

Factors Influencing Skincare Product Purchasing Behavior of Women in Bangkok Metropolitan

Napasorn Akkaraphon¹, Pachoke Lert-asavapatra², Sathapath Kilaso³

^{1,2,3} College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand
E-Mail: ¹ s65127364045@ssru.ac.th, ² pachoke.le@ssru.ac.th, ³ sathapath.ki@ssru.ac.th

Abstract

This study examines the factors influencing the purchasing behavior of skincare products among women in Bangkok, focusing on the impact of demographic characteristics and marketing mix elements. A quantitative approach was employed, collecting data from 400 respondents using structured questionnaires. Multiple regression analysis revealed that demographic factors, such as age, income, and education, significantly influenced purchasing behavior, with women aged 25-34 and those with higher incomes showing a preference for premium and natural products. Marketing mix elements, particularly product quality, promotional efforts through social media and influencers, and online shopping channels, were also found to play crucial roles in consumer decision-making. The regression model accounted for 62% of the variance in purchasing behavior, highlighting the importance of both personal and marketing factors. These findings provide actionable insights for businesses to design targeted strategies, emphasizing product innovation, value-driven pricing, and digital marketing to meet evolving consumer preferences and maintain competitiveness in the skincare industry.

Keywords: Purchasing Behavior, Skincare Products, Marketing Mix

1. Introduction

In the present era, skincare has become a priority for most women, particularly in Bangkok, which serves as the economic and social hub of Thailand. Urban women exhibit a strong desire to maintain a positive image and good personality, contributing to the high popularity of skincare products in this demographic. The competition in the skincare market is intense, especially for products designed to brighten the complexion and address skin problems. These products range from basic skincare solutions to specialized items incorporating natural ingredients and scientific innovations to enhance efficacy.

The rapidly changing consumer purchasing behavior is driven by multiple factors (Manachanok, 2020), including demographic aspects such as age, marital status, education, occupation, and income, as well as marketing factors such as product quality, pricing, distribution channels, and promotional strategies. A deep understanding of these purchasing behaviors enables businesses to devise marketing strategies that effectively align with consumer needs.

Previous studies have explored similar topics (Chomchom et al., 2024) which analyzed factors influencing TikTok Shop buying behavior among consumers in Bangkok. Their findings highlighted the significant role of demographics, marketing mix elements, and enjoyment dimensions, such as cognitive and affective enjoyment, in shaping consumer behavior. This

study underscores the importance of digital platforms like TikTok in modern consumer purchasing patterns, driven by convenience and innovative marketing strategies.

This study is significant as it provides insights into the factors influencing the purchasing decisions of women in Bangkok regarding skincare products. Investigating the perspectives of urban consumers in densely populated areas helps identify specific consumer needs and expectations in a specialized market. Understanding these behaviors not only allows skincare businesses to develop products that meet the demands of their target audience but also facilitates differentiation in a highly competitive market.

This research focuses on analyzing the influence of personal and marketing factors on the purchasing behavior of women in Bangkok. Questionnaires were utilized as the primary data collection tool for this study, targeting female respondents within the city. The findings aim to provide valuable information for businesses to design effective marketing strategies tailored to the target audience's needs and to adapt their product offerings to align with emerging consumer trends and evolving behaviors.

1.1 Research Objective

The study aims to examine the demographic characteristics, such as age, marital status, education level, occupation, and average monthly income, that influence the purchasing behavior of skincare products among women in Bangkok. Additionally, it seeks to investigate the marketing mix factors, including product attributes, pricing, distribution channels, and promotional efforts, that affect their purchasing decisions regarding skincare products in the Bangkok metropolitan area.

