



**The Analysis of 7Ps Service Marketing Mix Affecting Customer Intention in Thailand's
Cosmetic Industry**



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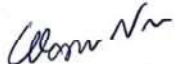
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Abstract

This research provides a comprehensive analysis of Thailand's cosmetic industry, which plays a critical role in the country's economy and has seen significant growth in recent years. The industry, fueled by rising disposable incomes, an expanding middle class, and evolving consumer preferences, is expected to see revenues increase by 5.5% annually through 2025, reaching an estimated \$7.3 billion in 2022. Thailand's strategic position within the rapidly developing Asia-Pacific region, combined with regulatory harmonization under the ASEAN Harmonized Cosmetic Regulatory Scheme (AHCRS), positions the country as ASEAN's beauty hub, opening up vast opportunities for market expansion.

The study delves into the challenges and opportunities within this highly competitive global market, emphasizing the importance of understanding customer intention, particularly the balance between preferences for global and local products. Through the lens of the 7Ps Service Marketing Mix—product, price, place, promotion, people, process, and physical evidence—this research aims to offer strategic insights to enhance the competitiveness of Thai cosmetics companies.

This research focuses on the purchasing behavior of cosmetic product users in Bangkok, Thailand, utilizing a well-structured methodology. The study design involved a comprehensive literature review of the 7Ps of service marketing mix and customer intention, which informed the creation of the research questionnaire. The target population comprised individuals who regularly use cosmetic products in their daily routines, with a sample size of 400 respondents, calculated using Taro Yamane's formula for determining the appropriate sample size.

The questionnaire was divided into two parts: the first collecting demographic data and information on cosmetic usage, and the second measuring customer intention using a five-point Likert scale based on the 7Ps of the marketing mix. Data were collected using a convenience sampling method and analyzed using descriptive statistics in SPSS, with further exploratory and confirmatory factor analyses conducted to validate the variables.

The findings reveal that product quality and customer service are the most influential factors in cosmetic purchasing decisions in Bangkok, Thailand. Consumers prioritize the quality, ingredients, and performance of products, with customer service, including prompt assistance and helpful staff, also playing a key role. While price is a consideration, value for money is more important than low prices. Convenience, attractive packaging, and an easy purchasing process also positively influence decisions, but to a lesser extent. Promotions have some impact, but they are not the primary drivers of purchasing behavior. The findings are expected to provide valuable contributions not only to the strategic decision-making processes of cosmetic businesses but also to academic discourse, offering a deeper understanding of marketing and consumer behavior in Thailand's evolving cosmetics industry.

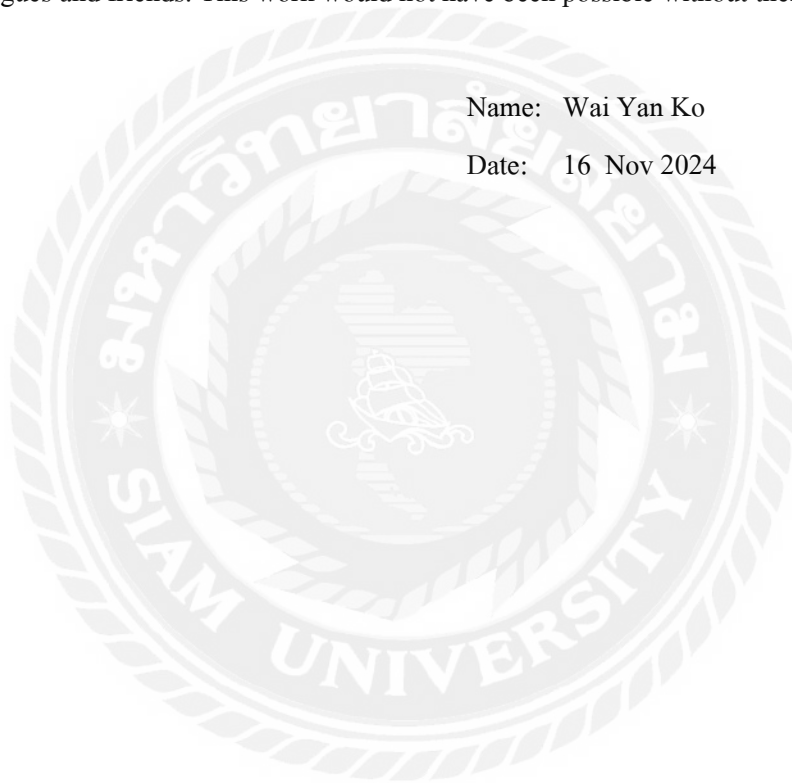
Keywords: 7Ps service marketing mix Strategy, customer intention, cosmetic industry, Thailand.

