007, p.62). Quantitative research method is involved the use of structured question which are designed to get a specific response to aspects of the respondent's behavior, attitudes and demographic characteristic that can be presented with accurate estimations (Ghauri & Cateora, 2010). According to McDaniel & Roger (2002), to study the meaning of involving variables statistically, quantitative research is considered useful. Thus, quantitative approach is also applied in this research in order to collect the data, which based on qualitative research methods interpreted by the authors in order to measure the hypothesis and other related information. Hence, a questionnaire-based survey is used as a tool in collecting the data for this research.

### **4.4 Data Collection**

There is two-gathered information during this study, which are primary data and secondary data. In this study, the authors used a quantitative research method based on qualitative research methods interpreted by the authors to collect primary data. A survey conducted by using questionnaire in order to get the data from the focus group and use its result to analyze and draw a conclusion. The process of data collection will be represented in the following.

#### **4.4.1 Primary Data collection**

##### *Survey*

Gathered data from primary research will be used in order to measure and identify issues of the addressed topic and industry. Since the research method is solely based on inferential statistics, the designed questionnaire is an accurate and generalized representation of the field of study and it is a suitable means of measurement to produce the necessary numeric and mathematical representations (Fisher, 2007, p.156). Moreover, surveys are a kind of research, which is more inflexible than interviews and it suits for gathering ideas from a large population as it is placed in quantitative method (Bryman, 2008). The authors developed a questionnaire to ask young Thai males for studying their shopping behavior, their attitude towards men's skin care brands and their brand preference in the Bangkok area.

##### *Sample size*

As Fisher (2007) stated, "[t]he 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" (p.189). Moreover, the sample size must depend on the size of margin of error and the size of population, which we are going to take the sample. The accepted margin error should be +/- 5 percent. (Fisher, 2007, p.189) This implies that if there are 100 persons, the number of returned questionnaires should be 79. There are 5,701,394 registered people, which 2,709,568 people are males and 2,991,826 people are female registered inhabitants in Bangkok, Thailand (Department of Provincial Administration, 2011). Moreover, the Department of Provincial Administration (2011) revealed that there are 639,562 males with the age between 15 and 30 so the sample size should be 383 respondents regarding to Fisher (2007). Latter is in line with the theory of Krejcie and Morgan (1970) who state that the sample size should be up to 384 respondents regarding the mentioned facts. These numbers from two theories are also similar with the calculated sample size when using Taro Yamane's formula (1967). Taro Yamane generated the following formula.

$$\begin{aligned}
n &= (N) / (1+Ne^2) \\
&= 639,562 / (1+639,562*0.05^2) \\
&= 399.75
\end{aligned}$$

N = Number of Total Population (639,562)

n = Number of Sample Size

e = Sampling Error (designating to be at the 0.05 significant level)

\*Confidence level is 95% or 0.05 of level of significant are choose for this study

Hence, the sample size of the survey in this current study would approximately be 400 respondents and it believes to be controlled and collected within the limited time.

### ***Sampling frame***

As the research of US Commercial Service (2007) shows there are approximately 9 million males between the age of 15 and 30, 8 million males between the age of 31 and 45, and 5 million males between the age of 45 and 55 in Thailand that could be the potential buyers of cosmetic products (Phupoksakul, 2008). However, the study of Mounghem & Surakiatpinyo (2010) has indicated that younger generation tends to be more open to skin care products than older generation. Thus, young Thai male with the age between 15 to 30 years old could be the best target group and the biggest potential groups towards purchasing men's skin care products of this current research. Regarding the sample size of this research, 500 questionnaires are distributed to the young Thai male in Bangkok in order to consider a lack of responses or errors in filling out the questionnaire. The online survey sample size can be stated as 300. The questionnaire applied in this research has been posted at websites of several universities in Bangkok. The respondents were supposed to simply click on the provided link to the questionnaire. The software of the online survey will summarize the responses into charts and graphs automatically. However, the authors divided 200 questionnaires and distribute to the target group at different locations in Bangkok such as Siam Square and four universities in Bangkok..Siam square is a big shopping area in the Bangkok city center. There are several shoppers visiting to this shopping area per day.

Furthermore, Chulalongkorn University, Thammasart University, Kasetsart University and Assumption University are the four universities that are located in Bangkok. The target respondents were approached.

### *Questionnaires design*

Regarding Ghauri & Grønhaug (2010), a questionnaire is an effective tool to gather data, such as opinions and attitudes, and analyze cause-and-effect relationships (p.118). The authors establish questions based on the hypothesis of this study in order to measure variables that are influencing brand equity (overall brand equity = brand loyalty, brand awareness, brand association and perceived quality), brand preference and the intentions to buy skin care product. The questionnaire consists of 41 questions and is divided into 3 parts. Both open-ended questions and close-ended questions were used and all parts will be combined together in the same page as the authors do not disclose the theoretical concept such as brand loyalty and perceived quality in the questionnaire. The description below is to explain which question belongs to which part of the theoretical concepts.

#### *Part 1: Purchasing behavior*

In order to know the purchasing behavior of consumers towards men's skin care product, the authors create both open-ended questions and closed-ended questions. The first question is an open-ended question, which asks for the awareness of men's skin care brand. The questions numbers two to eight are created to study the consumer behavior towards men's skin care product as mentioned earlier. These questions concern about the brand knowledge and product's usage of target respondents. Moreover, the respondents would be asked for their opinion about the reasons of purchasing decision by giving the rank of each influencing factors within question number 9. In this part, frequency statistic techniques will be used.

#### *Part 2: Brand equity, brand preference and purchase intention*

Bradley (2007) mentioned that five rating "Likert scales" are unbiased and easy to answer so Likert scales were applied to this research questionnaire for asking the opinions or the attitudes of respondents towards men's skin care brand. Within this survey, the respondents

were asked to rate the brand A (favorite brand) on the 5-point scales of agreement-disagreement, which is anchored from 1 = ‘strongly disagree’ to 5 = ‘strongly agree’ (Fisher, 2007, p.195-196). A Likert scale was applied to question number 10-37 to study the respondents’ attitude toward brands (question 10-17 measure brand loyalty, question 18-21 measure brand awareness, question 22-27 measure brand association, question 28-31 measure perceive quality, and question 32-33 measure overall brand equity), their brand preference (question 34-36) and purchase intention (question 37). The respondent were instructed to read all the statements carefully and record their answers by mark the right answer of each item in accordance with their feelings, their attitudes or their opinions towards favorable brand name. In addition, the authors measure the relationship of variables by using the correlation and regression technique with SPSS, a statistical program to analyze data.

### *Part 3: General demographic*

The multiple-choice questionnaires were used here in order to collect the demographic information of the respondents covering age. Social class information includes education, occupation and income level (questions number 38, 39, 40, and 41). Again, the frequency statistic techniques will be use in this part.

#### **4.4.2 Secondary Data**

According to Steppingstones (2004), “[s]econdary data is information gathered for purposes other than the completion of a research project and also used to gain initial insight into the research problem”. Secondary data is useful: The researcher is able to find suitable information regarding the topic furthermore is able to better understand of issues concerning the topic (Ghauri and Grønhaug, 2010). The used secondary studies in this research are mostly academic journals. The databases of Mälardalen University, ABI/INFORM and Google Scholar were used for collecting secondary sources.

#### **4.5 Reliability and Validity**

The conducted primary data in this thesis is based on survey. The authors are confident that the sample size in this research is able to illustrate the purchasing behavior of the right target group in the market. Moreover, the authors collected secondary data by seeking suitable

articles and previous studies in the relevant field from the library databases. The chosen concepts, theories and questionnaires from scholars, who studied in parallel fields show the reliability and validity of this research. In addition, Cronbach's alpha coefficients were used to assess the internal consistency how the particular items are closely related in each hypothesis (Tong & Hawley, 2009). UCLA academic technology services (n.d.) argued that, "Cronbach's alpha is not a statistical test but it is a coefficient of reliability or consistency". The value of Cronbach's alpha for brand loyalty, brand awareness, brand association, perceived quality, overall brand equity and brand preference are 0.832, 0.797, 0.774, 0.674, 0.636 and 0.685 respectively. According to Sekaran (1992), the acceptable value of alpha should be about 0.60 or higher from 1.00. As a result, all 27 items within 6 constructs are acceptable in this study, which based on the result of alpha value.

<b>Variables</b>	<b>Cronbach's Alpha</b>	<b>N of Items</b>
<b>Brand Loyalty</b>	.832	8
<b>Brand Awareness</b>	.797	4
<b>Brand Association</b>	.774	6
<b>Perceived Quality</b>	.674	4
<b>Overall Brand Equity</b>	.636	2
<b>Brand Preference</b>	.685	3

*Table 1: The Result of Cronbach' Alpha Test*

*Source: Own Illustration*

## **5. Research Finding and Data Analysis**

In this chapter, the research findings will be presented and discussed. As seen 500 questionnaires were distributed to the target group in Bangkok, the authors got 401 completed questionnaires back. The authors will describe the overall outcomes based by using descriptive analysis. Moreover, the hypotheses will be verified according to statistical methods. First, the demographic characteristics of the respondents will be presented. Next to this the overall purchasing behavior of young Thai male who live in Bangkok will be shown. The attitude of our target group will be analyzed in order to demonstrate their purchasing intention and the implication between dimensions of brand equity, overall brand equity, brand preference and purchasing intention variables. Finally, the regression statistical methods will

be applied to prove the relationship between each variable in hypotheses. The latter can lead to assess the collected data.

### 5.1 Demographic characteristics of the respondents

Regarding the result of this survey, the majority of demographic characteristics from 401 respondents will be presented in the following table.

<b>Demographic Characteristics</b>	<b>Majority of Respondents</b>	<b>Frequency</b>	<b>Percentage (100%)</b>
Age	23-26 years old	166	41.4
Education Level	Bachelor's degree	262	65.3
Occupation	Private company staff	161	40.1
Income (Bath/Month)	10,001-20,000 Bath	121	30.2

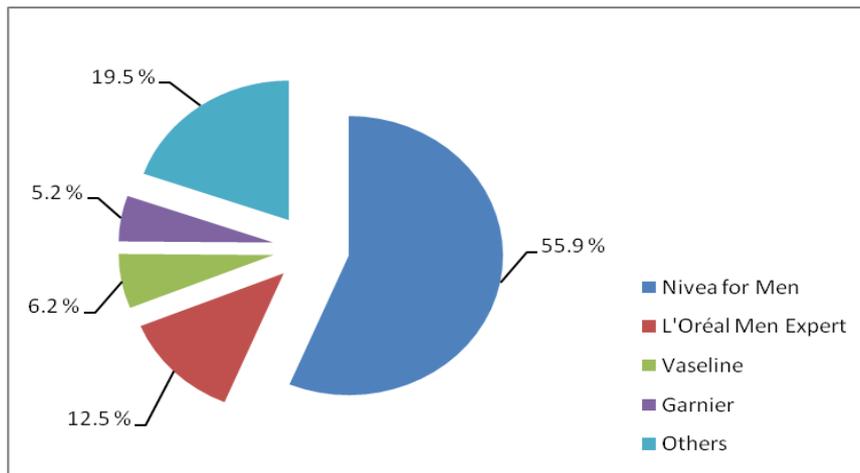
*Table 2: Demographic Characteristics of Respondents*

*Source: Own Illustration*

According to table 2, the result shows that the majority of male respondents are aged between 23 and 26 years old (30.2 per cent). The respondents have at least a college level education with bachelor's degree and master's degree (65.3 and 21.7 per cent respectively). Most of them are people who are working(40.1 per cent) or studying (34.9 per cent). The majority of respondents have a salary ranging from 10,001 to 20,000 Thai Baht per month (30.2 per cent), which indicates that their income is in the low to medium rate.

