

INFLUENCING DECISION OF ORGANIC COSMETICS PURCHASING IN BANGKOK

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Abstract

The rapid development of communication technology has significantly transformed consumer behavior, particularly in the organic cosmetics industry, where social media plays a crucial role in marketing and consumer engagement. Although the use of organic cosmetic products in Bangkok has been continuously growing, there is still a lack of research on the effective decision-making factors for promoting products through social media. This study aims 1. to examine the factors influencing the purchase decision of organic cosmetics and 2. to explain the effects of organic cosmetics on consumer behavior. To address this gap, the research focuses on analyzing the key factors that influence the promotion of the organic cosmetics industry through social media in Bangkok using a mixed-method approach, integrating both quantitative and qualitative methods. In the quantitative phase, data were collected from 400 participants and analyzed using Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) to explore causal relationships, while in the qualitative phase, in-depth interviews were conducted with 16 stakeholders, including entrepreneurs, distributors, government officials, and consumers, to validate and enrich the quantitative findings. This integration of methods enhanced the credibility of the research and provided a comprehensive overview of the factors driving social media engagement in the organic cosmetics market. The findings reveal that government policy, entrepreneurial credibility, marketing strategy, and service standards have significant effects on promoting the organic cosmetics industry via social media, with government policy exerting the strongest influence, followed by entrepreneurial credibility, underscoring the importance of policy support and brand trust. Furthermore, effective marketing strategies and high service standards contribute to increased consumer engagement and industry growth. This research provides valuable insights for businesses, policymakers, and marketers in refining strategies to promote organic cosmetics through social media, highlighting the need for collaboration between government agencies, entrepreneurs, and marketing strategists to establish a strong online presence, build consumer trust, and expand the organic cosmetics market in Bangkok, while also serving as a foundation for future research and the development of strategic policies for sustainable beauty marketing

Keywords: Consumer behavior, Social media marketing, Organic cosmetics

Introduction

The rapid advancement of communication technology has profoundly influenced modern consumers' daily lives. Access to global information and the ability to communicate with individuals or organizations worldwide have significantly reduced both time and costs associated with communication. Continuous improvements in internet-based communication networks have enhanced user convenience, enabling swift information retrieval and efficient interactions both domestically and internationally. One of the most widespread applications of the internet is Electronic Commerce (E-Commerce) (Wongsritrakul, 2015), which facilitates rapid information access and effective communication (Wasutida Nurittamont, 2017). Online trading systems for goods and services have expanded globally, gaining widespread popularity. Consumers benefit from 24/7 product accessibility, eliminating the need for physical store visits, while also being able to verify product accuracy and condition before and after purchase. Furthermore, secure payment systems have been implemented, enhancing trust between customers and service providers (Tsiakis & Sthephanides, 2005). Previous studies on organic cosmetics provide valuable insights. Siriwadee Yulai (2015) examined the purchasing behavior of Thai government officials in Bangkok, revealing that female consumers most frequently purchased organic foundation, whereas male consumers favored organic loose powder. Women also spent more on cosmetics than men. Phattharaporn Thanasan-Sophon (2015) investigated factors influencing customer satisfaction with organic beauty products in Bangkok and its metropolitan area, finding that product quality was the most important factor in building trust and influencing purchasing decisions. The concept of service quality, as discussed by Oliver (1993), comprises three core elements: (1) customer satisfaction, (2) quality of service, and (3) value to the customer. These elements collectively influence customer perceptions and psychological responses to the service received. Cronin and Taylor (1992) emphasized that satisfaction or dissatisfaction results from comparing actual service experiences with pre-service expectations, making this comparison a crucial measure of service quality. The rapidly evolving nature of online business requires organizations, entrepreneurs, and retailers—particularly those selling through social media—to adapt quickly to market changes. Strategy formulation is a systematic approach to planning and executing operations to achieve organizational goals, involving both direct and indirect competition. Well-designed marketing strategies provide a competitive advantage through unique differentiating factors (Charoenwongsak, 2020). Globally, the cosmetics industry is one of the fastest-growing sectors. Kumudhini and Kumaran (2020) observed that while chemically based cosmetics raise environmental and health concerns, organic and natural cosmetics offer safer alternatives. In Sri Lanka, the Theory of Planned Behavior and past experiences were found to significantly influence consumers' intentions to purchase organic cosmetics, with consumer attitudes emerging as the strongest predictor. The study suggests that retailers can enhance purchase intentions by emphasizing ecological beauty, product safety, and affordability.