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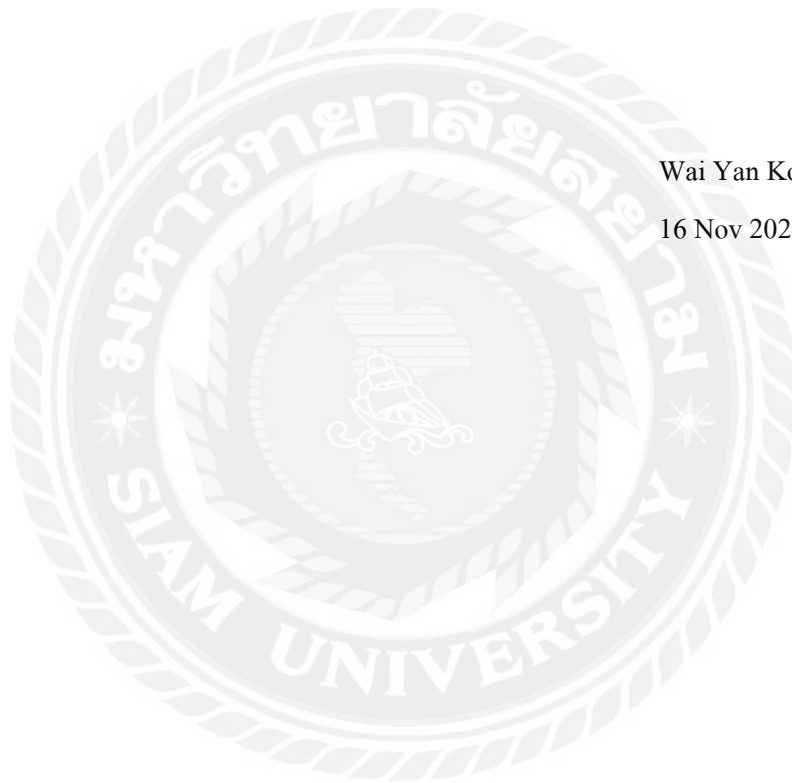
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Declaration

I, Wai Yan Ko, hereby certify that the work embodied in this independent study entitled “The Analysis of 7Ps Service Marketing Mix Affecting Customer Intention in Thailand’s Cosmetic” is the result of original research and has not been submitted for a higher degree to any other university or institution.