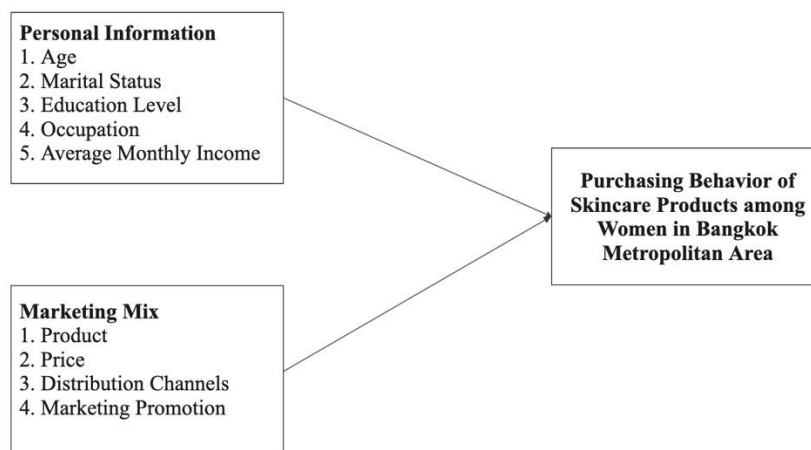


Figure 1: Conceptual framework

2. Literature Review

The increasing awareness of skincare among women in urban areas like Bangkok reflects the evolving consumer behavior in the modern beauty market. Existing literature highlights key demographic factors, such as age, education level, occupation, and income, as pivotal determinants influencing purchasing decisions. Schiffman and Kanuk (2010) emphasize that

consumer behavior involves a complex process of searching, purchasing, evaluating, and disposing of products to meet specific needs. This aligns with demographic studies, which indicate that variables such as marital status and education levels significantly affect consumer preferences and decision-making.

2.1 Concepts of Demographics

Demographics play a crucial role in influencing consumer behavior, encompassing factors such as age, gender, education, occupation, income, religion, and ethnicity. These factors significantly affect purchasing decisions. Research indicates that demographic data is often utilized for market segmentation to illustrate differences in consumer behavior, perceptions, and needs. Marketers frequently analyze these factors to identify target groups and develop appropriate marketing strategies (Schiffman & Wisenblit, 2019).

2.2 Concepts of Consumer Behavior

The concept of consumer behavior encompasses the processes by which consumers search for, purchase, use, evaluate, and decide on goods and services. Consumer behavior can be categorized into several types, such as complex buying behavior, which occurs when consumers are highly involved and perceive significant differences among brands, and habitual buying behavior, driven by routine and minimal brand differentiation. Influencing factors include cultural, social, personal, psychological, and economic aspects, all of which shape consumers' purchasing decisions and interactions with products and services (Schiffman & Wisenblit, 2019).

2.3 Concepts of the Marketing Mix

The marketing mix, or 4Ps, consists of product, price, place, and promotion. These factors are within the control of businesses and are tailored to meet the needs of target groups. Crafting effective strategies in each area can enhance product value. For instance, setting prices that align with product quality, leveraging distribution channels that reflect target audience preferences, and utilizing promotional efforts to build awareness and motivate purchases are critical to marketing success (Ruensook et al, 2022).

3. Methodology

This study employed a quantitative research design to analyze the factors influencing the purchasing behavior of skincare products among women in Bangkok. The methodology comprised the following components:

3.1 Research Design

A cross-sectional survey method was adopted to collect data from women who had experience purchasing skincare products. The study aimed to examine the influence of demographic factors and marketing mix elements on purchasing behavior.

3.2 Population and Sample

The target population included women aged 18 to 54 years residing in Bangkok. A convenience sampling technique was used to select 400 respondents. This sample size was determined to ensure statistical validity and allow for meaningful generalizations of the findings.

3.3 Data Collection

Data were collected over a period of four weeks through online survey. Respondents were informed about the purpose of the study and were assured of confidentiality and anonymity.

3.4 Data Analysis

The collected data were analyzed using multiple regression analysis to identify the relationships between demographic and marketing mix factors and purchasing behavior. Statistical software (SPSS) was used to perform the following analyses: Descriptive Statistics: To summarize the demographic characteristics of the respondents. And inferential Statistics: Multiple regression analysis was employed to determine the extent to which the independent variables (demographics and marketing mix elements) influenced the dependent variable (purchasing behavior).

