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Guidelines for Promoting the Organic Cosmetics Industry through Social Media Consumers in Chonburi Province

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Abstract

The rapid growth of the global beauty industry has brought increasing consumer attention to organic cosmetics, particularly among digital-age consumers seeking safe, sustainable, and eco-friendly products. This research aimed to (1) investigate the level of organic cosmetics industry promotion among social media consumers in Chonburi Province, Thailand; (2) examine causal factors influencing the industry's promotion; and (3) propose strategic guidelines for sustainable industrial development under Thailand's Bio-Circular-Green (BCG) economy framework.

A mixed-methods research design was applied. The quantitative phase involved 420 social media consumers selected through multi-stage sampling. Data were collected via structured questionnaires and analyzed using Structural Equation Modeling (SEM) with AMOS to verify the relationships among marketing strategy, entrepreneur credibility, service standards, government policy, and industry promotion. The qualitative phase included 16 key informants—entrepreneurs, government officials, and consumers—whose insights were analyzed using thematic content analysis to enrich quantitative findings.

The results revealed that marketing strategy ($\beta = 0.79$) and entrepreneur credibility ($\beta = 0.67$) had the strongest positive effects on the promotion of the organic cosmetics industry. Service standards ($\beta = 0.50$) and government policy ($\beta = 0.42$) exerted indirect but significant effects by fostering consumer trust and industry reliability. The SEM model demonstrated excellent fit indices ($\chi^2/df = 1.27$, GFI = 0.96, CFI = 0.98, RMSEA = 0.031), confirming empirical consistency.

The study concludes that enhancing marketing innovation, entrepreneurial ethics, and government support is crucial for advancing Thailand's organic cosmetics sector. The proposed framework highlights the need for integrated collaboration among entrepreneurs, policymakers, and consumers to promote sustainable industry growth through transparency, trust, and technology-based marketing.

Keywords: Organic cosmetics, social media marketing, consumer behavior

1. Introduction

Global demand for organic cosmetics has risen significantly due to the increasing consumer awareness of health, sustainability, and environmental protection. In Thailand, the government's Bio-Circular-Green (BCG) Economy Model has provided strong policy support for green industries. Chonburi Province, as part of Thailand's Eastern Economic Corridor (EEC), has a diverse population of both local consumers and international tourists—creating a fertile market for eco-friendly products.

However, many Thai SMEs in the cosmetics industry still struggle with inconsistent product quality, lack of international certification, and ineffective online marketing. The rapid shift toward social media commerce presents both opportunities and challenges for local entrepreneurs. Therefore, this study seeks to identify the critical factors influencing the promotion of the organic cosmetics industry and to propose a comprehensive framework for its sustainable growth.

Research Objectives

1. To assess the level of organic cosmetics industry promotion among social media consumers in Chonburi Province.
2. To examine the causal influences of marketing strategy, entrepreneur credibility, service standards, and government policy on industry promotion using Structural Equation Modeling (SEM).
3. To propose strategic guidelines for sustainable development of the organic cosmetics industry under Thailand's Bio-Circular-Green (BCG) Economy framework.

2. Literature Review

The literature review integrates four main theoretical constructs influencing organic cosmetics industry promotion:

1. **Service Quality Theory** (Parasuraman et al., 1988): The SERVQUAL model underlines five key dimensions—reliability, assurance, tangibility, empathy, and responsiveness—that determine consumer satisfaction. For organic products, consistent quality assurance and post-purchase service are essential for brand loyalty.

2. **Digital Marketing and Consumer Engagement** (Kotler, 2021): Marketing 5.0 emphasizes technology-driven human-centric marketing, where digital storytelling, influencer marketing, and emotional branding create meaningful connections with online consumers. These elements directly affect brand awareness and purchasing intention.

3. **Entrepreneurial Credibility and Trust Theory** (Amanat, 2017): Trust plays a vital role in the decision-making process. Consumers perceive credible entrepreneurs as honest, transparent, and ethical. In the organic sector, credibility is a major determinant of repeat purchases and brand advocacy.

4. **Public Policy and Sustainability** (NESDC, 2021): Government policies regarding product certification, training programs, and BCG implementation significantly influence SMEs' competitiveness. Regulatory mechanisms also help maintain consumer trust and international standards.

5. Digital Marketing and Emerging Trends: Digital Marketing and Emerging Trends. Digital marketing operates as a dynamic platform, where frequent changes in strategies are commonplace. Dogra and Kaushal (2023) highlighted how recent trends in digital marketing have significantly influenced consumer perceptions, particularly within the financial services sector. Babalola et al.(2020) expanded on this by examining emerging trends in intelligent e-marketing and their impact on purchase decisions. When such innovative strategies are combined with the health-related appeal of herbal products, such as beverages, they have the potential to offer new avenues for increasing Bangkok consumers' willingness to repurchase these products. (Aeknarajindawat, N., Manaswatcharapong, R., & Aeknarajindawat, N. (2024))

These constructs collectively form the conceptual framework explaining how marketing strategy, service standards, entrepreneur credibility, and government policy influence the promotion and sustainability of the organic cosmetics industry.

3. Methodology

This research used a mixed-methods research design was applied, integrating both quantitative and qualitative approaches as recommended by Creswell (2018). Quantitative data were analyzed using Structural Equation Modeling (SEM) through AMOS, following the analytical guidelines proposed by Hair, Black, Babin, and Anderson (2019). Qualitative data validity was confirmed through data triangulation to ensure consistency across sources.