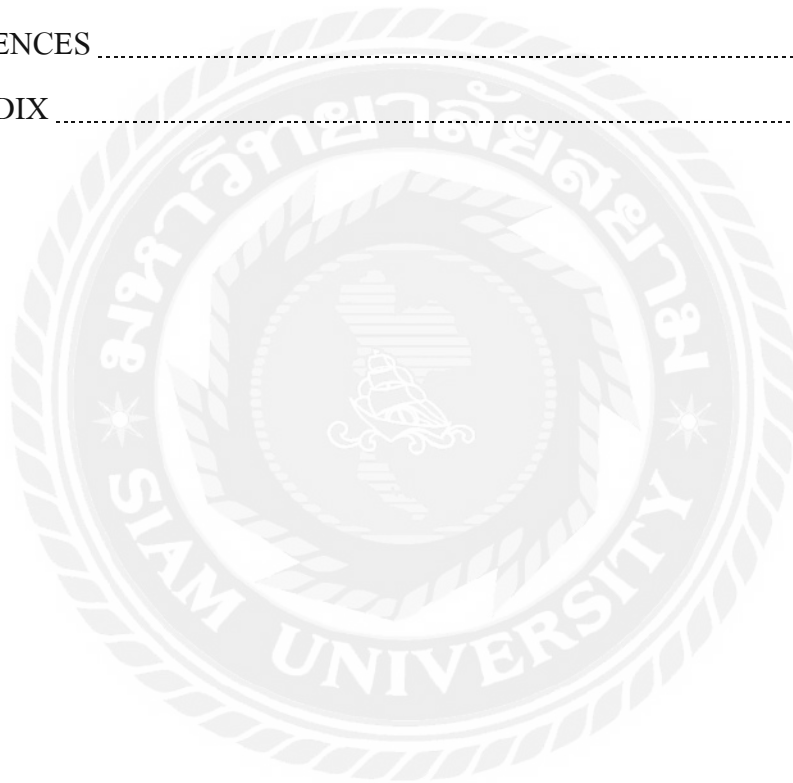
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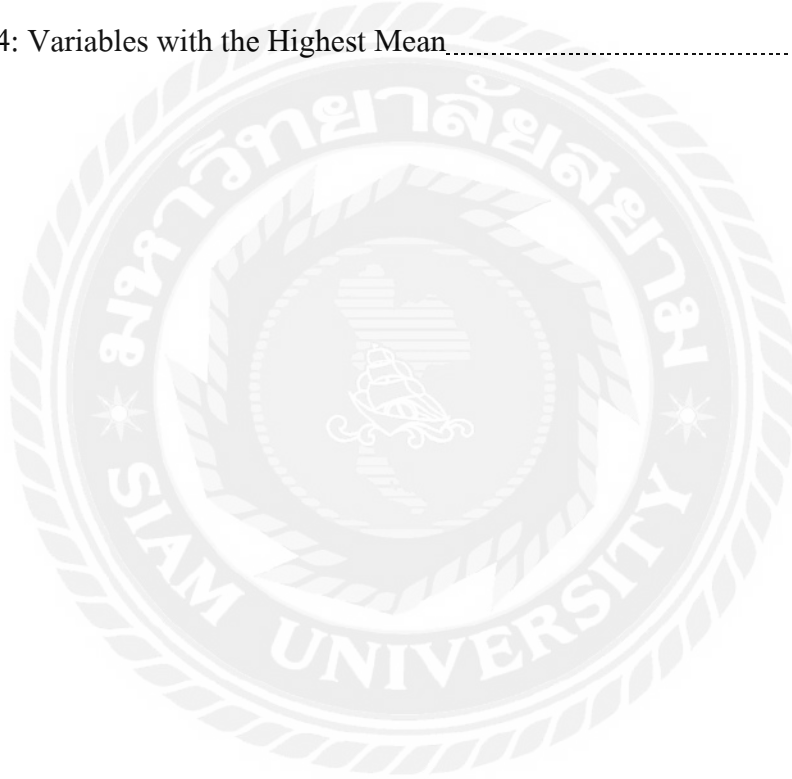
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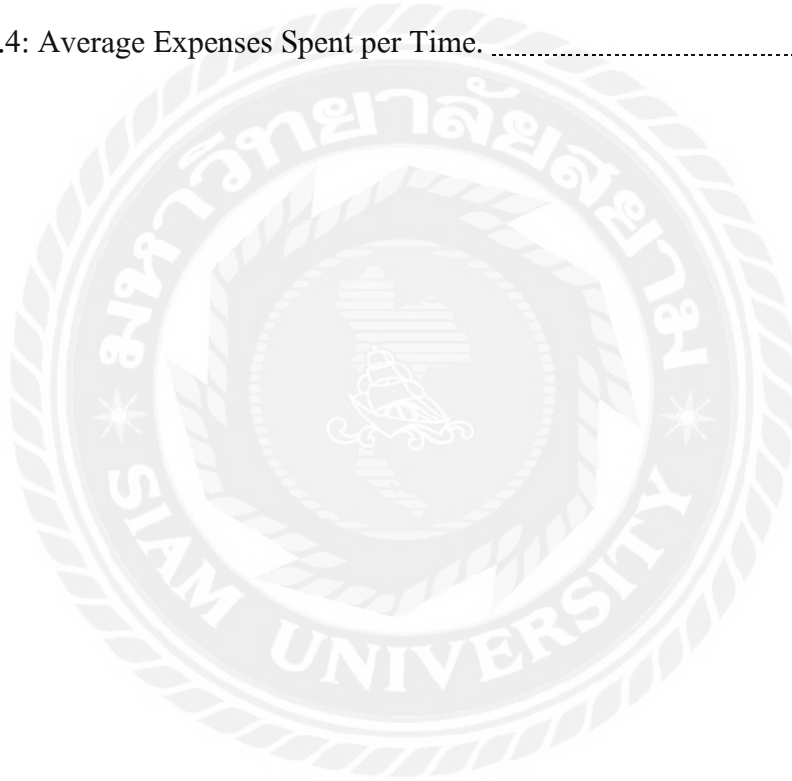
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CHAPTER 1