Overall, the promotion of the organic cosmetics industry depends on multiple factors, including government policies, entrepreneurial credibility, marketing strategies, and service quality standards. However, there remains a limited number of studies focusing on strategies for promoting the organic cosmetics industry through social media in Bangkok. Addressing this gap is essential to drive growth and enhance recognition in the digital marketplace. The findings from this research aim to provide practical insights for businesses, policymakers, and agencies such as the Food and Drug Administration (FDA) in developing effective strategies and improving relevant regulations to support the sustainable growth of the organic cosmetics industry.

Research Objectives

1. To study factors to decision of organic cosmetics
2. To explain effects of organic cosmetics of consumer behavior

Scope of the Research

1. Population

The study focuses on working-age consumers (18–60 years old) residing in Bangkok who purchase organic cosmetics through online and social media platforms. The total population is 1,539,373 individuals, classified into three groups based on administrative divisions (Department of Provincial Administration, Ministry of Interior, 2022).

2. Variable Scope

Independent Variables: Government Policy (GVPL), Entrepreneurs' Credibility (ENCR), Marketing Strategies (MKST), Service Standards (SVST)

Dependent Variable: Organic Cosmetics Industry Promotion (OCIP) via social media

Moderating/Contextual Factors: Profitability (PRFT), Customer Growth (CUGR), Awards/Recognition (AWRD), Corporate Social Responsibility (CSRT)

3. Time Scope

The research was conducted between July 2024 and January 2025, covering instrument development, data collection, quantitative and qualitative analysis, and synthesis of findings.

Research Methodology

1. Research Methodology

This study adopted a mixed method approach, combining both quantitative and qualitative research to obtain comprehensive and reliable findings. The quantitative component used Structural Equation Modeling (SEM), while the qualitative component used in-depth interviews with key stakeholders to validate and enrich the quantitative results.

2. Research Steps

2.1 Quantitative Research

Population & Sample Size

Population: Working-age residents (18-60 years) in Bangkok, totaling 1,539,373 people (Department of Provincial Administration, Ministry of Interior, 2022).

Sample Size: Determined using Grace (2008) 20 times the number of observed variables ($20 \times 20 = 400$).

Analysis Techniques: Confirmatory Factor Analysis (CFA) to examine main and sub-components influencing the promotion of the organic cosmetics industry on social media.

Structural Equation Modeling (SEM) to test direct and indirect causal relationships.

2.2 Qualitative Research

Participants: 16 key informants, comprising 3 producers, 3 distributors, 3 government officials, and 7 consumers.

Purpose: To explore, validate, and refine the quantitative findings, especially on variables with the lowest influence scores.

Method: Semi-structured in-depth interviews using an Interview Guide based on the conceptual framework.

3. Data Collection

3.1 Quantitative Data Collection

Instrument Development: Reviewed literature, theories, and previous studies.
 Drafted the questionnaire and obtained feedback from the research advisory committee.

Validated content with five experts (IOC score 0.50–1.00).
 Pilot-tested with 30 Bangkok consumers; Cronbach's Alpha ≥ 0.70 indicated reliability.

Distribution:

Online (Google Forms) for tech-accessible participants.

Paper-based questionnaires for others, administered directly by the researcher.

Follow-up: Checked completeness of responses and followed up on missing data before coding and entry into SPSS.

3.2 Qualitative Data Collection

Conducted in-depth interviews with 16 participants using open-ended questions covering:

- Entrepreneur credibility.
- Service standards.
- Marketing strategies.
- Government policies.

Used triangulation to verify data consistency across sources, times, and contexts.

4. Data Analysis

4.1 Quantitative Analysis

Descriptive Statistics: Frequency and percentage for demographic data.

Inferential Analysis: Mean and standard deviation for causal factors; SEM tested with SPSS and LISREL for linear structural relationships.

4.2 Qualitative Analysis

Data organization, categorization, and interpretation aligned with the research framework.

Cross-checked with multiple sources (triangulation) for validity.

Synthesized findings to address gaps from the quantitative phase.