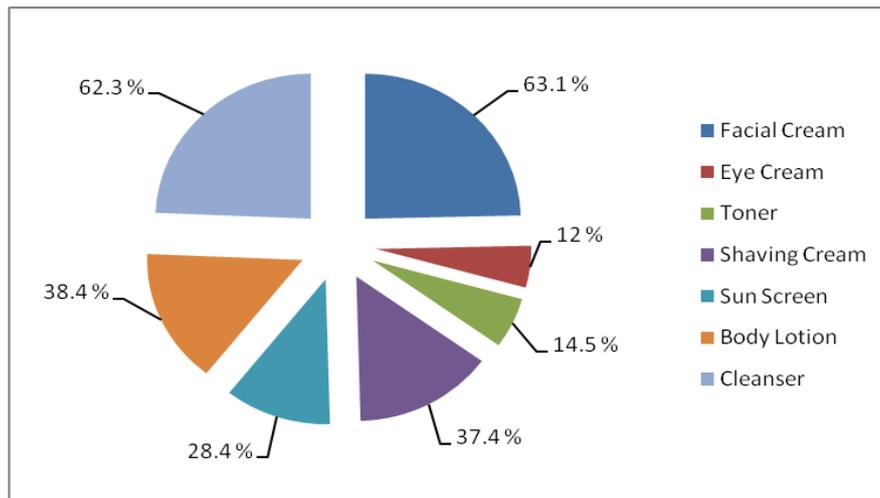
### 5.2 Purchasing behavior towards skin care product of respondents

According to the survey, the question number 1 and 7 were conducted to ask respondents for examining their awareness and their favorites of men's skin care brand. The results are shown in the following tables and figures.



**Figure 2: Awareness of Men's Skin Care Brand among Young Thai Male**  
**Source: Own Illustration**

Nivea for men is the market leader of men's skin care market in Thailand with 56 per cent of the total market share, while L'Oréal, Garnier, Vaseline and others have 23 per cent share, 16 percent share, 3 per cent share and 2 percent share respectively following the Nivea (Thansettakij, 2011). According to figure 3, it can be stated to an extent that the respondents recall the men's skin care brand or men's skin care product from their memory. The result indicates that the first brand of men's skin care product the respondents are aware of is Nivea, L'Oréal, Vaseline and Garnier respectively. Moreover, most respondents also select Nivea and L'Oréal (in the Appendix B, Q.7) to be the most favorite brand among men's skin care product. Consequently, the current result is consistent to the previous research of Brand Age (2005) and Thansettakij (2011), which shows that Nivea is the market leader of men's skin care product in Thailand and have strong brand awareness among young Thai male in Bangkok. Furthermore, the types of men's skin care product (see figure 4) were asked in order to examine the young Thai male usage of men's skin care product.

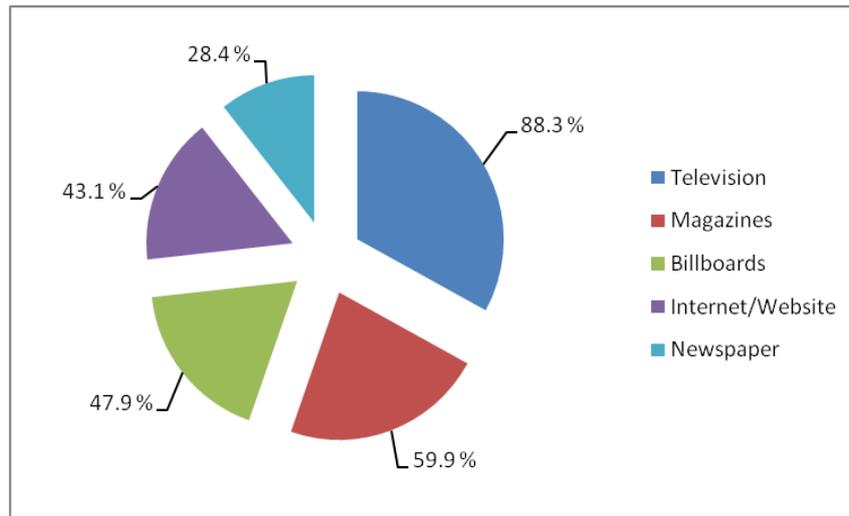


**Figure 3: Men's Skin Care Product Categories**

**Source: Own Illustration**

Regarding the usage of men's skin care products, there are 89 per cent of respondents who have used men's skin care product before. The top three of men's skin care products that the respondents have used, are facial cream, cleanser, and body lotion, which nearly reached 63.1 percent of the total respondents (n=253). Moreover, the main reason for using men's skin care product among young Thai male are to have a healthy skin, a good appearance and to reduce pimples (34.7 per cent, 19.5 per cent, and 19 per cent respectively). These reasons are consistent with previous research as we mentioned above: "Thai males are taking more and more an active interest in skin care, especially young male because they would like to have a good appearance" (Business Thai, 2004). In addition, the frequency of purchasing men's skin care product is moderate to high, which support that young Thai males are more and more interest in skin care. The result indicates that the majority of respondents purchase men's skin care product for own usage just once in three months (35.2 per cent), followed by once a month (31.9 per cent), once in six months (8.7 per cent), more than once a month (8.2 per cent) and once a year (3.2 per cent).

Since marketers usually focus on media advertising as a tool to contribute and develop brand equity (Walker, 2002), the authors were interested in getting to know if the respondents show awareness of men's skin care products through media. Within this survey, it can be shown that 96 per cent of the respondents have seen the advertising of men's skin care product before.



**Figure 4: Awareness of Men's Skin Care Product through Media Advertisement**

**Source: Own Illustration**

Interestingly, almost all of respondents have seen advertisement of men's skin care product. 88.3 per cent of respondents have seen the advertisement via television, whereas almost 60 per cent and 48 per cent of respondents have ever seen through magazines and billboards respectively. Clark, Doraszelsk & Draganska (2009) argued that advertising has an effect to consumer's attitude and brand awareness. Hence, this result shows that young Thai male have perceived the information or have been aware of a men's skin care product or brand from media advertising. Moreover, TV commercial is seen as the best tool to communicate or convey the message to consumers for enhancing brand attitude and brand awareness of men's skin care product. However, there are many reasons that can influence purchasing decision towards men's skin care brand among young Thai male. Therefore, the respondents were asked for the reasons of their purchasing decision if they have a plan to buy men's skin care products by ranking in each item to show their own opinion.

<b>Reason Statement</b>	<b>Mean</b>	<b>SD</b>
Q1 Product Quality	4.54	0.886
Q2 Brand	3.62	1.032
Q3 Advertising with Celebrities	2.43	1.177
Q4 Beauty Advisor	2.78	1.149
Q5 Price	3.60	1.042
Q6 Sale promotion	3.11	1.180

Notes: Q1-Q6 = item 1-6, SD = Standard Deviation

***Table 3: Analysis of Reason to Purchase Men Skin Care Products***  
***Source: Own Illustration***

Regarding table 3, the reasons that influences of young Thai male in Bangkok in purchasing skin care products were presented. The top three reasons that they emphasized are product quality (Q1=4.54), brand (Q2=3.62) and price (Q5=3.60). This result implies that product quality is the most significant factor that young Thai male will consider when they want to buy men's skin care product. Moreover, young Thai male also consider branding as another important factor, so the authors assume that the reputation and the image of men's skin care brands are able to influence the consumers' perception in purchasing decision process. Hence, the marketers should concern to improve their product quality regularly as well as to enhance its brand reputation and brand image. However, the advertising with celebrities as derived from the survey (Q3=2.43) is unimportant or has less influence on purchasing decision among young Thai male. Therefore, the use of celebrities in men's skin care advertisements cannot easily influence the consumers' quality perception (Clark, Doraszelski & Draganska, 2009), which is in line with the result in table 8.

### **5.3 Results for Relevant Research Variables**

The collected data that was ranked from 1 to 5 (strongly agree to strongly disagree), which explains the frequency distribution and calculates the arithmetic mean and the standard deviation. For the frequency distribution, each range would be equal to 0.8 ( $4/5=0.8$ ). Therefore, the 5-ranking data analysis would base on the following interpretation of mean table.

Range of Mean	Interpretation	Interpretation
4.21-5.00	Strongly Agree	Most Important
3.41-4.20	Agree	Important
2.61-3.40	Neutral	Neutral
1.81-2.60	Disagree	Unimportant
1.00-1.80	Strongly Disagree	Less Important

**Table 4: The Interpretation of Mean**

**Source: Own Illustration**

According to Q10-Q37 in the appendix B, the descriptive statistics indicate the relevant research variables. There are 8 items of attitude toward Brand Loyalty, 4 items of attitude toward Brand Awareness, 6 items of attitude toward Brand Association, 4 items of attitude toward Perceive Quality, 2 items of attitude toward Overall Brand Equity, 3 items of Brand preference, and 1 item of Purchase Intention.

Brand Loyalty ( $\alpha = 0.832$ )		Mean	SD
BL1	Brand A is definitely my first choice when choosing among different men's skin care brand.	3.85	1.008
BL2	I would recommend brand A to my family and my friends.	3.65	0.981
BL3	I am still willing to buy brand A although the price of brand A tends to be higher.	3.55	1.081
BL4	I prefer to buy brand A although other brands have a special promotion.	3.58	1.120
BL5	I will keep on buying brand A as long as it provides me satisfied skin care products.	4.19	0.943
BL6	I insist to buy brand A even though other brands are as good as brand A.	3.39	1.115
BL7	I would not switch to other brands even though the beauty advisor recommends me.	3.01	1.092
BL8	I consider myself to be loyal to brand A.	3.22	1.078
Overall mean of Brand Loyalty		3.56	0.715

Notes: BL1-BL8 = item 1-8,  $\alpha$  = Cronbach's alpha, SD = Standard Deviation,  
Brand A means the favorable brand.

**Table 5: Descriptive Analysis of Brand Loyalty**

**Source: Own Illustration**

According to Suvachart (2001) noted that “Thai consumers are innovators characteristic who tend to easily switching the brand and are more eager to try new product, or in the other word, they are not brand loyalty” (as cited in Ponbamrungwong & Chandsawang, 2009). Moreover, the authors found that Thai male consumers have less brand loyalty in cosmetic products (Manager Daily, 2007). However, in table five, the value of the means indicates moderate-to-high mean scores at 3.01 to 4.19. This means that young Thai male tend to have a positive perception of loyalty towards men's skin care brands. In addition, the fifth item (BL5) “I will keep on buying brand A as long as it provides me satisfied skin care product” shows the highest mean level at 4.19, which implies that young Thai male tend to commit to a specific brand. Therefore, Thai men tend to have a high level of loyalty towards brand if particular product or brand can satisfy them (Marketeer, 2003).

<b>Brand Awareness (<math>\alpha = 0.797</math>)</b>		<b>Mean</b>	<b>SD</b>
AW1	I am automatically knew which brands of skin care to buy.	3.43	1.139
AW2	I can recognize brand A quickly among other competing brands.	3.68	1.068
AW3	I always have brand A in my mind when I think of skin care product.	3.71	1.023
AW4	I can quickly recall the symbol or logo of the brand A.	3.72	1.063
Overall mean of Brand Awareness		3.63	0.847

Notes: AW1-AW4 = item 1-4,  $\alpha$  = Cronbach's alpha, SD = Standard Deviation,  
Brand A means the favorable brand.

**Table 6: Descriptive Analysis of Brand Awareness**

**Source: Own Illustration**

Brand awareness plays an important role towards consumers' decision-making., because the brand and perception of quality in customers' memory lead to the purchase decision process. (Keller, 1993; Macdonald & Sharp, 2000) In this part, table six signifies the relatively high

degree of brand awareness of young Thai male with the ranks 3.43 to 3.72. The result also shows that young Thai male can quickly recall the symbol or logo of their favorite brand of men's skin care product. The favorite brand easily appears in their memory when they think of men's skin care product rather than a competing brand. Moreover, brand awareness is critical for customers to achieve a purchasing decision. Customers purchase the brand they have heard of or choose the brand that they know: familiar brand or well-known brand (Keller, 1993). From the result of the survey, it can be implied that target customers are well familiar with men's skin care brands in the market. Latter can lead to a purchasing decision in the future. Hence, it is a good indication of brand equity establishment for some major brands.

<b>Brand Association (<math>\alpha = 0.774</math>)</b>		<b>Mean</b>	<b>SD</b>
AS1	Brand A has unique image when compared to competing brands.	3.49	1.005
AS2	I like the brand image of brand A.	3.47	0.977
AS3	Brand A is associated with "Real Men".	3.32	1.074
AS4	Brand A is associated with "Metrosexual".	3.01	1.078
AS5	I use brand A to define and express the "I" and "me" within myself.	2.93	1.116
AS6	I think other judge me as a person by a kind of brand I use.	2.73	1.196
	Overall mean of brand association	3.16	0.738

Notes: AS1-AS6 = item 1-6,  $\alpha$  = Cronbach's alpha, SD = Standard Deviation, Brand A means the favorable brand.