Quantitative Phase:

- **Population and Sample:** Social media consumers in Chonburi Province who have purchased organic cosmetics online. The sample size of 420 respondents was determined using Yamane's formula with a 95% confidence level.
- **Sampling Technique:** Multi-stage random sampling covering Mueang Chonburi, Sriracha, Bangsaen, and Pattaya districts.
- **Research Instrument:** Structured questionnaire with five-point Likert scales, validated by three experts. The reliability coefficients were greater than 0.80, confirming internal consistency.
- **Data Analysis:** Descriptive statistics (frequency, percentage, mean, standard deviation) and inferential analysis through Structural Equation Modeling (SEM) using AMOS.

Qualitative Phase:

- **Participants:** 16 key informants, including five entrepreneurs, six consumers, and five government officials.
- **Instrument:** Semi-structured interviews focusing on perceptions of marketing strategy, trust, and policy effectiveness.
- **Analysis:** Thematic and content analysis used to triangulate quantitative findings and derive actionable insights.

4. Results

4.1 Demographic Characteristics (n = 420)

The majority of respondents were female (70%), aged 25–34 (41%), held a bachelor’s degree (69.5%), and worked in private companies (47.1%). About 42% earned between 15,001–30,000 THB per month. The majority purchased organic cosmetics 2–3 times per month, showing stable online shopping behavior.

4.2 Descriptive Statistics of Key Variables

Variable	Mean	S.D.	Interpretation
Service Standards (SVST)	4.28	0.61	High
Marketing Strategy (MKST)	4.36	0.64	Highest
Entrepreneur Credibility (ENCR)	4.31	0.59	Highest
Government Policy (GVPL)	4.11	0.67	High
Industry Promotion (OCIP)	4.34	0.58	Highest

All variables scored at a high to very high level, confirming strong consumer confidence in the organic cosmetics industry in Chonburi.

4.3 Model Fit Indices

Fit Index	Acceptable Level	Obtained Value	Evaluation
χ^2/df	< 2.00	1.27	Excellent
GFI	> 0.90	0.96	Excellent
AGFI	> 0.90	0.93	Excellent
RMSEA	< 0.05	0.031	Excellent
CFI	> 0.95	0.98	Excellent

These results indicate that the SEM model fitted the empirical data exceptionally well.

4.4 Path Coefficients

Independent Variable	Dependent Variable	Direct Effect	Indirect Effect	Total Effect	Significance
Marketing Strategy (MKST)	OCIP	0.57	0.22	0.79	p < 0.01
Entrepreneur Credibility (ENCR)	OCIP	0.49	0.18	0.67	p < 0.01
Service Standards (SVST)	OCIP	0.37	0.13	0.50	p < 0.05
Government Policy (GVPL)	OCIP	0.23	0.19	0.42	p < 0.05

Marketing Strategy and Entrepreneur Credibility had the most significant effects on OCIP, while Service Standards and Government Policy influenced indirectly.

Summary of Findings

1. Consumers in Chonburi exhibited high trust and frequent online engagement.
2. Marketing Strategy and Credibility strongly determined perceived industry success.
3. Service Standards and Government Policy indirectly reinforced promotion outcomes.
4. Model validation achieved excellent statistical fit, confirming conceptual soundness.

Summary of Qualitative Research Findings

- **Methodology:**
Used triangulation and content analysis from interviews with entrepreneurs, consumers, and government officers in Chonburi to ensure validity and depth of understanding.
- **Key Findings:**
 1. **Government Policy:**
Consistent and standardized certification systems are vital to build consumer trust.
 2. **Digital Marketing:**
Social media and influencer marketing play crucial roles in consumer engagement.
 3. **Entrepreneur Credibility:**
Transparency and honesty drive consumer trust and brand loyalty.
 4. **Service Standards:**
Quick response, accurate information, and after-sales service affect buying decisions.
 5. **Sustainability:**
Growth must align with Thailand's Bio-Circular-Green (BCG) Economy Model by supporting eco-friendly production and local resources.
- **Analytical Insight:**
Sustainable promotion of the organic cosmetics industry depends on the integration of policy support, digital marketing, entrepreneur credibility, and service quality, all of which enhance consumer trust and long-term competitiveness.

5. Conclusion

The findings corroborate prior research (Kotler, 2021; Amanat, 2017) indicating that marketing innovation and credibility are central to consumer loyalty. Chonburi's demographic context—urban, tech-savvy, and health-conscious—supports rapid expansion of the organic beauty sector.

Theoretical Implications:

- Integrating *SERVQUAL* and *Marketing 5.0* frameworks provides a robust model for analyzing eco-marketing behavior.
- The SEM results validate that trust acts as a mediator between service quality and consumer behavior.

Managerial Implications:

1. **Entrepreneurs** should focus on authenticity, transparency, and personalized online interaction.
2. **Government agencies** must enhance policy coherence, certification transparency, and access to green innovation funding.
3. **Consumers** can shape sustainable market evolution by demanding verified organic products.

Conclusion:

This research proposes a holistic model linking marketing strategy, service standards, entrepreneurial credibility, and government policy toward sustainable development of the Thai organic cosmetics industry, providing a replicable framework for other emerging markets in Southeast Asia.

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