

Factors Motivating Thai Women towards the Use of Cosmetics

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Abstract - The objectives of this study were to understand the theories of each factor that have impact on Thai women toward the uses of cosmetics and to find out the relationship of each one if it is related. Understanding the motivational factors that encourage Thai women to use of cosmetics is the third objective of the study.

Keywords - Cosmetics, Motivational Factors

I. INTRODUCTION

In the globalization era, improvement of technology, advancement in science and economic growth has provided people with a chance to better standard of living and styles. According to Sabharwal, Maan and Kumar (2014) quotes that “Relating to the development of purchasing power and market trend in consumers has made people more aware of beauty and cleanness”. We live in the world where are constantly under inspection about our appearances than the past. Women and girls are persistently striving to become beautiful and attractive so that they will spend a lot of money on color cosmetics or make up.

A. Hypothesis of the Study

H1: Ideal image has positive relationship on Thai women to use of cosmetics.

H2: Self-esteem and self-confidence factors have direct positive impact or relationship on Thai women toward the use of cosmetics.

H3: Peer pressure has significant and positive relationship on Thai women toward the use of cosmetics.

H4: Celebrity endorsement has positive relationship on Thai women toward the use of

cosmetics.

H5: Advertising has positive relationship on Thai women to use cosmetics.

H6: Culture has strong impact on Thai women toward the use of cosmetics.

H7: COO has major impact on Thai women toward the use of cosmetics.

II. LITERATURE REVIEWS

Marketers always remind and sometimes bombard women of all ages what is considered beauty. According to U.S. Food and Drug Association (2012), they define cosmetic as any particles intended to be rubbed, applied, sprayed on, or introduced to human body or skin for cleansing, enhancing one beauty, or modify the appearance.

Thai's society stand of beauty has been raised to the standard of perfection (Seewan, Bejarongkij, 2014). With this high perception, beauty has been valued as an essential essence of femininity in Thai society because women think that beauty can override family connections, money and social class.

Ideal image is highly related to those who are popular and to those who have a perfect physical body, which very few can obtain. Although culture also plays a significant role in defining beauty, Asian cultures seem to prefer whiteness.

Throughout human history, women always try to improve their attractiveness, either by using makeup, cosmetics, and other beauty related products. Apart from this, other researchers also support what Britton has found, those who wear makeup also had higher

self-confident and self-esteem and better perception of oneself than those who didn't.

No one can deny that pressure from society or friends has minimal impact on purchase intention. Some of study reported that for those who have a strong sense of materialism, they would use possession as an indicator of their own and other's success.

Many beauty or cosmetic companies are spending more money on advertising each year, but their spending is not very efficient. Consumers might believe what experts say, but they might want to find what celebrities describe or present more to the public by mentioning its benefits of products and how consumers can get various benefits by purchasing the products.

According to Lumpkin and Crawford (1985), they stated that any product produced in developing country tend to be evaluated or to considered worse or less likable than imported product from developed countries. People from developing countries are more likely to purchase products from developed countries because consumers perceive that the quality of those products might be better. Their beliefs are related to the level of economic and advanced in technology that they have heard or seen or experienced (Priyadarsini and Goodwin, 2009).

III. RESEARCH FINDING

This section presents an analysis of the data that gathered total of 400 sets of questionnaires in this research study.

A. Analysis of Factors that Impact on Thai Women's to Use of Cosmetics

1. Self-Esteem

More than half of the respondents or about 70% are agree with the question that they always make oneself up when they contact other with people are somewhat not really satisfied with one appearance.

2. Ideal Image

The result shows that Thai women's ideal image or a person they admire the most is a stylish woman. The participants who are 234 out of 100 of respondents or about 58.5% have an image of the most stylish women in the mind and they have reason to admire them.

3. Peer Pressure Factor

The results show that 67.5% out of 100% they don't think that they have to use the similar brands as their friend to join the group even though most of their friends are using expensive brands.

4. Celebrity Endorsement Factor

Those who will choose the products or cosmetics brand based on what other superstars use are likely to recognize by looking at presenters or brand ambassadors. It said that if there are 2 identical products presenters or brand ambassadors help them to remind the brand easier.

5. Advertising Factor

The results show that there are 136 respondents out of 400 who think that cosmetic advertising are persuasive. There are 34% out of respondents that they think cosmetics advertising is very objective and 21% out of respondents believe that this advertisement is truthful.

6. Culture Factor

For those who choose or believe that one's personal culture guides the selection of cosmetics are very likely to be affected by their cultures whenever they choose to purchase any cosmetics. In other words, culture plays an important role in their perception and decision making process.

7. Country of Origin of Product Factor

Country of origin has almost the highest mean about 3.60 because those who decided that language and symbols display on the package can influence their selection of cosmetics are somewhat likely to prefer to purchase cosmetics from developed or high technology countries.

IV. SUMMARY AND CONCLUSION

The analysis from quantitative result will be used to answer the study which each factor will be pointed out how each of them impact on Thai women toward the use of cosmetics.

1. **Self-Esteem or Self-Confidence**

Self-esteem or confidence is the first variable that best explains the main factor influencing on Thai women to use of cosmetics so that the hypothesis is accepted.

2. **Ideal Image**

From analyzing and data I gathered, it shows that ideal image is the second variable which idea image defined as a mental image that they admire or have in their mind.

3. **Peer Pressure**

Peer pressure doesn't explain strong impact on Thai women toward the use of cosmetics so that the hypothesis is rejected.

4. **Celebrity Endorsement**

Celebrity endorsement has a less impact on Thai women attitude toward the use of cosmetics. The hypothesis is rejected.

5. **Media Advertising**

The results from analyzing indicate that advertising has a strong impact on Thai women toward the use of cosmetics so that hypothesis is accepted.

6. **Culture's Influencer**

The cultural standards of beauty has been raised to reach big blue eyes, clear skin and perfect body so that women have to use cosmetics to reach the standards of beauty so that the hypothesis is tested.

7. **Country of Origin of Product**

Thai women are more likely to prefer using imported cosmetics rather than their own country cosmetics. It is because, made in countries have the strong brand images and values so the hypothesis is accepted.

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(Arranged in the order of citation in the same fashion as the case of Footnotes.)

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