***Table 7: Descriptive Analysis of Brand Association***

***Source: Own Illustration***

Regarding Moisescu & Gica (2007), consumers use brand association as a way to memorize the information about particular brands or products in order to help them in a purchasing decision. Within a research result, the range of brand associations in table seven shows a neutral level from 2.73 to 3.49. It can be said that young Thai males have less association towards men's skin care brands. Moreover, the authors declare that most of men's skin care products are the brand extension of skin care brands for women (Positioning Magazine, 2010). This might be a reason that negatively affects the brand association among young Thai male. Consequently, the consumers cannot clearly perceive the image of men's

skin care brand as a product for real men or for women, although young Thai males show their satisfaction towards an image of favorable men’s skin care brand. In addition, the lowest mean level of brand association appeared in the item number five (AS5) “I use brand A to define and express the “I” and “me” within myself” and number six (AS6) “I think other judge me as a person by a kind of brand I use”, which are 2.93 and 2.73 respectively. These results show that the men’s skin care brands have less brand association among young Thai male in Bangkok. Hence, young Thai males in Bangkok cannot link their memory and their personality to men’s skin care brands and their brand image. They do not remember the information about a brand by relate themselves with brand image.

<b>Perceived Quality (<math>\alpha = 0.674</math>)</b>		<b>Mean</b>	<b>SD</b>
PQ1	The skin care products of brand A are extremely high quality.	3.81	0.967
PQ2	I usually trust a well-known brand because it uses celebrities and famous actors in an advertisement.	3.04	1.253
PQ3	The brand name of brand A indicated a good quality.	3.57	1.080
PQ4	The price of brand A would reflect to its quality.	3.50	0.998
	Overall mean perceived quality	3.48	0.768

Notes: PQ1-PQ4 = item 1-4,  $\alpha$  = Cronbach’s alpha, SD = Standard Deviation, Brand A means the favorable brand.

***Table 8: Descriptive Analysis of Perceived Quality***  
***Source: Own Illustration***

Regarding the table eight, the relatively high mean from 3.04 to 3.81 indicates that young Thai males have a strong perception towards the quality of men’s skin care brand. The highest mean scores are 3.81 and 3.57 of item number 1 (PQ1) “The skin care product of brand A is extremely high quality” and item number 3 (PQ3) “The brand name of brand A indicated a good quality”. The authors mentioned above that product quality is the most influence factor for making purchase decision. These results indicate that the quality of men’s skin care products is very important among young Thai male, when they perceive the favorable men’s skin care product as a high quality product. Furthermore, most respondents show their attitude to the relationship between price and quality of men’s skin care products

among young Thai male. The result shows that the price of men's skin care products can reflect to the product quality. However, the lowest scale in this ranks appear in the item number 2 (PQ2), which states that the respondents usually trust a well-know brand as it uses celebrities in an advertisement. This result shows that the use of celebrities in the men's skin care advertising is less significant among young Thai male as well as it cannot represent that the particular brand has high quality. Hence, the advertising cannot influence or change the consumer's quality perception (Clark, Doraszelski & Draganska, 2009).

<b>Overall Brand Equity (<math>\alpha = 0.636</math>)</b>		<b>Mean</b>	<b>SD</b>
BE1	I prefer to buy brand A, even if another brand has the same features and same quality.	3.49	1.027
BE2	Brand A is more than just a product for me.	2.92	1.125
	Overall mean of overall brand equity	3.21	0.907

Notes: BE1-BE2 = item 1-2,  $\alpha$  = Cronbach's alpha, SD = Standard Deviation, Brand A means the favorable brand.

***Table 9: Descriptive Analysis of Overall Brand Equity***  
***Source: Own Illustration***

The items in this section are indicated the respondents' opinion towards an overall brand equity. The result is quite high in BE1 (3.49): "I prefer to buy brand A, even if another brand has the same features and same quality" while the mean scales in BE2 (2.92): "Brand A is more than just a product for me" is quite low. These results show that young Thai males in Bangkok are actually committed with their favorable brand even other brands have same quality.

<b>Brand Preference (<math>\alpha = 0.685</math>)</b>		<b>Mean</b>	<b>SD</b>
BP1	I would consider brand A first when I decide to buy men's skin care product.	3.72	0.986
BP2	I am not interested in trying and purchasing other brands.	2.72	1.152
BP3	I think brand A is superior to other competing brands	3.31	1.024
	Overall mean brand preference	3.25	0.827

Notes: BP1-BP3 = item 1-3,  $\alpha$  = Cronbach's alpha, SD = Standard Deviation,  
Brand A means the favorable brand.

**Table 10: Descriptive Analysis of Brand Preference**

**Source: Own Illustration**

Consumer brand preferences are the step to understanding consumer choices as Reham & Ebrahim (2010) stated: "Preference is believed to influence future consumer outcomes including intentions, willingness to buy and word-of-mouth". From the research, brand preference represents its mean from 2.72 (BP2) to 3.72 (BP1), which are both moderate level. Young Thai males tend to consider favorite brands first when they intend to buy men's skin care products. Furthermore, we can conclude that most respondents think that the preference brand is better than other brands. However, the result shows that the tendency to purchase or try a new brand is quite high among young Thai male. Although they prefer the favorable brand as its first choice, they are interesting to try the new brand. This means that they tend to try a new product and switch among brands easily (Suvachart, 2001 as cited in Ponbamrungwong & Chandsawang, 2009). Hence, this can be a bias of young Thai male in Bangkok towards men's skin care brand as Chang and Liu (2009) mentioned, "[b]rand preference is the bias a customer holds towards a particular brand".

<b>Purchase Intention (<math>\alpha = \text{XXX}</math>)</b>		<b>Mean</b>	<b>SD</b>
PI1	I intend to purchase same brand that I have purchased before.	3.70	0.959

Notes: PI1 = item 1,  $\alpha$  = Cronbach's alpha, SD = Standard Deviation,  
Brand A means the favorable brand.

**Table 11: Descriptive Analysis of Purchase Intention**

**Source: Own Illustration**

Finally, table eleven shows the moderately high intentions of the young Thai male in Bangkok to purchase skin care products with the high mean level 3.7 (PI1), this implies that the respondents intend to purchase skin care product that they have used as long as the brand satisfy them.

## 5.4 Hypotheses Testing

The relationship between the dimensions of brand equity, overall brand equity, brand preference and purchase intention among young Thai male towards men skin care products have been investigated by doing a regression analysis. The regression analysis is an important part of statistical analysis, which was used to examine and form the relationship between two or more variables (Weibull, n.d.). The regression is used to describe the dependence of a variable on one (or more) explanatory variable(s), which has/have a one-way effect (Microbiologybytes, 2009) In this study, there is only one independent (“X” or Predictor) and one dependent variable (“Y” or Response variable) within each hypothesis test. Therefore simple linear regression analysis is the selected method to test the relationship between each variable in this currently research. In the regression application, the ANOVA table will show the level of significant. The significant level is used to reject the null hypothesis. In this study, the 95 per cent confidence interval is constructed. Therefore, the null hypothesis cannot be rejected at a 0.05 level. Furthermore, the outputs are shown in linear regression, which are the correlation coefficient (R) and the coefficient of determination ( $R^2$ ). The R-value is the correlation between predicted and observed value. The standardized coefficient beta value is used to interpret the correlation direction between independent variable and dependent variable, which can indicate how strong of relationship between independent and dependent variable (Zikmund, 2000). The beta scores were calculated as a measurement of how well Y can be predicted from the set of X scores (Cohen, Cohen, West, & Aiken, 2003). The range of strength of correlation value is presented as follows;

Range of Correlation	Description
<b>r = 0.10 to 0.29 or -0.10 to -0.29</b>	small (slight) relationship
<b>r = 0.30 to 0.49 or -0.30 to -0.49</b>	medium (moderate) relationship
<b>r = 0.50 to 1.00 or -0.50 to -1.00</b>	large (significant) relationship

*Table 12: The Range of Strength of Correlation Value*

*Source: Zikmund (2000)*

Whereas, R square (Coefficient of determinant) is the index that indicates the percentage of change in the dependent variable, which implies that the higher level of R square the higher accuracy of the equation that used to predict or forecast the results would be. Thus, the

general equation should have R square at least 0.75 levels (Haaland, 1989; Hu, 1999). In this chapter, all tested hypothesis would be described the result as the following;

***Hypothesis1***

*H10: Brand loyalty has no significant positive direct impact on brand equity*

*H1a: Brand loyalty has a significant positive direct impact on brand equity*

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.562 <sup>a</sup>	.316	.315	.75112

a. Predictors: (Constant), Brand\_Loyalty

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	104.166	1	104.166	184.630	.000 <sup>a</sup>
	Residual	225.111	399	.564		
	Total	329.277	400			

a. Predictors: (Constant), Brand\_Loyalty

b. Dependent Variable: Overall\_Brand\_Equity

***Table 13: The Relationship between Brand Loyalty and Overall Brand Equity***

***Source: Table According to SPSS***

In the table thirteen, the correlation between brand loyalty and overall brand equity is tested. Regarding the result, the null hypothesis (H10) is rejected because the significant score equals 0.00 (sig-value = 0.00 < 0.05), while the range of correlation is 0.562. This means that ‘Brand loyalty has a significant positive direct impact on brand equity’ in a large significant level. However, an adjusted R square shows the result at 0.315. Latter value means that there are other reasons, which might affect brand equity, except brand loyalty. Brand loyalty has an effect on brand equity to 31.5 per cent.

## Hypothesis2

*H20: Brand awareness has no significant positive direct impact on brand equity*

*H2a: Brand awareness has a significant positive direct impact on brand equity*

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.522 <sup>a</sup>	.272	.270	.77506

a. Predictors: (Constant), Brand\_Awareness

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.591	1	89.591	149.140	.000 <sup>a</sup>
	Residual	239.686	399	.601		
	Total	329.277	400			

a. Predictors: (Constant), Brand\_Awareness

b. Dependent Variable: Overall\_Brand\_Equity

**Table 14: The Relationship between Brand Awareness and Overall Brand Equity**

**Source: Table According to SPSS**

According to Table 14, the output in ANOVA table presents the relationship between brand awareness and overall brand equity. The result has shown the significant score at 0.00 (sig-value =  $0.00 < 0.05$ ) level, which means the null hypothesis is rejected. Moreover, R-value is at 0.522 levels, which mean that brand awareness has positive large (significant) direct impact on brand equity. However, an adjusted R square value indicated that brand awareness might influence on brand equity to 27 per cent, and 73 per cent is applied for other reasons.

## Hypothesis3

*H30: Brand association has no significant positive direct impact on brand equity*

*H3a: Brand association has a significant positive direct impact on brand equity*

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.553 <sup>a</sup>	.305	.304	.75706

a. Predictors: (Constant), Brand\_Association

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.594	1	100.594	175.514	.000 <sup>a</sup>
	Residual	228.683	399	.573		
	Total	329.277	400			

a. Predictors: (Constant), Brand\_Association

b. Dependent Variable: Overall\_Brand\_Equity

***Table 15: The Relationship between Brand Association and Overall Brand Equity***

***Source: Table According to SPSS***

In the table 15, the result of hypothesis test between brand association and overall brand equity is showed that the significant score is 0.00 (sig-value = 0.00 < 0.05), which therefore the null hypothesis is rejected. This means that ‘*Brand association has a significant positive direct impact on brand equity*’. Moreover, the analysis of the correlation between predicted and observed values can indicate that brand association and overall brand equity have a large significant relationship, which is based on R-value at 0.553. In addition, the adjusted R square equals 0.304. It might indicate that brand association might affect brand equity to 30.4 per cent.

***Hypothesis4***

*H40: Perceive quality has no significant positive direct impact on brand equity*

*H4a: Perceive quality has a significant positive direct impact on brand equity*

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.558 <sup>a</sup>	.311	.309	.75402

a. Predictors: (Constant), Perceived\_Quality

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	102.427	1	102.427	180.155	.000 <sup>a</sup>
	Residual	226.850	399	.569		
	Total	329.277	400			

a. Predictors: (Constant), Perceived\_Quality

b. Dependent Variable: Overall\_Brand\_Equity

**Table 16: The Relationship between Perceived Quality and Overall Brand Equity**

**Source: Table According to SPSS**

The relationship between perceived quality and overall brand equity was examined by the hypothesis test with regression analysis. The result is shown in Table 16, which the significant level equals 0.00. Therefore, the null hypothesis is rejected due to the level of significant less than 0.05 (sig-value = 0.00 < 0.05). This means that ‘*Perceived quality has a significant positive direct impact on brand equity*’ at the strong significant relationship due to the range of correlation at 0.558. However, perceived quality can determine the overall brand equity in 30.9 per cent due to the adjusted R square value.