Research Results

The analysis of the personal factors of the respondents, who are online consumers in Bangkok, was conducted with a sample size of 400 participants. The data is presented in two forms: frequency and percentage. The results of the analysis of the sample characteristics are shown in Table 1.

Table 1 The number and percentage of personal factors of the respondents

Personal Factors	Frequency	Percentage
Gender: Female	375	93.75
Age: 31 – 40 years	220	55.00
Education Level: Bachelor's degree	246	61.50
Occupation: Trade or Business Owner	221	55.25

Personal Factors	Frequency	Percentage
Marital Status: Single	265	66.25
Online Cosmetic Purchase Channel: Mobile phone	213	53.25
Average Monthly Income: More than 45,001 THB	229	57.25
Average Online Cosmetic Purchases: No more than 2 times per month	265	66.25
Product Type: Facial skincare products	247	61.75

From Table 1, the majority of online social media consumers in Bangkok were female (375 individuals; 93.75%), followed by male consumers (17 individuals; 4.25%) and LGBTQ consumers (8 individuals; 2.00%).

In terms of age, most respondents were 31–40 years old (220 individuals; 55.00%), followed by those aged 15–30 years (88 individuals; 22.00%), 41–50 years (59 individuals; 14.75%) and 51–60 years (24 individuals; 6.00%)

Regarding educational background, the majority held a bachelor's degree (246 individuals; 61.50%), followed by those with a postgraduate degree (118 individuals; 29.50%) and those with less than a bachelor's degree (36 individuals; 9.00%).

For occupation, most were self-employed, business owners, or shop owners (221 individuals; 55.25%), followed by private company employees or retail staff (120 individuals; 30.00%), students (18 individuals; 4.50%), government officials or state enterprise employees (17 individuals; 4.25%), other professions (16 individuals; 4.00%), and general laborers (8 individuals; 2.00%).

In terms of marital status, most respondents were single (265 individuals; 66.25%), followed by married (126 individuals; 31.50%) and widowed/divorced (9 individuals; 2.25%).

Regarding purchasing channels, most consumers bought cosmetics online via mobile phones (213 individuals; 53.25%), followed by other channels (78 individuals; 19.50%), Facebook (50 individuals; 12.50%), Instagram (42 individuals; 10.50%), and Line (17 individuals; 4.25%).

In terms of average monthly income, the largest group earned more than 45,001 THB (229 individuals; 57.25%), followed by those earning up to 15,000 THB (52 individuals; 13.00%), 25,001–35,000 THB (52 individuals; 13.00%), 15,001–25,000 THB (35 individuals; 8.75%), and 35,001–45,000 THB (32 individuals; 8.00%).

Regarding online cosmetic purchase frequency, most bought cosmetics online up to two times per month (265 individuals; 66.25%), followed by three to five times per month (102 individuals; 25.50%) and more than five times per month (33 individuals; 8.25%).

The most popular category of organic cosmetics purchased was facial skincare products (e.g., moisturizers, serums, face masks, toners, facial oils) (247 individuals; 61.75%), followed by makeup products (e.g., foundation, concealer, blush, lipstick, mascara, eyeshadow) (60 individuals; 15.00%), body care products (e.g., lotion, scrubs, massage oils) (44 individuals; 11.00%), hair care products (e.g., shampoo, conditioner, hair oil, styling sprays) (33 individuals; 8.25%), and personal care products (e.g., sunscreen, acne treatment, nail care) (16 individuals; 4.00%)