4. Result

The analysis of data from 400 women in Bangkok revealed significant relationships between demographic factors and the purchasing behavior of skincare products. Age and income emerged as key predictors, with women aged 25-34 years showing the highest purchasing activity ($\beta = 0.28$, $p < 0.05$). This group was particularly inclined toward premium products. Similarly, respondents with monthly incomes above 30,000 THB demonstrated a preference for high-quality and natural products, reflecting the impact of economic capacity on purchasing decisions ($\beta = 0.34$, $p < 0.01$). Education level also played a role, with those holding a bachelor's degree or higher expressing a strong preference for products emphasizing safety and sustainability ($\beta = 0.22$, $p < 0.05$).

The marketing mix elements significantly influenced purchasing behavior, particularly product quality ($\beta = 0.40$, $p < 0.01$) and promotion strategies such as social media advertising and influencer endorsements ($\beta = 0.35$, $p < 0.01$). Online platforms were the preferred shopping channels ($\beta = 0.25$, $p < 0.05$), driven by convenience and accessibility. Price was also a notable factor, with perceived value for money affecting middle-income respondents ($\beta = 0.30$, $p < 0.01$). Overall, the regression model accounted for 62% of the variance in purchasing behavior, underscoring the critical role of both demographic and marketing mix factors in shaping consumer decisions. These findings highlight opportunities for businesses to refine their strategies by focusing on quality, value, and digital marketing to align with consumer preferences.

5. Discussion and Conclusion

The findings of this study highlight the pivotal roles of demographic and marketing mix factors in shaping the purchasing behavior of skincare products among women in Bangkok. The demographic analysis revealed that age, income, and education level significantly influenced consumer decisions. Women aged 25-34, with higher incomes and education levels, displayed a marked preference for premium products emphasizing quality and natural ingredients. This suggests that businesses targeting this demographic must emphasize product innovation and communicate these attributes effectively. Moreover, the strong preference for online shopping channels underscores the importance of digital transformation in the skincare market, especially in providing convenience and personalized promotions to younger consumers.

In conclusion, the study underscores the critical importance of aligning marketing strategies with consumer preferences to remain competitive in the dynamic skincare industry. Businesses should prioritize enhancing product quality, leveraging digital marketing platforms, and delivering value-driven pricing strategies to cater to diverse income groups. Additionally, the influence of promotional efforts, such as influencer endorsements and social media campaigns, highlights the need for targeted communication strategies to engage consumers effectively. By addressing these factors, businesses can not only improve customer satisfaction but also build stronger brand loyalty and sustain growth in the increasingly competitive beauty market.

Acknowledgment

I sincerely thank Suan Sunandha Rajabhat University for their invaluable support throughout this research. I am also deeply grateful to the staff and director of the Language Institute for their kind assistance in coordinating, proofreading the paper, and providing essential information and guidance. Additionally, I extend my heartfelt appreciation to my marketing research lecturers, Pachoke Lert-asavapatra (Ph.D.) and Keattisak Chankaew (Ph.D.), for their insightful advice and guidance, which were instrumental in the successful completion of this research.

References

- Chaksumas, R. (2011). *Factors influencing the decision to purchase cosmetics online among female consumers in Bangkok* (Master's thesis). Srinakharinwirot University, Bangkok, Thailand.
- Chomchom, N., Assawapongvanich, K., & Phokajang, A. (2024). Factors influencing TikTok shop buying behavior of consumers in Bangkok. *Proceedings of International Conference on Management, Innovation, Economics, and Social Sciences (ICMIESS)*. Da Nang, Vietnam, 105-110.
- Manachanok, C. (2020). Consumer behavior during COVID-19 situation in Bangkok. *Faculty of Business Administration, Ramkhamhaeng University*.
- Ruensook, P., & Saiyawut, S. (2022). *Marketing mix factors affecting people's cosmetic purchasing behavior in the Seven-Eleven convenience store, Khok Mali branch*. *Journal of Nakhonratchasima College (Humanities and Social Sciences)*, 16(3), 255–268.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior*: Pearson Prentice Hall