**Hypothesis5**

*H50. Brand equity has no significantly positive direct impact on brand preference.*

*H5a. Brand equity has a significantly positive direct impact on brand preference.*

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665 <sup>a</sup>	.442	.441	.61872

a. Predictors: (Constant), Overall\_Brand\_Equity

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120.985	1	120.985	316.037	.000 <sup>a</sup>
	Residual	152.744	399	.383		
	Total	273.729	400			

a. Predictors: (Constant), Overall\_Brand\_Equity

b. Dependent Variable: Brand\_Preference

***Table 17: The Relationship between Overall Brand Equity and Brand Preference***

***Source: Table According to SPSS***

According to Table 17, the regression analysis is applied to examine the relationship between overall brand equity and brand preference. The result of hypothesis test shows that the level of significant is 0.00. Therefore, the null hypothesis (H10) is rejected since the significant level is less than 0.05. Furthermore, the model summary shows the value of correlation coefficient (R) and the coefficient of determination (R<sup>2</sup>) at 0.665 and 0.442 respectively. This means that ‘Brand equity has a significantly positive direct impact on brand preference’ with large significant relationship. Moreover, the adjusted R square is 0.441, then overall brand equity can influence on brand preference in 44.1 per cent.

***Hypothesis6***

*H60. Brand preference has no significantly positive direct impact on purchasing intention.*

*H6a. Brand preference has a significantly positive direct impact on purchasing intention.*

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.593 <sup>a</sup>	.352	.350	.773

a. Predictors: (Constant), Brand\_Preference

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	129.476	1	129.476	216.504	.000 <sup>a</sup>
	Residual	238.614	399	.598		
	Total	368.090	400			

a. Predictors: (Constant), Brand\_Preference

b. Dependent Variable: Purchase Intention - Continue to purchase the same brand

***Table 18: The Relationship between Brand Preference and Purchase Intention***

***Source: Table According to SPSS***

The hypothesis result of the relationship between brand preference and purchase intention is shown in the table 18 by regression analysis. The ANOVA table presents the significant level at 0.00. Hence, the null hypothesis is rejected because the level of significant is less than 0.05. Consequently, *“Brand preference has a significantly positive direct impact on purchasing intention of young Thai male in Bangkok towards men’s skin care products”*. Moreover, the result also show that the value of correlation coefficient equal 0.593, which mean that there is a large (significant) relationship between brand preference and purchase intention. In addition, adjusted R square shows the value at 0.350. This result means that purchase intention can be influenced by brand preference at 35 per cent.

## **6. Research Discussion and Conclusion**

In this chapter, the research discussion will be presented in order to explain the analysis data. The authors also give a conclusion and recommendation based on the empirical finding. However, there are some limitation in this study, which is represented in the following;

### **6.1 Research Discussion**

In this study, the findings completely support Aaker's model (1996) and Cobb-Walgren et al. model (1995), which the authors used for study the male skin care market in Bangkok, Thailand. We found that each dimension of brand equity has a significant effect on brand equity. This implies that brand awareness, brand association, brand loyalty and perceive quality are positively related to brand equity, which verifies several former researches such as Yoo et al. (2000) and Atilgan et al. (2005), except the study of Tong & Hawley (2009). The latter provided an investigation of brand equity in the Chinese sportswear market. The result of their study showed a negative relationship between perceived quality and brand awareness toward brand equity. Moreover, they have argued that having a high quality brand cannot guarantee a successful brand. However, the results in this study in terms of perceived quality and brand awareness are totally different. We found out that young Thai males have strong perception towards the quality of men's skin care brands. Furthermore, the favorite brand easily appears in the respondents' memory when they think of men's skin care product rather than other brands. This implies that the quality of products and good brand awareness are important for young Thai males, because it can lead to a purchasing decision in the future. Therefore, this current research is opposite to the previous research of Tong & Hawley (2009), as stated above. We can assume that this contradictory result happens, because these two researches conduct difference products, a different place and a different target group.

Another opposite result prevails when most of researches (Yoo et al., 2000; Atilgan, Aksoy & Akinci, 2005; Tong & Hawley, 2009) indicated that brand loyalty demonstrates the strongest impact, while others dimensions are weaker, especially perceived quality. These previous researchers conducted similar topics based on Aaker's well-known model (1991), but figured out different relationships between brand equity and other variables. For example, Yoo et al. (2000) explored the relationships between brand equity and selected marketing mix elements while Atilgan et al. (2005) examined the factors of brand equity in the beverage industry, and Tong & Hawley (2009) showed the investigation of brand equity model in the Chinese

sportswear market. However, the current research found a contradict result. The perceived quality indicates a strong impact on brand equity within the men’s skin care market, which therefore does not support all above previous researches, especially perceived quality demonstrates the weakest impact. Generally, skin care products are directly used on customers’ skin. Therefore, more skin problems may occur to customers’ skin, if this kind of product contains less quality. This is the fact that every skin care customers are normally concern.

Moreover, the current results show a strong relationship between brand equity and brand preference. This implies that a brand with a high level of brand equity are associated with brand preference, which corresponds to the previous findings of Cobb-Walgren et al. (1995), Myers (2003), de Chernatony et al. (2004), and Chang & Liu (2009). In addition, the relationship between brand preference and purchase intention has also been clarified in this research. The latter have a positive relationship as previous studies such as Cobb-Walgren et al. (1995), Devlin et al. (2002), Chang & Liu (2009) have shown. With such findings, brand equity can be considered as one significant factor that could create brand preference and purchase intention toward men’s skin care products among young Thai male consumers in Bangkok.

## 6.2 Conclusion and Recommendation

Consumers concern not only on product value. Moreover, consumers care about the saleperson’ service, the image of the addressed business and the brand equity (Chi, Yeh & Chion). In this study, the purpose was to examine the effect of four dimensions of brand equity, such as brand loyalty, brand awareness, brand association, and perceived quality. Next to that, the authors concentrated on the relationship of brand equity on brand preference and purchase intention. The study emphasizes on men’s skin care products among young Thai male due to the change of attitude and behavior among them and the growing of market. According to the developed framework of this study, the results are summarized as follows.

Hypotheses	Relationships	Results
H1	Brand loyalty → Brand equity	Supported
H2	Brand awareness → Brand Equity	Supported
H3	Brand association → Brand equity	Supported

H4	Perceive quality → Brand equity	Supported
H5	Brand equity → Brand preference	Supported
H6	Brand preference → purchase intention	Supported

***Table 19: Summary of Hypotheses Test***

***Source: Own Illustration***

Regarding table 19, the hypotheses of H1a, H2a, H3a, H4a, H5a, and H6a are all accepted. Thus, each dimension of brand equity, which consists of brand loyalty, brand awareness, brand association, perceived quality have an impact on brand equity, as well as brand equity was proving that it has an impact on brand preference and purchase intention. In addition, the findings of the impact of the dimension of brand equity show that an increase in all dimensions of brand equity would generate higher levels of brand equity. The results of our analysis indicate that brand loyalty and perceive quality would have a bigger impact on brand equity than brand association and brand awareness. Moreover, the impact of brand equity in its consequences supported the direct positive impact on brand preference and purchase intention. This could predicate that brands with a high value of brand equity would generate higher values of brand preference. Customers, who have a high degree of brand preference, show that they have more willingness to continue the purchasing in specific men's skin care brand. The latter might lead to purchase intentions.

In conclusion, the integrated framework of Aaker (1996) and Cobb-Walgren et al. (1995) is verified. It could be applied as a useful model for the men's skin care industry. The results show that young Thai males do not concern only on product value. They also are aware of the brand equity of the skin care brand, which as shown in the previous part affect to their brand preference and purchase intention. Although our findings were opposite to the study of Tong & Hawley (2009) in terms of the relationship between perceived quality, brand awareness and brand equity, the research purpose was achieved and supported several previous researches such as Yoo et al. (2000), Atilgan et al. (2005), Cobb- Walgren et al. (1995), Myers (2003), de Chernatony et al. (2004), Chang & Liu (2009), Devlin et al. (2002) and Hellier et al. (2003). This study confirms the relationship between brand equity, brand preference and purchase intention. Thus, brand equity should be assumed as the most important factor boosting the preference and purchase intention towards men's skin care brands.

### **6.3 Practical Implication**

Due to brand is one of the most valuable assets, it can be a company's competitive advantage (Tong & Hawley, 2009). Many researchers and practitioners have emphasized how to create and manage strong brands (Keller, 1993; Aaker, 1996; Helman et al., 1999; Chang & Liu, 2009). Among a high competitive and brand conscious market, building brand equity is important since brand equity is an incremental utility or a value added to a product by its brand name (Yoo, Donthu & Lee, 2000; Kim, Knight & Pelton, 2009). Brand marketers can benefit from this study due to the shown effects of the four dimensions of brand equity in order to develop effective strategies for the male skin care market. The authors of this study have been shown how a strong brand can be created and lead to a high level of brand equity. Empirical findings indicate the interrelation of young Thai male consumers' attitude and behavior towards a developed theoretical framework among brand equity and purchase intention. Thereby, two implications can be derived from the outcome of this study as guidance for brand managers and marketers. Firstly, marketing managers of men's skin care brands in Thailand should concentrate their efforts primarily on brand loyalty and perceive quality. As mentioned above, men tend to have a high level of loyalty towards brand if particular product or brand can satisfy them (Marketeer, 2003). Therefore, the marketers should consider the marketing strategies to create high brand loyalty and continually develop the quality of products. Improving brand loyalty among customers can lead to a long-term commitment to a certain brand. Moreover, loyal customers are less likely to switch to competing brands compared to non-loyal customers. This could increase sales volume and market share, supporting brand extensions, and strengthen the brand to compete. On the one hand, cultivating perceived quality represent an increasing level of quality that consumers are aware of. Perceived quality reflects a measure of product goodness and creates trust to firms, which can lead to the consideration of purchase decision. The latter can drive a company's financial performance. Thus, both brand loyalty and perceived quality are benefits to men's skin care firms to generate higher levels of brand equity (building strong brand), brand preference (creating re-purchase) and purchase intention. Secondly, this current research also found that using celebrity might not be an effective strategy to stimulate consumer purchase intentions toward men's skin care product among young Thai males in Bangkok. It can be said that the use of celebrities is finally not important enough to create trust, a positive attitude, and an increase of each dimension of brand equity. Therefore, the authors declare this result as contradiction, although previous research has shown that celebrities have ability

to influence or affects consumers towards purchasing. However, based on the findings above, celebrities just have slightly affects on consumer purchase intentions on skin care brands. This fact is contradictive with current statements of skin care companies in Thailand (Manager Daily, 2007; Thansettakij, 2011). Therefore, to create brand awareness and brand loyalty can be accomplished with the use other reference groups before spending a huge amount of money in advertising with celebrities.

## Reference List

### *Books*

- Aaker, D. A. (1996). *Building strong brands*. New York: A division of Simon & Schuster Inc.
- Aaker, D. A. (1991). *Managing brand equity*. New York: The Free Press.
- Bradley, N. (2007). *Marketing Research: Tools and Techniques*. New York, USA: Oxford University Press.
- Bryman, A. (2008). *Social Research Methods, 3rd Edition*. New York: Oxford University Press.
- Cohen, J., Cohen, P., West, S.G. & Aiken, L.S. (2003). *Applied multiple regression/correlation analysis for the behavioral sciences, 3rd edition*. Mahwah, NJ.: Lawrence Erlbaum Associates.
- Fishbein, M. & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior*. Philippines: Addison-Wesley Publishing Company.
- Fisher, C. (2007). *Researching and writing a dissertation: A guidebook for business students*. Harlow : Pearson education limited.
- Ghauri, P. & Grønhaug , K. (2010). *Research Methods in Business Studies, Fourth Edition*. London: Pearson Education Limited.
- Ghauri, P.N. & Cateora, P. (2010). *International Marketing, Third Edition*. Berkshire: McGraw-Hill Education.
- Haaland, P. D. (1989). *Experimental design in biotechnology*. New York: Marcel Dekker Inc.
- Hu, R. (1999). *Food product design: A computer-aided statistical approach*. Pennsylvania: Technomic Publishing Co.,Ltd.
- Jankowicz, A. D. (1991). *Business research projects for students*. London: Chapman and Hall.
- Keller, K. L. (1998). *Strategic brand mangement: Building, measuring, and managing brand equity*. Englewood Cliffs, NJ: Prentice-Hall.
- Kotler, P. (2000). *Marketing Management Millenium Edition, 10th Edition,*. Boston: Prentice-Hall, Inc.
- McDaniel, C.D. & Roger, G. (2002). *Marketing Research: The impact of the internet, 5th Edition,* . New York: Wiley.
- Oliver, R. L. (1997). *Satisfaction: a behavioral perspective on the consumer*. New York: McGraw-Hill.