Introduction

1.1 Background of the Study

Thailand's cosmetic industry, which plays an important part in the economy of the country, has developed significantly in recent years. The economic performance of this industry plays a pivotal role in Thailand's overall economic landscape. According to Statistia.com 2022, revenue from the cosmetics industry is estimated to total \$4.2 billion in 2021 and increase by 5.5 percent annually through 2025. Particularly, the Thai cosmetics industry has increased significantly, gaining from the country's rising disposable income, the expansion of the middle class, and changing tastes among consumers.

The National Economic and Social Development Board (NESDB) has reported that Thailand's cosmetics industry has regularly expanded faster than the nation's overall economy, making a significant contribution to the GDP. According to the reports from Mahanakorn Partners website 2022, in 2020 the global market for cosmetics was estimated to be worth USD 307.69 billion. Thailand is in a prime position for future growth and expansion along the entire supply chain because the Asia-Pacific area is thought to be one of the largest and fastest-developing regions for the cosmetics market. With a market expected to reach over USD 7.3 billion in 2022 and regulatory harmonization with ASEAN through the AHCRS (ASEAN Harmonized Cosmetic Regulatory Scheme), Thailand is well-positioned as ASEAN'S beauty hub, opening up new business opportunities along the whole value chain. This large world market provides Thai cosmetic companies with a huge opportunity for market penetration and expansion, which heightens competition and requires proactive actions to sustain their place in the global cosmetic market.

In this extremely competitive and changing global market, understanding customer intention is essential for the development and sustainability of Thailand's cosmetics industry. By using the framework of the 7Ps Service Marketing Mix—product, price, place, promotion, people, processes, and physical evidence—this research aims to offer useful insights that contribute to the strategic decision-making processes of cosmetic businesses, ensuring their relevance and competitiveness in a rapidly evolving and globally connected industry, by examining the interaction of these elements within the context of the Thai cosmetics industry.

1.2 Problem of the Study

The crucial, rapidly growing cosmetics industry in Thailand has been marked by dynamic changes in customer preferences and behavior. Businesses aiming for success in this competitive marketplace need to understand customer intentions in the Thai cosmetics sector. Understanding the customer intentions regarding their preference for global products and local products in the Thailand cosmetics industry is the particular problem that needs to be solved.

Thai customers exhibit diverse intentions and preferences when selecting between global and locally manufactured cosmetic products. It is important to understand the complex nature of these customers' intentions and identify the factors affecting their purchasing decisions (Kaufman & Ho, 2018). Customers' intentions and preferences change as a result of Thailand's various local and cultural landscapes. The beauty standards and cultural preferences in various parts of Thailand can greatly affect the purchase (Birou, L., 2018).

According to Rahman et al (2020), the perception of authenticity and trustworthiness is a key and multifaceted concern in the Thailand cosmetics industry. This problem depends on the delicate balancing act between the perceived authenticity and quality that customers associate with both global and local cosmetic products. Global products frequently have a reputation for excellence and innovation on a global scale, which may cause buyers to think they are of superior quality. On the other hand, local products are often treasured for their enduring authenticity, inner awareness of regional beauty requirements, and conformance to cultural preferences. The challenge at issue is to analyse and fully comprehend the intricate network of elements that constitute consumer intentions as they move through the environment of various perceptual components. Examining how much concepts of quality and authenticity influence customer decisions and how these ideas combine with other elements, such as cost, cultural identification, and ethical principles, to influence purchase intentions For both global and local cosmetic industries seeking to improve their marketing strategies and effectively adapt to the various demands and preferences of the Thai consumer base within this competitive and developing industry, uncovering the relationship between attitudes is crucial.

1.3 Objectives of the Study

This research aims to investigate and analyze customer intention in the Thai cosmetic market based on their preference for local and global cosmetic products by using the 7Ps service marketing mix analysis with descriptive analysis. The main objective of the study is as follows:

1. To analyze the effect of the service marketing mix on Thailand's cosmetic industry.
2. To examine how the service marketing affects customer intention of Thailand's cosmetic industry.