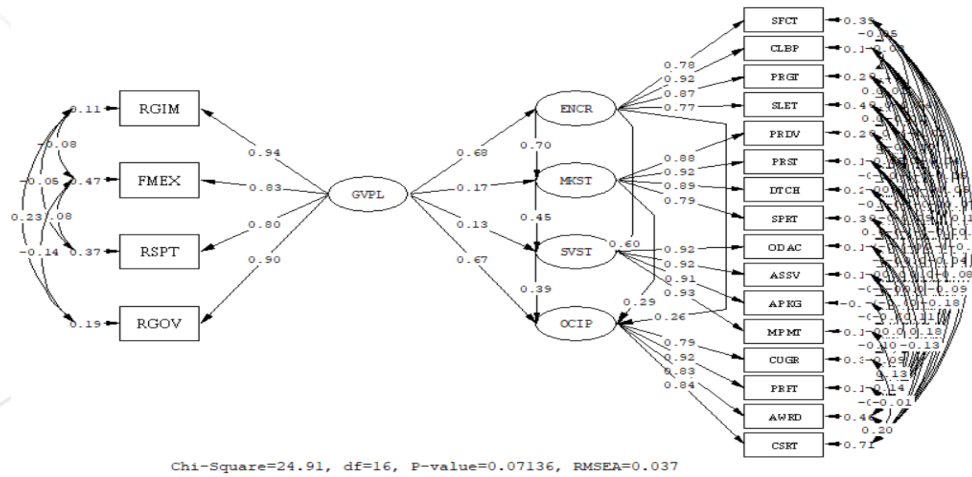


Figure 1: Alternative Structural Equation Model (Standardized Solution)

From Figure 1, the model analysis across different scenarios indicates that the external latent variable Government Policy (GVPL) exerts a direct influence on Entrepreneurs' Credibility (ENCR), Marketing Strategy (MKST), Service Standards (SVST), and Organic Cosmetics Industry Promotion (OCIP), with respective path coefficients of 0.69, 0.17, 0.13, and 0.67. Entrepreneurs' Credibility (ENCR) directly impacts Marketing Strategy (MKST), Service Standards (SVST), and OCIP, with coefficients of 0.70, 0.60, and 0.26, respectively. Marketing Strategy (MKST) directly influences Service Standards (SVST) and OCIP, with coefficients of 0.45 and 0.29, respectively. Finally, Service Standards (SVST) has a direct effect on OCIP, with a path coefficient of 0.39.

Table 2 The Analysis of Total, Direct, and Indirect Relationships in Alternative Models

Dependent Variable	Relationship	Independent Variable				
		GVPL	ENCR	MKST	SVST	OCIP
ENCR	DE	0.68**	N/A	N/A	N/A	N/A
	IE	N/A	N/A	N/A	N/A	N/A
	TE	0.68**	N/A	N/A	N/A	N/A
MKST	DE	0.17**	0.70**	N/A	N/A	N/A
	IE	0.48**	N/A	N/A	N/A	N/A
	TE	0.65**	0.70**	N/A	N/A	N/A
SVST	DE	0.13**	0.60**	0.45**	N/A	N/A
	IE	0.70**	0.31**	N/A	N/A	N/A
	TE	0.83**	0.91**	0.45**	N/A	N/A
OCIP	DE	0.67**	0.26*	0.29*	0.39**	N/A
	IE	0.22**	0.15*	0.17*	N/A	N/A
	TE	0.89**	0.41**	0.46**	0.39**	N/A

Chi-Square= 24.91, df=16 p-value = 0.071, GFI=0.99, AGFI=0.92, RMR=0.006, RMSEA=0.037, CFI=1.00, CN=513.42

According to Table 2, the relationship pathways can be summarized as follows: Government Policy (GVPL) shows the strongest direct relationship

with Entrepreneurial Credibility (ENCR), with a correlation coefficient of 0.68. It also has direct positive effects on Organic Cosmetics Industry Promotion (OCIP), Marketing Strategy (MKST), and Service Standards (SVST), with coefficients of 0.67, 0.17, and 0.13, respectively. In addition, GVPL exerts indirect effects on SVST (0.70), MKST (0.48), and OCIP (0.22). Entrepreneurial Credibility (ENCR) has the strongest direct relationship with MKST (0.70), followed by SVST (0.60) and OCIP (0.26). Indirectly, it influences SVST (0.31) and OCIP (0.15). Marketing Strategy (MKST) directly affects SVST (0.45) and OCIP (0.29), and has an indirect effect on OCIP (0.17). Finally, Service Standards (SVST) have a direct positive relationship with OCIP, with a correlation coefficient of 0.39.

Discussion

The findings of government policies and entrepreneurial credibility in driving the success of the organic cosmetics industry. Government policies have the greatest influence, shaping entrepreneurial credibility, marketing strategies, service standards, and overall industry promotion. Strong government support enhances business credibility, leading to improved marketing, higher service standards, and stronger market growth. Entrepreneurial credibility also plays a vital role, directly improving service quality and promotional effectiveness.

Marketing strategies and service standards further contribute to industry growth. Effective marketing enhances service quality and product appeal, while high service standards improve customer experiences, strengthening promotion efforts.

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