- Sekaran, U. S. (1992). *Research Methods for Business: A Skill Building Approach, 3rd Edition*. Chichester: John Wiley & Son, Inc.
- Yamane, T. (1967). *Statistics: An introductory analysis, 2nd Edition*. New York: Harper and Row.
- Zikmund, W. G. (2000). *Business research methods, 6th Edition*. Dryden: Harcourt College Publishers.

### **Journals**

- Aaker, D. A. (1992). The value of brand equity. *Journal of Business Strategy*, 13(4) , 27-32.
- Anselmsson, J., Johansson, U., & Persson, N. (2008). The battle of brands in the Swedish market for consumer packaged food: A cross-category examination of brand preference and liking. *Journal of Brand Management*, 16(1-2) , 63-79.
- Atilgan, E., Aksoy, S., & Akinci, S. (2005). Determinants of the brand equity: A verification approach in the beverage industry in turkey. *Marketing Intelligence & Planning* 23(3) , 237-248.
- Audrey, B., Cyrielle, C., & Quentin, L. (2007). *The customer behaviour in the men's cosmetics market*. Halmstad: Halmstad University, School of Business and Engineering (SET).
- Aziz, N.A & Yasin, N.M. (2010). Analyzing the brand equity and resonance of banking services: Malasian consumer perspective. *International Journal of Marketing Studies*, 2(2) , 180-189.
- Biel, A. (1991). The 'brandscape': Converting brand image into equity. *Admap* , 41-46.
- Bowen, J.T. & Shoemaker, S. (1998). Loyalty: A strategic commitment. *The Cornell Hotel and Restaurant Administration Quarterly*, 39(1) , 12-25.
- Chang, H. H. & Liu, Y. M. (2009). The impact of brand equity on brand preference and purchase intentions in the services industries. *The Service Industries Journal* , 1687-1706.
- Chedi, C. R. (2008). *The influence of brand preference on brand image transfer:A research on brand event congruity in sponsorships*. Enschede: University of Twente Student.
- Chi, H.K., Yeh, H.R., & Chiou, C.Y. (2009). The effects of brand affect on female cosmeticsusers brand loyalty in taiwan. *The Journal of American Academy of Business, Cambridge*, 14(2) , 230-236.
- Cobb-Walgren, C.J., Ruble, C.A., & Donthu, N. (1995). Brand equity, brand preference, and purchase intention. *Journal of Advertising*, 24(3) , 25.

- de Chernatony, L., Harris, F. & Christodoulides G. (2011). Developing a brand performance measure for financial services brands. *The service industries Journal* .
- Devlin, J.F., Gwynne, A.L., & Ennew, C. (2002). Antecedents of service expectations. *The services Industries Journal*, 22(4) , 117-131.
- Faircloth, J.B., Capella, L.M. & Alford, B.L. (2001). The effect of brand attitude and brand image on brand equity. *Journal of Marketing Theory and Practice*, 9(3) , 61-75.
- Farquhar, P. (1989). Managing brand equity. *Marketing Research*, 1 , 24-33.
- Fukuda, M. (2006). Cosmetics and personal care products - Recent trend in the Asia Pacific markets. *Oil Palm Industry Economic Journal*, 6(2) , 29.
- Ger, G., Belk, R. & Lascu, D. (1993). The development of consumer desire in marketing and developing economies: the cases of Romania and Turkey. *Advances in Consumer Research* , 102-107.
- Hellier, P.K., Geursen, G.M., Carr, R.A., & Rickard, J.A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37(11/12) , 1762-1800.
- Hyde, K. F. (2000). Recognising deductive processes in qualitative research. *Qualitative market research: An international journal*, 3(2) , 82-89.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1) , 1-22.
- Kim, E.Y., Knight, D.K., & Pelton, L.E. (2009). Modeling brand equity of a u.s. apparel brand as perceived by generation Y consumers in the emerging korean market. *Clothing & Textiles Research Journal*, 27(4) , 247 - 258.
- Kongsompong, K. (2004). Gender issues in buying behavior: a cross-country analysis. *Journal of Business Administration*, 104 .
- Krejcie, R.V. & Morgan, D.W. (1970). Determining sample size for research activities. *Education and Psychological Measurement* , 607-610.
- Kuhn, K.L., Alpert, F. & Pope, N.L1. (2008). An application of keller's brand equity model in a B2B context. *Qualitative Market Research: An International Journal*, 11(1) , 40-58.
- Kumar, A. & Lim, H. (2008). Age differences in mobile service perceptions: comparison of Generation Y and baby boomers. *Journal of Services Marketing*, 22(7) , 568 - 577.
- Macdonald, E. & Sharp, B. (2003). Management perceptions of the importance of brand awareness as an indication of advertising effectiveness. *Marketing Bulletin*, 14 (2) , 1-11.
- Moiescu, O. I. (2009). The importance of brand awareness in consumers' buying decision and perceived risk assessment. *Management & Marketing Journal*, 7(1) , 103-110.

- Morrison, D. G. (1979). Purchase intentions and purchase behavior. *Journal of Marketing*, 43, 65-74.
- Moungkhem, C. & Surakiatpinyo, J. (2010). *A study of factors affecting on men's skin care products purchasing, particular in kalstad, sweden*. Kalstad: Kalstad University.
- Myers, C. (2003). Managing brand equity: A look at the impact of attributes. *Journal of product & Brand management*, 12(1), 39-51.
- Nelson, O. (2010). Celebrity advertising and its effectiveness on brand loyalty. *Interdisciplinary Journal of Contemporary Research in Business*, 1(9), 70-87.
- O'Cass, A. & Frost, H. (2002). Status brands: Examining the effects of non-product brand associations on status and conspicuous consumption. *Journal of Product and Brand*, 11(2), 67-88.
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39-52.
- Phupoksakul, N. (2008). *Asia-pacific cosmetics and toiletries market overview*. U.S. Commercial Service.
- Ponbamrungwong, A. & Chandsawang, S. (2009). *The impact of brand on thai female consumer in purchase decision of foreign makeup product*. Västerås: Mälardalen University.
- Sirgy, M. (1982). Self-concept in consumer behavior: A critical review. *The Journal of Consumer Research*, 9(3), 287-300.
- Souiden, N. &. (2009). Canadian and french men's consumption of cosmetics: a comparison of their attitudes and motivation. *Journal of Consumer Marketing*, 26(2), 97-109.
- Speece, M. (1998). Value orientation among Asia middle class consumers. *Marketing and Research Today*, 27(4), 156-165.
- Sturrock, F. & Pioch, E. (1998). Making himself attractive: the growing consumption of grooming products. *Marketing Intelligence & Planning*, 16/5, p.337-343.
- Sukato, N., & Elsey, B. (2009). A model of male consumer behaviour in buying skin care products in Thailand. *ABAC Journa*, 29(1), 39-52.
- Tirtiroglu, E. & Elbeck, M. (2008). Qualifying purchase intentions using queueing theory. *Journal of Applied Quantitative Methods*, 3(2), 167-178.
- Tong, X. & Hawley, J.M. (2009). Measuring customer-based brand equity: empirical evidence from the sportswear market in china. *Journal of Product & Brand Management*, 18(4), 262-271.

- Yoo, B. & Donthu, N. (2001). Developing and validating a multidimensional consumer based brand equity scale. *Journal of Business Research*, 52(1) , 1-14.
- Yoo, B., Donthu, N. & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Academy of Marketing Science Journal*, 28(2) , 195.

### Websites

- BrandAge. (2005). *Nivea for men boom (men's grooming)*. Retrieved May 16, 2011, from <http://www.brandage.com/Modules/DesktopModules/Article/ArticleDetail.aspx?tabID=2&ArticleID=1918&ModuleID=21&GroupID=754>
- Business Thai. (2004). *Business news: Metrosexual the new trend for men translated from thai "METROSEXUAL กระแสใหม่ธุรกิจเพื่อชายรักสวย"*. Retrieved May 12, 2011, from ARIP: <http://www.arip.co.th/businessnews.php?id=408462>
- Clark, C.R., Doraszelski, U. & Draganska, M. (2009). *The effect of advertising on brand awareness and perceived quality: An empirical investigation using panel data*. Retrieved May 27, 2011, from Stanford University, Graduate School of Business: <http://faculty-gsb.stanford.edu/draganska/documents/AnEmpiricalInvestigationoftheEffectofAdvertising.pdf>
- Daily, M. (2007). *Manufacturers aim to target men's market: Accelerating new product line - Replace the product at specific shelves translated from Thai "กลุ่มผู้ผลิตเครื่องสำอางผู้ชาย เร่งเปิดไลน์โปรดักส์-จัดทัพสินค้าขึ้นชั้นวางเฉพาะ"*. Retrieved May 26, 2011, from <http://www.gotomanager.com/news/printnews.aspx?id=61883>
- Department of Provincial Administration. (2011). *Bangkok population statistics*. Retrieved April 13, 2011, from Statistical Population translated from Thai "ข้อมูลสถิติเกี่ยวกับจำนวนประชากร": [http://203.113.86.149/cgi-bin/people2\\_stat.exe?YEAR=53&LEVEL=1&PROVINCE=10%23%A1%C3%D8%A7%E0%B7%BE% C1%CB%D2%B9%A4%C3&DISTRICT=&TAMBON=](http://203.113.86.149/cgi-bin/people2_stat.exe?YEAR=53&LEVEL=1&PROVINCE=10%23%A1%C3%D8%A7%E0%B7%BE% C1%CB%D2%B9%A4%C3&DISTRICT=&TAMBON=)
- Joshi, V. & Ahluwalia, S. (2008). *The impact of celebrity endorsements on consumer brand preferences*. Retrieved May 26, 2011, from Department of Business, Manipal University: [http://www.indianmba.com/Faculty\\_Column/FC706/fc706.html](http://www.indianmba.com/Faculty_Column/FC706/fc706.html)
- Manager Daily. (2007). *Manufacturers aim men's market: To extend the product lines & placing at the specific shelves translated from Thai "กลุ่มผู้ผลิตเครื่องสำอางผู้ชาย เร่งเปิดไลน์โปรดักส์"*

- ดักส์-จัดทัพสินค้าขึ้นชั้นวางเฉพาะ". Retrieved June 15, 2011, from <http://www.gotomanager.com/news/printnews.aspx?id=61883>
- Marketeer. (2003). *Men & Beauty translated from Thai "ความงามกับผู้ชาย"*. Retrieved May 25, 2011, from [http://www.marketeer.co.th/inside\\_detail.php?inside\\_id=2110](http://www.marketeer.co.th/inside_detail.php?inside_id=2110)
- Microbiologybytes. (2009). *Linear Regression*. Retrieved May 10, 2011, from <http://www.microbiologybytes.com/math/regression.html>
- Mohiuddin, O. (2010). *Procter & Gamble yet to benefit from market opportunities in mass men's toiletries*. Retrieved March 2011, 5, from Euromonitor Global Market Research Blog: <http://blog.euromonitor.com/2010/11/procter-gamble-yet-to-benefit-from-market-opportunities-in-mass-mens-toiletries.html>
- Moisescu, O. I. (2008). *A conceptual analysis of brand loyalty as core dimension of brand equity*. Retrieved April 29, 2011, from Social Science Research Network: [http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=1097716](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1097716)
- Moisescu, O.I. & Gica, O.A. (2007). *An analysis regarding descriptive dimensions of brand equity*. Retrieved May 10, 2011, from [www.mnmk.ro/documents/2007/2007-15.pdf](http://www.mnmk.ro/documents/2007/2007-15.pdf)
- Morwitz, V.G., Steckel, J.H., & Gupta, A. (2006). *When do purchase intentions predict sales?* Retrieved May 12, 2011, from [http://w4.stern.nyu.edu/emplibrary/Marketing\\_15-2006\\_Morwitz\\_Steckel\\_%26\\_Gupta.pdf](http://w4.stern.nyu.edu/emplibrary/Marketing_15-2006_Morwitz_Steckel_%26_Gupta.pdf)
- Pitman, S. (2005). *Male cosmetics mega trends embrace feminine values*. Retrieved March 2011, 11, from <http://www.cosmeticsdesign.com/Market-Trends/Male-cosmetics-mega-trends-embrace-feminine-values>
- Positioning Magazine. (2010). *Growing of men's beauty translated from thai " Men's Beauty ได้ได้อีก"*. Retrieved March 29, 2011, from <http://www.positioningmag.com/magazine/details.aspx?id=90406>
- Rham & Ebrahim. (2010). *Brand preference of Egyptian consumers*. Retrieved May 15, 2011, from Brunel University, West London: <http://www.brunel.ac.uk/329/BBS%20documents/PhD%20Doctoral%20Symposium%2010/RehamEbrahim.pdf>
- Steppingstones. (2004). *Research using secondary data sources*. Retrieved April 13, 2011, from Business Reference Library: [www.steppingstones.ca/artman/publish/article\\_60.shtml](http://www.steppingstones.ca/artman/publish/article_60.shtml)