1.4 Significance of the Study

This study, which focuses on the 7Ps and its impact on customer intention in Thailand's cosmetic industry, assumes a crucial role in determining the industry landscape. The results of this research are not limited to marketing departments and boardrooms. Industries are able to adapt their offerings to the preferences of their customers by having a deeper understanding of the factors that influence these choices. Customers are therefore presented with a wider range of options, which enables them to match their objectives and values with the products they buy. This research has two important implications: first, it gives Thai cosmetic industry the ability to improve their customer focus and strategies, which will lead to growth and adaptation; second, it gives customers the power of choice and alignment with customers' intentions, which will create a more responsive and dynamic market. The research results lead to a broader knowledge of marketing and customer behavior, enriching academic discourse in these files.

1.5 Scope of the Study

This study explored the seven key components of Thailand's cosmetic industry in using the 7Ps service marketing mix framework: product, price, promotion, people, process, and physical evidence. This research gives thorough understanding of how each factor of the marketing mix interacts with customer intention, especially when considering local and global preferences for cosmetic products. The primary data were collected by distribution 400 questionnaires to regular cosmetic customers who live in Bangkok.

CHAPTER 2

Literature Review

2.1 Cosmetic Industry Overview

Thailand's cosmetics industry is experiencing a bigger chance for development attributed to the ASEAN economic community, which encourages free trade policies among member countries. According to the Mahanakorn Partners website (2022), Thailand's cosmetics market was estimated at \$6.8 billion at the end of 2020, accounting for about 25% of the total sales of ASEAN countries. Thailand also has free trade agreements with Japan and Korea, which have resulted in various cosmetic companies from these countries entering the Thai Market.

Thailand has been a key player in the global beauty market in recent years, without a doubt. Thailand's unique position as a powerhouse in the beauty business can be attributed to a convergence of circumstances. The nation's unmatched biodiversity and natural wealth, which have been a source of inspiration for the development of beauty products, are at the center of this revolution. (Gobeautyspace. blog, 2022)

Thailand has emerged as a hub for both local and worldwide beauty businesses. This environment has contributed to the development of local companies, which have successfully introduced cosmetics not only in Thailand but also in neighbouring ASEAN nations. Global companies in the beauty industry have also realised how strategically advantageous it is to establish production and distribution facilities in Thailand in order to reach the local market. The retail landscape is equally alive, with a mix of traditional physical stores and an increasing number of e-commerce platforms. Furthermore, Thailand's extensive ecosystem, traditional beauty practices, and use of unique, local components contributed to a wave of creative product development. This has resulted in a diverse and culturally resonant array of beauty products that resonate with both local and international consumers. In general, Thailand's market for cosmetics and beauty goods is evidence of the nation's flexible and adaptable nature, as well as its rich cultural legacy, as it embraces the changing trends and tastes of the international beauty industry. (Gobeautyspace. blog, 2022)

Market Segment	Low Income Group	Middle Income Group		High Income Group	
Customer Characteristic	<ul style="list-style-type: none"> • High exposure to local media. Hence, often use local movie stars/ idol as a selling point 	<ul style="list-style-type: none"> • Perceive that Korean and Japanese women have flawless skin. Hence increasing popularity of Korean and Japanese brands. 		<ul style="list-style-type: none"> • Highly value for beauty and healthy skin with specific needs for skincare. Hence need to have beauty advisor (BA) to sell products. 	
Key Players	Mostly local brands • Mistine <ul style="list-style-type: none"> • Cute Press • Tell Me • Beauty Buffet 	Japanese Brands Hada Labo KATE Canmake Biore	Non-Japanese Brands. L'Oreal Maybelline New York, Revlon	Japanese Brands Shiseido SKII Three Kose	Non-Japanese Brands Clarins, Estee Lauder, Christian Dior, YSL
Distribution Channel	<ul style="list-style-type: none"> • Hypermarkets • Convenience Stores • Cosmetic Specialty Stores 	<ul style="list-style-type: none"> • Cosmetic Specialty Stores • Department Stores (Cosmetics Sale Counters) 		<ul style="list-style-type: none"> • Department Stores (Cosmetics Sale Counters) 	
E-commerce and online channels are suitable to reach all target groups.					

