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The Impact of Brand Awareness, Social Media Influence, and Marketing Mix Factors Towards Consumers' Purchasing Decisions of Skincare Products in Bangkok

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Abstract

The purpose of this research study was to investigate the impact of Brand Awareness, Social Media Influence, and Marketing Mix Factors towards Consumers' Purchasing Decisions of Skincare Products in Bangkok. The population of this study focuses on the consumers who have purchased skincare products in the last six months. The sample scope was 400 consumers who have purchased skincare products who live in Bangkok, by using the convenience sampling method. To analysis of the data, mean, standard deviation, correlation analysis, and regression analysis were used. The results showed that marketing mix factor (Beta=.574) has an impact on the purchasing decision of consumers who purchased skincare products at the statistical significance level of 0.05 while brand awareness and social media influence do not.

Keywords: Brand Awareness, Social Media Influence, Marketing Mix

Introduction

Thailand's cosmetic market has experienced significant growth in recent years, reflecting the country's booming beauty industry. According to market research conducted by Euromonitor International (2021), the cosmetics and personal care market in Thailand reached a value of \$8.3 billion in 2020, witnessing a compound annual growth rate (CAGR) of 5.1% from 2016 to 2020. This robust growth can be attributed to various factors, including rising



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Secondary data was obtained from both internal and external sources, including published articles, books, research reports, and commercial reports, among others.

4. Data Analysis

4.1 Descriptive statistics which includes Mean and Standard deviation, Frequency, and Percentage.

4.2 Inferential statistics examined the data obtained from the sample group in order to refer to and describe the population. Consequently, the independent and dependent variables are revised using the multiple regression analysis test.

Findings & Results

The study findings can be summarized as follows:

1. According to the data, the majority of the respondents are females, with the highest percentage falling within the 21-30 age group. Over half of the respondents are single. In terms of education, just over 80% of the respondents are Bachelors' degree holders while almost half of the total respondents work in private sector.

2. Income wise, over 50% of the respondents make 10,000 to 30,000 baht and a significant portion of the total respondents spend 1,001-2,000 baht per month, with just over half of them purchase skincare monthly. Nearly 70% of respondents first learn about the skincare products that they currently use from social media and online advertisements and they tend to mix and match skincare products from different brands.

3. Analyzing the data about overall brand awareness, social media influence, marketing mix, and consumers' purchasing decisions, it was found that the brand awareness had an average mean of 4.05, followed by consumers' purchasing decision with an average of 4.00, marketing mix had an average of 3.96, and social media influence have an average value of 3.85, respectively.

4. The brand awareness and social media influence do not significance on consumers' purchasing decisions in purchasing skincare products in Bangkok. However, marketing mix has significance on consumers' purchasing decisions of skincare products in Bangkok, as shown in Table 1.



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Table 1: Coefficients

Model	Unstandardized B	Coefficient Std Error	Standardized Coefficients Beta	t	Sig.	
(Constant)	1.431	.202		7.068	.000	
Brand Awareness	.079	.043	.079	1.836	.067	Rejected
Social Media Influence	-.005	.036	-.006	-1.35	.893	Rejected
Marketing Mix	.574	.046	.575	12.547	.000	Accepted

$R^2 = .362$, $F = 75.044$, $p < 0.05$

R square value is .362, this indicated that 36.2% of variation of dependent variable can be given an explanation by all three independent variables. $F = 75.044$ and significant amount is 0.000 which means that ($P < 0.05$). Consequently, it can be concluded that the independent variables and dependent variable are statistically associated.

Purchase Decision = 1.431 + .079 Brand Awareness - .005 Social Media Influence + .574 Marketing Mix

Firstly, the coefficient between brand awareness and purchase decision is (Beta = .079). It means that if the level of marketing mix is higher, the purchase decision level will be higher too. However, it is important to note that the associated p-value is 0.067. This result demonstrates that Hypothesis 1: Brand awareness does not significance on the consumers' purchasing decisions of skincare products in Bangkok, Thailand.

Secondly, the coefficient between the social media influence and purchase decision is (Beta = -.005) with a significant level of .893 at the 0.05 significant level. The result demonstrates that Hypothesis 2: Social media influence does not significance on the consumers' purchasing decisions of skincare products in Bangkok, Thailand.

Lastly, the coefficient between the marketing mix and purchase decision is (Beta = .574). It means that if the value of marketing mix increases, purchase decision level will increase too. The value of significance is also 0.000 which is less than 0.05. The result