- Thansettakij. (2011). *The explosion of men's skin care translated from Thai "ตลาดสกินแคร์ชาย ระเบิด"*. Retrieved May 15, 2011, from [http://www.thannews.th.com/index.php?option=com\\_content&view=article&id=60540:2011-03-25-03-26-03&catid=106:-marketing&Itemid=456](http://www.thannews.th.com/index.php?option=com_content&view=article&id=60540:2011-03-25-03-26-03&catid=106:-marketing&Itemid=456)
- U.S. Commercial Service. (2007). *Cosmetic and toileteries in market overview*. Retrieved April 12, 2011, from [www.buyusa.gov/hongkong/en/cosmetics.pdf](http://www.buyusa.gov/hongkong/en/cosmetics.pdf)
- UCLA: Academic Technology Services, Statistical Consulting Group. (n.d.). *SPSS FAQ*. Retrieved May 9, 2011, from <http://www.ats.ucla.edu/stat/spss/faq/alpha.html>
- Walker, D. (2002). *Building brand equity through advertising*. Retrieved May 2011, 26, from <http://www.ipsos.com/asi/sites/ipsos.com.asi/files/pdf/rc5.pdf>
- Weibull. (n.d.). *Hypothesis tests in simple linear regression*. Retrieved May 10, 2011, from [http://www.weibull.com/DOEWeb/hypothesis\\_tests\\_in\\_simple\\_linear\\_regression.htm](http://www.weibull.com/DOEWeb/hypothesis_tests_in_simple_linear_regression.htm)

## Appendices

### Appendix A: Questionnaire

#### Consumer Intention of Skin Care Brands Questionnaire

(แบบสอบถามพฤติกรรมความตั้งใจซื้อของผู้บริโภคที่มีต่อตราสินค้าหรือแบรนด์ของผลิตภัณฑ์ดูแลผิว  
สำหรับผู้ชาย)

This questionnaire has been developed by Mälardalen university student for EFO705: Master Thesis in semester 2/2011. Please give us some few minutes of your time to answer this questionnaire. All of your information will be treated with high confidentiality and use for education purpose only. Please complete all questions by mark in the  or space given below in the following question.

(การศึกษาและวิจัยในครั้งนี้เป็นส่วนหนึ่งของการทำวิทยานิพนธ์ ซึ่งแบบสอบถามนี้จัดทำขึ้นโดยนักศึกษาปริญญาโท คณะการตลาดระหว่างประเทศ (International Marketing) มหาวิทยาลัยแมลาร์ดาเลน (Mälardalen University) โดยข้อมูลจากท่านจะเป็นประโยชน์อย่างยิ่งและขอความอนุเคราะห์จาก ท่านในการตอบแบบสอบถามตามความเป็นจริง)

**Remarks:** Men's skin care products in this study are products such as facial cream, eye cream, toner, sun screen, body lotion, cleanser, shaving cream and so on. Target group is male shopper age 15-30 years old.

(หมายเหตุ : - ผลิตภัณฑ์ดูแลผิวสำหรับผู้ชาย ได้แก่ ครีมสำหรับหน้า, ครีมสำหรับรอบดวงตา, ครีมสำหรับโกนหนวด, โลชั่นทาตัว, ครีมสำหรับกันแดด, โฟมล้างหน้า, โทนเนอร์ และอื่นๆ / กลุ่มผู้ตอบแบบสอบถาม คือ ผู้ชายอายุตั้งแต่ 15-30 ปี)

**\* Required**

1. What is the **first** men's skin care brand you are aware of? (Specify only 1 brand) \*

( คุณรู้จักผลิตภัณฑ์ดูแลผิวสำหรับผู้ชายแบรนด์อะไร? (กรุณาตอบแค่ 1 แบรนด์))

Answer :

2. Have you ever seen advertisements for men's skin care product?

(2. คุณเคยเห็นโฆษณาของผลิตภัณฑ์ดูแลผิวสำหรับผู้ชายหรือไม่)

Yes (เคย)

No (skip to question 4) (ไม่เคย (ข้ามไปข้อ 4))

3. Where have you seen advertisements for men's skin care product? (You can choose more than one option)

(3. คุณเคยเห็นโฆษณาของผลิตภัณฑ์ดูแลผิวสำหรับผู้ชายจากสื่อใด (สามารถตอบได้มากกว่า 1 ข้อ))

Billboards (ป้ายโฆษณา)

Internet/Website (อินเทอร์เน็ต)

Magazines (นิตยสาร)

Newspaper (หนังสือพิมพ์)

TV (โทรทัศน์)

Other (Please specify.....)

4. Have you ever used men's skin care products before?

(4. คุณเคยใช้ผลิตภัณฑ์ดูแลผิวสำหรับผู้ชายมาก่อนหรือไม่)

Yes (เคย)

No (skip to question 9) (ไม่เคย (ข้ามไปข้อ 9))

5. What type of skin care product do you use? (You can choose more than one option)

(5. ผลิตภัณฑ์ดูแลผิวสำหรับผู้ชายชนิดใดที่คุณใช้ (สามารถตอบได้มากกว่า 1 ข้อ))

Facial cream (ครีมบำรุงหน้า)

Eye cream (ครีมบำรุงรอบดวงตา)

Toner (โทนเนอร์)

Shaving cream (ครีมโกนหนวด)

Sun screen (ครีมกันแดด)

Body Lotion (โลชั่นทาตัว)

Cleanser (โฟมล้างหน้า)

Other (Please specify.....)

6. What is the main reason you use men's skin care product? (Choose only one answer)

(6. ข้อใดคือสาเหตุสำคัญที่สุดที่ทำให้คุณหันมาใช้ผลิตภัณฑ์ดูแลผิวสำหรับผู้ชาย (สามารถเลือกตอบได้เพียง 1 ข้อ))

To have a healthy skin (เพื่อผิวที่มีสุขภาพดี)

To maintain a wrinkle free skin (anti-aging) (เพื่อลดเลือนหรือป้องกันริ้วรอยก่อนวัย)

- To reduce pimples (acne) (เพื่อลดการเกิดสิว)
- Less moisture than women's product  
(ผลิตภัณฑ์สำหรับผู้ชายมีมอยส์เจอร์ไรเซอร์น้อยกว่าผลิตภัณฑ์สำหรับผู้หญิง)
- To have a good appearance (เพื่อหน้าตาที่ดี)
- Other (Please specify .....)

7. What is the men's skin care brand you like mostly? (Choose only one answer)

(7. ผลิตภัณฑ์ดูแลผิวสำหรับผู้ชายยี่ห้อ หรือ แบรนด์อะไรที่คุณชื่นชอบมากที่สุด (สามารถเลือกตอบได้เพียง 1 ข้อ))

- |  |  |
|--|--|
| <input type="radio"/> Biotherm Homme   | <input type="radio"/> L'Oréal Paris Men Expert |
| <input type="radio"/> Clarins Men      | <input type="radio"/> Neutrogena Men           |
| <input type="radio"/> Clinique for Men | <input type="radio"/> Nivea for Men            |
| <input type="radio"/> Fcuk             | <input type="radio"/> SKII - Men               |
| <input type="radio"/> Ganier Men       | Other (Please specify .....)                   |
| <input type="radio"/> Lancôme Homme    |  |

8. How often do you purchase skin care products?

(8. คุณซื้อผลิตภัณฑ์ดูแลผิวสำหรับผู้ชายบ่อยแค่ไหน (สามารถเลือกตอบได้เพียง 1 ข้อ))

- More than once a month (มากกว่า 1 ครั้งต่อเดือน)
- Once a month (1 ครั้งต่อเดือน)
- Once in 3 months (1 ครั้งต่อ 3 เดือน)
- Once in 6 months (1 ครั้งต่อ 6 เดือน)
- Once a year (1 ครั้งต่อปี)
- Other (Please specify .....)

9. What is the reason that influences you if you have a plan to purchase men's skin care product? (5 = Most Important / 1 = Less Important)

(9. ถ้าคุณมีแผนที่จะซื้อผลิตภัณฑ์ดูแลผิวสำหรับผู้ชาย อะไรคือสาเหตุสำคัญที่มีอิทธิพลต่อการตัดสินใจซื้อของคุณ (5 = มีอิทธิพลมากที่สุด / 1 = มีอิทธิพลน้อยที่สุด)

Product Quality (คุณภาพของสินค้า)	Less Important 1	←	2	3	→	4	Most Important 5
Brand (แบรนด์ หรือ ตราสินค้า)	Less Important 1	←	2	3	→	4	Most Important 5
Advertising with Celebrities (โฆษณาที่ใช้นักแสดงที่มีชื่อเสียง)	Less Important 1	←	2	3	→	4	Most Important 5
Beauty Advisor (ที่ปรึกษาด้านความงาม)	Less Important 1	←	2	3	→	4	Most Important 5
Price (ราคา)	Less Important 1	←	2	3	→	4	Most Important 5
Sale Promotion (กิจกรรมส่งเสริมการขาย)	Less Important 1	←	2	3	→	4	Most Important 5

### Factors Influencing Purchasing Decision (Brand Equity)

(ปัจจัยที่มีอิทธิพลต่อการตัดสินใจซื้อ (คุณค่าของตราสินค้า))

Below are tables measuring the level of satisfaction or agreement towards men's skin care products. Please select one answer of each following statements and make an assumption of the brand, which you prefer. **\*\* Brand A is your priority men's skin care brand \*\*** (5 = Strongly Agree 4 = Agree 3 = Neutral 2 = Disagree 1 = Strongly Disagree) (คำถามด้านล่างนี้ทำขึ้นเพื่อวัดระดับความพึงพอใจของผู้ชายไทยที่มีต่อผลิตภัณฑ์ดูแลผิวสำหรับผู้ชาย กรุณาทำเครื่องหมาย ลงในช่องที่ตรงกับความคิดเห็นของคุณมากที่สุด หมายเหตุ : แบรนด์ A คือ แบรนด์ที่คุณชื่นชอบมากที่สุด (5 = เห็นด้วยอย่างยิ่ง 4 = เห็นด้วย 3 = เฉยๆ 2 = ไม่เห็นด้วย 1 = ไม่เห็นด้วยอย่างยิ่ง))

#### Attitude toward Brand Loyalty

10. Brand A is definitely my first choice when choosing among different men's skin care brand. * 10. ฉันจะเลือกแบรนด์ A เป็นอันดับแรกอย่างแน่นอน เมื่อฉันจะซื้อผลิตภัณฑ์ดูแลผิวสำหรับผู้ชายที่มีให้เลือกหลากหลายแบรนด์	Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง) 1	←	2	3	→	4	Strongly agree (เห็นด้วยอย่างยิ่ง) 5
11. I would recommend brand A to my family and my friends. * 11. ฉันจะแนะนำแบรนด์ A ให้กับครอบครัว เพื่อน และ คนรู้จัก	Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง) 1	←	2	3	→	4	Strongly agree (เห็นด้วยอย่างยิ่ง) 5
12. I am still willing to buy brand A although the price of brand A tends to be higher. * 12. ฉันยังคงเต็มใจที่จะซื้อแบรนด์ A ถึงแม้ว่าราคา	Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง) 1	←	2	3	→	4	Strongly agree (เห็นด้วยอย่างยิ่ง) 5