Table 2.1: Business Landscape of Cosmetics and Beauty Products Market in Thailand

(kasikornbank.com,2017)

2.2 Service Marketing Mix 7Ps

One of the fundamental concepts of marketing theory is the marketing mix. (McCarthy's,1964) 4Ps—product, pricing, place, and promotion—have become more and more popular in recent years, and for reason. Various adaptations of the marketing mix have been proposed to suit specific contexts. Although several modifications to the classic 4Ps framework have been suggested by scholars (Kotler, 1986; Mindak, & Fine, 1981, Waterschoot; & Bulte, 1992), the most substantial contributions have emerged from the realm of service marketing. Augmentation of the 4Ps model, which introduces process, physical evidence, and participant considerations, has gained considerable recognition within the literature on service marketing. (Booms, & Bitner,1981).

McCarthy & Perreault (1987) defined the marketing mix more recently as the manageable parts that an organization might harmonise to fulfil the needs of its intended market. With minor modifications, this interpretation has gained widespread acceptance, as evidenced by Kotler and Armstrong's definition of the marketing mix as “the collection of adjustable marketing components that the company combines to elicit the desired response from the target market” (Kotler, P, 1989).

However, McCarthy's marketing mix framework has been the most popular and resilient, having reduced Borden's 12 factors to the now ubiquitous 4Ps, namely product, price, promotion, and place (McCarthy,1964). Since each of these categories is composed of a variety of components, terms like “product mix,” “promotion mix,” and so on can be used to describe them. Kotler & Armstrong (1989) defined promotion as advertising, personal selling, sales promotion, and publicity. In fact, several writers of introductory text books interpret the marketing mix as being synonymous with the 4Ps due to the 4Ps'widespread popularity (Pride, & Ferrell, et al.,1989).

While McCarthy's 4Ps concept is widely used, there is no agreement on what aspects compose the marketing mix. The 4Ps paradigm has really drawn a lot of criticism. According to Kent (1986), the 4Ps paradigm is overly simplistic and deceptive. Several other authors discovered the 4Ps framework and proposed their own revisions. For example, Nickels & Jolson (1976) proposed that the addition of packaging constitutes the fifth P in the marketing mix. Mindak and Fine (1981) suggested that public relations should be included as the sixth priority. In addition, Kotler (1986) proposed including public relations and power in the concept of “mega marketing.” Moreover, Payne and Ballantyne (1991) argued that relationship marketing includes people, processes, and

customer service. Additionally, Judd (1987) proposed using human presence as a means of differentiation in industrial marketing.

2.3 Development of 4Ps to 7Ps

The change from the previous 4Ps marketing mix to the expanded 7Ps framework represents a fundamental shift in marketing strategy. McCarthy established the 4Ps as the key components of marketing strategy in the 1960s. They included product, price, place and promotion. However, due to the particular characteristics of the service business and changing consumer needs, a more complete framework was required. The service marketing field shaped this evolution, which is encapsulated in the 7Ps paradigm (Boom & Bitner, 1981). People, processes, and physical evidence were introduced as new elements in this advancement. People are the human element in service delivery, while processes are the structures and procedures that regulate service, and physical evidence is the visible cues that reinforce service quality. The adoption of the 7Ps paradigm has been shown to be especially beneficial in service-oriented industries like the cosmetics sector, where customer behavior is greatly influenced by the intangible parts of service and the entire customer experience (Bitner et al., 1990).

Product	Price	Place	Promotion	Participants	Physical evidence	Process
<i>Traditional</i> Quality	Level	Distribution channels	Advertising			
Feature and quality	Discount and allowances	Distribution converge	Personal selling			
Style	Payment terms	Outlet location	Sales promotion			
Brand name		Sales territories	Publicity			
Packaging		Inventory levels				
Product line		Location				
Warranty		Transport carriers				
Service level						
Other services						

Figure 2.1: Marketing Mix

Source: Kotler, 1976.

Modified and expanded for services

Quality	Level	Location	Advertising	Personal:	Environment:	Policies
Brand name	Discounts and allowances	Accessibility	Personal Selling	Training	Furnishings	Procedures
Service line	Payment terms	Distribution channels	Sales promotion	Discretion	Color	Mechanization
Warranty	Customer's own perceived value	Distribution coverage	Publicity	Commitment	Layout	Employee discretion
Capabilities	Quality/Price interaction		Personnel	Incentives	Noise level	Customer involvement
Facilitating goods	Differentiation		Physical environment	Appearance	Facilitating goods	Customer direction
Tangible clues			Facilitating goods	Interpersonal behavior	Tangible clues	Flow of activities
Price			Tangible clues	Attitudes		
Personnel			Process of service delivery	Other customers		
Physical environment				Behavior		
Process of service delivery				Degree of involvement customer		
				Customer contact		

Figure 2.2: Marketing Mix Modified and Expanded

Source: Booms & Bitner, 1981.