ของแบรนด์ A มีแนวโน้มที่จะสูงขึ้น	
<p>13. I prefer to buy brand A although other brands have a special promotion. *</p> <p>13. ฉันชอบที่จะซื้อแบรนด์ A มากกว่าแบรนด์อื่นๆ ถึงแม้ว่าแบรนด์อื่นๆจะมีกิจกรรมส่งเสริมการขาย (โปรโมชั่น) ที่น่าสนใจ</p>	<p>Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง) ← → Strongly agree (เห็นด้วยอย่างยิ่ง)</p> <p>1      2      3      4      5</p>
<p>14. I will keep on buying brand A as long as it provides me satisfied skin care products. *</p> <p>14. ฉันจะซื้อแบรนด์ A ต่อไป ตราบเท่าที่ฉันยังได้รับความพึงพอใจจากการใช้ผลิตภัณฑ์ของแบรนด์ A อยู่</p>	<p>Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง) ← → Strongly agree (เห็นด้วยอย่างยิ่ง)</p> <p>1      2      3      4      5</p>
<p>15. I insist to buy brand A even though other brands are as good as brand A. *</p> <p>15. ฉันยืนยันที่จะซื้อแบรนด์ A ต่อไป ถึงแม้ว่าแบรนด์อื่นๆจะมีคุณภาพเทียบเท่าแบรนด์ A</p>	<p>Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง) ← → Strongly agree (เห็นด้วยอย่างยิ่ง)</p> <p>1      2      3      4      5</p>
<p>16. I would not switch to other brands even though the beauty advisor recommends me. *</p> <p>16. ฉันจะไม่เปลี่ยนไปใช้หรือซื้อแบรนด์อื่นๆ ถึงแม้ว่าที่ปรึกษาด้านความงาม (BA) จะแนะนำให้ *</p>	<p>Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง) ← → Strongly agree (เห็นด้วยอย่างยิ่ง)</p> <p>1      2      3      4      5</p>
<p>17. I consider myself to be loyal to brand A. *</p> <p>17. ฉันคิดว่าฉันมีความภักดีต่อสินค้าของแบรนด์ A</p>	<p>Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง) ← → Strongly agree (เห็นด้วยอย่างยิ่ง)</p> <p>1      2      3      4      5</p>

### Attitude toward Brand Awareness

<p>18. I am automatically knew which brands of skin care to buy.</p> <p>18. ฉันรู้โดยอัตโนมัติว่าฉันจะซื้อผลิตภัณฑ์ดูแลผิวสำหรับผู้ชายแบรนด์อะไร</p>	<p>Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง) ← → Strongly agree (เห็นด้วยอย่างยิ่ง)</p> <p>1      2      3      4      5</p>
<p>19. I can recognize brand A quickly among other competing brands. *</p> <p>19. ฉันสามารถจดจำ หรือ เห็นแบรนด์ A ได้อย่างรวดเร็ว ถึงแม้ว่าแบรนด์ A จะถูกวางอยู่ท่ามกลางแบรนด์อื่นๆ</p>	<p>Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง) ← → Strongly agree (เห็นด้วยอย่างยิ่ง)</p> <p>1      2      3      4      5</p>
<p>20. I always have brand A in my mind when I think of skin care product. *</p> <p>20. เมื่อฉันนึกถึงผลิตภัณฑ์ดูแลผิวสำหรับผู้ชาย แบรนด์ A มักจะอยู่ในใจของฉันเสมอ</p>	<p>Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง) ← → Strongly agree (เห็นด้วยอย่างยิ่ง)</p> <p>1      2      3      4      5</p>
<p>21. I can quickly recall the symbol or logo of the brand A. *</p>	<p>Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง) ← → Strongly agree (เห็นด้วยอย่างยิ่ง)</p>

21. ฉันสามารถนึกถึงสัญลักษณ์ เครื่องหมาย หรือโลโก้ ของแบรนด์ A ได้อย่างรวดเร็ว	1	2	3	4	5
--	---	---	---	---	---

### Attitude toward Brand Association

22. Brand A has unique image when compared to competing brands. * 22. เมื่อเปรียบเทียบกับแบรนด์อื่นๆ ผลិតภัณฑ์ของแบรนด์ A มีภาพลักษณ์ (image) ที่เป็นเอกลักษณ์	Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง)	←	→	Strongly agree (เห็นด้วยอย่างยิ่ง)	
	1	2	3	4	5
23. I like the brand image of brand A. * 23. ฉันชื่นชอบภาพลักษณ์ (image) ของแบรนด์ A	Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง)	←	→	Strongly agree (เห็นด้วยอย่างยิ่ง)	
	1	2	3	4	5
24. Brand A is associated with "Real Men". * 24. แบรนด์ A สามารถสื่อถึง หรือ บ่งบอกถึงความเป็นผู้ชายแท้ๆ "real men"	Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง)	←	→	Strongly agree (เห็นด้วยอย่างยิ่ง)	
	1	2	3	4	5
25. Brand A is associated with "Metrosexual". * 25. แบรนด์ A สามารถสื่อถึง หรือ บ่งบอกถึงความเป็นผู้ชายล้าสมัย "metrosexual"	Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง)	←	→	Strongly agree (เห็นด้วยอย่างยิ่ง)	
	1	2	3	4	5
26. I use brand A to define and express the "I" and "me" within myself. * 26. ฉันใช้แบรนด์ A เพื่อสื่อถึง หรือ บ่งบอกถึงความเป็นตัวตนของฉัน	Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง)	←	→	Strongly agree (เห็นด้วยอย่างยิ่ง)	
	1	2	3	4	5
27. I think other judge me as a person by a kind of brand I use. * 27. ฉันคิดว่าคนอื่นๆจะมองฉัน หรือตัดสินฉันจากแบรนด์ของผลิตภัณฑ์ที่ฉันใช้	Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง)	←	→	Strongly agree (เห็นด้วยอย่างยิ่ง)	
	1	2	3	4	5

### Attitude toward Perceive Quality

28. The skin care products of brand A is extremely high quality. * 28. ผลิตภัณฑ์ดูแลผิวของแบรนด์ A เป็นผลิตภัณฑ์ที่มีคุณภาพสูง	Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง)	←	→	Strongly agree (เห็นด้วยอย่างยิ่ง)	
	1	2	3	4	5
29. I usually trust a well-known brand because it uses celebrities and famous actors in an advertisement. * 29. ฉันเชื่อว่าแบรนด์ที่มีชื่อเสียงหรือเป็นที่รู้จัก เพราะแบรนด์นั้นๆใช้นักแสดงที่มีชื่อเสียง	Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง)	←	→	Strongly agree (เห็นด้วยอย่างยิ่ง)	
	1	2	3	4	5
30. The brand name of brand A indicated a good quality. * 30. ตราสินค้าของแบรนด์ A สามารถบ่งบอกได้ว่าผลิตภัณฑ์ดังกล่าวมีคุณภาพที่ดี	Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง)	←	→	Strongly agree (เห็นด้วยอย่างยิ่ง)	
	1	2	3	4	5
31. The price of brand A would	Strongly disagree	←	→	Strongly agree	

reflect to its quality. *	(ไม่เห็นด้วยอย่างยิ่ง)				(เห็นด้วยอย่างยิ่ง)
31.ราคาสินค้าของแบรนด์ A สามารถปกป้องถึงคุณภาพของผลิตภัณฑ์	1	2	3	4	5

### Attitude toward Overall Brand Equity

32. I prefer to buy brand A, even if another brand has the same features and same quality. *	Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง)	←————→			Strongly agree (เห็นด้วยอย่างยิ่ง)
32.ฉันชอบที่จะซื้อแบรนด์ A มากกว่าแบรนด์อื่นๆ ถึงแม้ว่าแบรนด์อื่นๆจะมีคุณลักษณะ และคุณภาพที่เหมือนกับผลิตภัณฑ์ของแบรนด์ A	1	2	3	4	5
33. Brand A is more than just a product for me. *	Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง)	←————→			Strongly agree (เห็นด้วยอย่างยิ่ง)
33.แบรนด์ A เป็นมากกว่าแค่สินค้าหรือผลิตภัณฑ์สำหรับฉัน	1	2	3	4	5

### Brand Preference

34. I would consider brand A first when I decide to buy men's skin care product. *	Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง)	←————→			Strongly agree (เห็นด้วยอย่างยิ่ง)
34.ฉันจะพิจารณาแบรนด์ A เป็นอันดับแรก เมื่อฉันตัดสินใจที่จะซื้อผลิตภัณฑ์ดูแลผิวสำหรับผู้ชาย	1	2	3	4	5
35. I am not interested in trying and purchasing other brands. *	Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง)	←————→			Strongly agree (เห็นด้วยอย่างยิ่ง)
35.ฉันไม่สนใจที่จะลอง หรือซื้อผลิตภัณฑ์ดูแลผิวสำหรับผู้ชายของแบรนด์อื่นๆ	1	2	3	4	5
36. I think brand A is superior to other competing brands *	Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง)	←————→			Strongly agree (เห็นด้วยอย่างยิ่ง)
36.ฉันคิดว่าแบรนด์ A ดีกว่าแบรนด์อื่นๆ	1	2	3	4	5

### Purchase intention

37. I intend to purchase same brand that I have purchased before. *	Strongly disagree (ไม่เห็นด้วยอย่างยิ่ง)	←————→			Strongly agree (เห็นด้วยอย่างยิ่ง)
37.ฉันตั้งใจที่จะซื้อผลิตภัณฑ์ดูแลผิวสำหรับผู้ชายของแบรนด์เดิมที่เคยซื้อต่อไป	1	2	3	4	5

### Personal Data

38. Age (อายุ)

15 – 18

23 – 26

19 – 22

27 – 30

39. Education (ระดับการศึกษา)

- High School (มัธยมศึกษาตอนปลาย)  Bachelor's Degree (ปริญญาตรี)
- Master's Degree (ปริญญาโท)  Doctorate's Degree (ปริญญาเอก)

40. Occupation (อาชีพ)

- Student (นักเรียน)  Government officer (ข้าราชการ)
- State enterprise officer (พนักงานรัฐวิสาหกิจ)  Private company staff  
(พนักงานบริษัทเอกชน)
- Business Owner (ธุรกิจส่วนตัว)  Others .....

41. Income level per month (including allowance from parents and salary)(รายได้เฉลี่ยต่อเดือน)

- Less than 10,000 Baht (ต่ำกว่า 10,000 บาท)
- 10,001 - 20,000 Baht (10,001 - 20,000 บาท)
- 20,001 - 30,000 Baht (20,001 - 30,000 บาท)
- 30,001 - 40,000 Baht (30,001 - 40,000 บาท)
- 40,001 - 50,000 Baht (40,001 - 50,000 บาท)
- More than 50,000 Baht (มากกว่า 50,000 บาท)

---

**End of Questionnaire ☺**  
**Thank you very much for your cooperation.**

## Appendix B: SPSS Output

- Reliability Test: Cronbach alpha

Factor	Cronbach alpha				
<b>Brand Loyalty</b>	<p><b>Reliability Statistics</b></p> <table border="1"> <tr> <td>Cronbach's Alpha</td> <td>N of Items</td> </tr> <tr> <td>.832</td> <td>8</td> </tr> </table>	Cronbach's Alpha	N of Items	.832	8
Cronbach's Alpha	N of Items				
.832	8				
<b>Brand awareness</b>	<p><b>Reliability Statistics</b></p> <table border="1"> <tr> <td>Cronbach's Alpha</td> <td>N of Items</td> </tr> <tr> <td>.797</td> <td>4</td> </tr> </table>	Cronbach's Alpha	N of Items	.797	4
Cronbach's Alpha	N of Items				
.797	4				
<b>Brand association</b>	<p><b>Reliability Statistics</b></p> <table border="1"> <tr> <td>Cronbach's Alpha</td> <td>N of Items</td> </tr> <tr> <td>.774</td> <td>6</td> </tr> </table>	Cronbach's Alpha	N of Items	.774	6
Cronbach's Alpha	N of Items				
.774	6				
<b>Perceived quality</b>	<p><b>Reliability Statistics</b></p> <table border="1"> <tr> <td>Cronbach's Alpha</td> <td>N of Items</td> </tr> <tr> <td>.674</td> <td>4</td> </tr> </table>	Cronbach's Alpha	N of Items	.674	4
Cronbach's Alpha	N of Items				
.674	4				
<b>Overall Brand equity</b>	<p><b>Reliability Statistics</b></p> <table border="1"> <tr> <td>Cronbach's Alpha</td> <td>N of Items</td> </tr> <tr> <td>.636</td> <td>2</td> </tr> </table>	Cronbach's Alpha	N of Items	.636	2
Cronbach's Alpha	N of Items				
.636	2				
<b>Brand Preference</b>	<p><b>Reliability Statistics</b></p> <table border="1"> <tr> <td>Cronbach's Alpha</td> <td>N of Items</td> </tr> <tr> <td>.685</td> <td>3</td> </tr> </table>	Cronbach's Alpha	N of Items	.685	3
Cronbach's Alpha	N of Items				
.685	3				

**Q1. What is the first men's skin care brand you are aware of? (specify only 1 brand)**

**Aware of men's skin care brand - Nivea**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	177	44.1	44.1	44.1
	Yes	224	55.9	55.9	100.0
Total		401	100.0	100.0	

**Aware of men's skin care brand - L'Oreal**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	351	87.5	87.5	87.5
	Yes	50	12.5	12.5	100.0
Total		401	100.0	100.0	

**Aware of men's skin care brand - Ganier**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	380	94.8	94.8	94.8
	Yes	21	5.2	5.2	100.0
Total		401	100.0	100.0	

**Aware of men's skin care brand - Vaseline**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	376	93.8	93.8	93.8
	Yes	25	6.2	6.2	100.0
Total		401	100.0	100.0	

**Aware of men's skin care brand - Others**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	323	80.5	80.5	80.5
	Yes	78	19.5	19.5	100.0
Total		401	100.0	100.0	

**Specify other brands**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	320	79.8	79.8	79.8
Biore Men	1	.2	.2	80.0
Biotherm Homme	7	1.7	1.7	81.8
Body Shop for Men	1	.2	.2	82.0
Clarins Men	1	.2	.2	82.3
Clinique for Men	12	3.0	3.0	85.3
Eucerin Men	2	.5	.5	85.8
Fcuk	1	.2	.2	86.0
Gillette	5	1.2	1.2	87.3
Kiehl's for Men	2	.5	.5	87.8
Lab Series	7	1.7	1.7	89.5
Lancome Men	8	2.0	2.0	91.5
Neutrogena Men	8	2.0	2.0	93.5
Olay Men	2	.5	.5	94.0
Paula's Choice	1	.2	.2	94.3
Pornkasem clinique	1	.2	.2	94.5
Rojukiss	1	.2	.2	94.8
Shisedo Men	3	.7	.7	95.5
SK-II Men	3	.7	.7	96.3
Smooth E Homme	8	2.0	2.0	98.3
Tolsom	6	1.5	1.5	99.8
Tros	1	.2	.2	100.0
Total	401	100.0	100.0	

**Q2. Have you ever seen advertisements for men's skin care product?**

**Have you ever seen advertisement**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	385	96.0	96.0	96.0
No	16	4.0	4.0	100.0
Total	401	100.0	100.0	

**Q3. Where have you seen advertisements for men's skin care product? (you can choose more than one option)**

**The advertisements - Billboards**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not choose	193	48.1	50.1	50.1
Choose	192	47.9	49.9	100.0
Total	385	96.0	100.0	
Missing System	16	4.0		
Total	401	100.0		

**The advertisements - Magazines**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	145	36.2	37.7	37.7
	Choose	240	59.9	62.3	100.0
	Total	385	96.0	100.0	
Missing	System	16	4.0		
Total		401	100.0		

**The advertisements - TV**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	30	7.5	7.8	7.8
	Choose	354	88.3	92.2	100.0
	Total	384	95.8	100.0	
Missing	System	17	4.2		
Total		401	100.0		

**The advertisements - Internet/Website**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	210	52.4	54.8	54.8
	Choose	173	43.1	45.2	100.0
	Total	383	95.5	100.0	
Missing	System	18	4.5		
Total		401	100.0		

**The advertisements - New paper**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	268	66.8	70.2	70.2
	Choose	114	28.4	29.8	100.0
	Total	382	95.3	100.0	
Missing	System	19	4.7		
Total		401	100.0		

**The advertisements - Others**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	378	94.3	98.2	98.2
	Choose	7	1.7	1.8	100.0
	Total	385	96.0	100.0	
Missing	System	16	4.0		
Total		401	100.0		

**Q4. Have you ever used men's skin care products before?**

**Have you ever used men's skin care product**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	355	88.5	89.2	89.2
	No	43	10.7	10.8	100.0
	Total	398	99.3	100.0	
Missing	System	3	.7		
Total		401	100.0		

**Q5. What type of skin care product do you use? (you can choose more than one option)**

**Type of Skin Care - Facial cream**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	105	26.2	29.3	29.3
	Choose	253	63.1	70.7	100.0
	Total	358	89.3	100.0	
Missing	System	43	10.7		
Total		401	100.0		

**Type of Skin Care - Eye cream**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	309	77.1	86.6	86.6
	Choose	48	12.0	13.4	100.0
	Total	357	89.0	100.0	
Missing	System	44	11.0		
Total		401	100.0		

**Type of Skin Care - Toner**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	300	74.8	83.8	83.8
	Choose	58	14.5	16.2	100.0
	Total	358	89.3	100.0	
Missing	System	43	10.7		
Total		401	100.0		

**Type of Skin Care - Shaving cream**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	208	51.9	58.1	58.1
	Choose	150	37.4	41.9	100.0
	Total	358	89.3	100.0	
Missing	System	43	10.7		
Total		401	100.0		

**Type of Skin Care - Sun screen**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	243	60.6	68.1	68.1
	Choose	114	28.4	31.9	100.0
	Total	357	89.0	100.0	
Missing	System	44	11.0		
Total		401	100.0		

**Type of Skin Care - Body lotion**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	203	50.6	56.9	56.9
	Choose	154	38.4	43.1	100.0
	Total	357	89.0	100.0	
Missing	System	44	11.0		
Total		401	100.0		

**Type of Skin Care - Cleanser**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	106	26.4	29.8	29.8
	Choose	250	62.3	70.2	100.0
	Total	356	88.8	100.0	
Missing	System	45	11.2		
Total		401	100.0		

**Type of Skin Care - Other**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not choose	347	86.5	97.2	97.2
	Choose	10	2.5	2.8	100.0
	Total	357	89.0	100.0	
Missing	System	44	11.0		
Total		401	100.0		

**Q6. What is the main reason you use men's skin care product? (Choose only one answer)**

**The main reason to use men's skin care**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	To have a healthy skin	139	34.7	38.9	38.9
	To maintain a w rinkle free skin (anti-aging)	43	10.7	12.0	51.0
	To reduce pimples (acne)	76	19.0	21.3	72.3
	Less moisture than women's product	11	2.7	3.1	75.4
	To have a good appearance	78	19.5	21.8	97.2
	Other reasons	10	2.5	2.8	100.0
	Total	357	89.0	100.0	
Missing	System	44	11.0		
Total		401	100.0		

**Q7. What is the men's skin care brand you like mostly? (Choose only one answer)**

**The most favorite brand**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Biotherm Homme	18	4.5	5.1	5.1
	Clinique for Men	27	6.7	7.6	12.7
	Fcuk	4	1.0	1.1	13.8
	Ganier Men	19	4.7	5.4	19.2
	Lancome Homme	15	3.7	4.2	23.4
	L'Oreal Paris Men Expert	47	11.7	13.2	36.6
	Neutrogena Men	21	5.2	5.9	42.5
	Nivea for Men	124	30.9	34.9	77.5
	SKII - Men	13	3.2	3.7	81.1
	Smooth E Homme	10	2.5	2.8	83.9
	Vaseline Men	13	3.2	3.7	87.6
	Other brands	44	11.0	12.4	100.0
	Total	355	88.5	100.0	
Missing	System	46	11.5		
Total		401	100.0		

**Q8. How often do you purchase skin care products?**

**The frequency of purchasing**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than once a month	33	8.2	9.2	9.2
	Once a month	128	31.9	35.9	45.1
	Once in 3 months	141	35.2	39.5	84.6
	Once in 6 months	35	8.7	9.8	94.4
	Once a year	13	3.2	3.6	98.0
	Other	7	1.7	2.0	100.0
	Total	357	89.0	100.0	
Missing	System	44	11.0		
Total		401	100.0		

**Q9. What is the reason that influences you if you have a plan to purchase men's skin care product?**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
The reasons that influence in buying decision - Product Quality	401	1	5	4.54	.886
The reasons that influence in buying decision - Brand	401	1	5	3.62	1.032
The reasons that influence in buying decision - Advertising with Celebrities	401	1	5	2.43	1.177
The reasons that influence in buying decision - Beauty Advisor	401	1	5	2.78	1.149
The reasons that influence in buying decision - Price	401	1	5	3.60	1.042
The reasons that influence in buying decision - Sale Promotion	399	1	5	3.11	1.180
Valid N (listwise)	399				

**Q10 – Q17: Mean and standard deviation of Brand Loyalty**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Loyalty - Brand A is my first choice	401	1	5	3.85	1.008
Brand Loyalty - Recommend brand A to others	401	1	5	3.65	.981
Brand Loyalty - Buy brand A even the price tends to be high	401	1	5	3.55	1.081
Brand Loyalty - Prefer to buy brand A even others brand has special sale promotion	401	1	5	3.58	1.120
Brand Loyalty - Keep on buying brand A	401	1	5	4.19	.943
Brand Loyalty - Insist to buy brand A even other brands are good	401	1	5	3.39	1.115
Brand Loyalty - Not to switch to other brands even advisor recommends	401	1	5	3.01	1.092
Brand Loyalty - Loyal to brand A	401	1	5	3.22	1.078
Brand_Loyalty	401	1.00	5.00	3.5549	.71482
Valid N (listwise)	401				

**Q18 – Q21: Mean and standard deviation of Brand Awareness**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Awareness - Know the brand	401	1	5	3.43	1.139
Brand Awareness - Recognize brand A quickly among competing brand	401	1	5	3.68	1.068
Brand Awareness - Think of skin care, Think of brand A	401	1	5	3.71	1.023
Brand Awareness - Recall symbol or Logo of brand A	401	1	5	3.72	1.063
Brand_Awareness	401	1.00	5.00	3.6334	.84648
Valid N (listwise)	401				

**Q22 – Q27: Mean and standard deviation of Brand Association**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Association - Unique image	401	1	5	3.49	1.005
Brand Association - Like brand image	401	1	5	3.47	.977
Brand Association - Real Men	401	1	5	3.32	1.074
Brand Association - Metrosexual	401	1	5	3.01	1.078
Brand Association - Me and Myself	401	1	5	2.93	1.116
Brand Association - Judge a person with the brand	401	1	5	2.73	1.196
Brand_Association	401	1.00	5.00	3.1588	.73815
Valid N (listwise)	401				

**Q28 – Q31: Mean and standard deviation of Perceive Quality**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Perceived Quality - High quality	401	1	5	3.81	.967
Perceived Quality - Trust the brand that using celebrities	401	1	5	3.04	1.253
Perceived Quality - Good Quality	401	1	5	3.57	1.080
Perceived Quality - Price reflects to quality	401	1	5	3.50	.998
Perceived_Quality	401	1.00	5.00	3.4788	.76823
Valid N (listwise)	401				

**Q32 – Q33: Mean and standard deviation of Overall Brand Equity**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Overall Brand Equity - Prefer to buy brand A even other brands have same feature and same quality	401	1	5	3.49	1.027
Overall Brand Equity - Not to be just a product for me	401	1	5	2.92	1.125
Overall_Brand_Equity	401	1.00	5.00	3.2057	.90730
Valid N (listwise)	401				

**Q34 – Q36: Mean and standard deviation of Brand Preference**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Preference - Consider to buy brand A first	401	1	5	3.72	.986
Brand Preference - Not to buy other brands	401	1	5	2.72	1.152
Brand Preference - Superior than competing brands	401	1	5	3.31	1.024
Brand_Preference	401	1.00	5.00	3.2494	.82724
Valid N (listwise)	401				

**Q37: Mean and standard deviation of Brand Association**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Purchase Intention - Continue to purchase the same brand	401	1	5	3.70	.959
Valid N (listwise)	401				

**Q38-Q41 Demographic characteristics of the respondents**

**Age**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15-18	45	11.2	11.2	11.2
19-22	52	13.0	13.0	24.2
23-26	166	41.4	41.4	65.6
27-30	138	34.4	34.4	100.0
Total	401	100.0	100.0	

**Education**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid High School	51	12.7	12.7	12.7
Bachelor's Degree	262	65.3	65.3	78.1
Master's Degree	87	21.7	21.7	99.8
Doctoral's Degree	1	.2	.2	100.0
Total	401	100.0	100.0	

### Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	140	34.9	34.9	34.9
	Government Officer	13	3.2	3.2	38.2
	State Enterprise Officer	14	3.5	3.5	41.6
	Private Company Staff	161	40.1	40.1	81.8
	Business Owner	61	15.2	15.2	97.0
	Other occupations	12	3.0	3.0	100.0
	Total	401	100.0	100.0	

### Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than THB 10,000	100	24.9	24.9	24.9
	THB 10,001 - 20,000	121	30.2	30.2	55.1
	THB 20,001 - 30,000	75	18.7	18.7	73.8
	THB 30,001 - 40,000	31	7.7	7.7	81.5
	THB 40,001 - 50,000	27	6.7	6.7	88.3
	More than THB 50,000	47	11.7	11.7	100.0
	Total	401	100.0	100.0	