The most influential of the alternative frameworks is the 7Ps mix, in which Booms & Bitner (1981) suggested that the traditional 4Ps not only need to be modified for services (see Figure 2.2) but also extended to include participants, physical evidence, and process. Their framework is discussed below. According to the Booms and Bitner framework (1981), participants are all in human actors who play a part in service delivery.

In services, particularly "high-contact" services like restaurants and airlines, the firm's personnel have a vital role in determining client perceptions of product quality and consumption. The quality of the framework product and the quality of the service provider are inextricably linked since they are components of the product (Berry, 1984). As a result, it is essential to pay particular attention to employee quality and performance. This is especially critical in the service industry because personnel frequently perform inconsistently, which can result in unresolved quality.

However, Booms & Bitner (1981) introduced a compelling argument in favor of expanding product decisions to encompass three novel elements within their proposed mix (as Table 2.2).

However, it's noteworthy that while they acknowledged the potential inclusion of physical evidence, participants, and processes into the conventional 4Ps framework, Bitner posited that isolating these elements serves to underscore their "expressed importance" in the eyes of service firm managers (Bitner, 1990).

Product: The "product" element of the 7Ps marketing mix is a key idea in marketing, and it relates to the tangible or intangible product that a company makes for its customers. In the dynamic landscape of the Thai cosmetic industry, the "Product" element within the 7Ps marketing mix plays a multifaceted role. It goes beyond the mere representation of physical makeup and skincare items, encompassing a holistic approach that significantly influences consumer choices and industry competitiveness. Pheerthachotikun (2016) highlighted that the brand's affordability and excellent reputation, along with its packaging, have made it a popular choice among Thai customers, demonstrating the comprehensive role of the "Product" factor. According to Pherathachotikun (2016), consumer perceptions and purchase decisions are significantly shaped by the branding and reputation of Thai cosmetic products. Mistine serves as an example of how a company's name, logo, and core principles may establish a unique identity that cultivates consumer loyalty and trust.

The cosmetic industry in Thailand has undergone changes reflecting shifts in consumer behavior and market dynamics. Recent studies have emphasized the nature of products in the Thai market. According to Suwannaporn and Sumrejkanachakij (2019) consumers in Thailand now prefer organic products due to an increased awareness of health and sustainability. This trend aligns with the observation made by Lee & Lee (2021) which highlights the growing demand for beauty products. Furthermore Boonlue et al. (2022) underscored the growing influence of platforms on consumer perceptions of products. The role of e-commerce websites and social media platforms has become crucial in providing information and influencing purchase decisions. Additionally, Phrommintikul et al. (2023) highlighted the importance of factors such as using ingredients like Thanakha in shaping product preferences. These changing dynamics indicate that cosmetic brands, in Thailand need to innovate and align their product offerings with evolving consumer preferences and values.

Price: The "Price" element of the 7Ps marketing mix defines the price at which consumers are willing to pay for a service or product. Kotler's "Principles of Marketing" is a widely used textbook that delves into the various aspects of marketing, including pricing strategies, making it a reputable

source for understanding the role of price in the marketing mix (Kotler, 2018). In the Thai cosmetic sector, the "Price" component of the 7Ps marketing mix plays an important role in determining customer behaviour and affecting market dynamics. Cosmetic brands in Thailand use a pricing strategy that not only affects the monetary value of their products but also represents their market standing. Pricing decisions have to maintain a careful balance between giving competitive prices to a varied consumer base and sustaining profitability. The Thai brand "Mamonde" connects its pricing with the idea of natural beauty by providing a range of skincare and makeup products at competitive price points and emphasising the usage of natural ingredients (Panich, 2017). In the Thai cosmetic market, pricing decisions are critical for brands to remain competitive. According to Panich (2017), companies consider not only their product quality but also factors like packaging, branding, and the overall customer experience when determining their pricing strategies.

Cosmetic brands, in Thailand have adapted their pricing strategies to better meet the changing expectations of consumers and the dynamics of the market. The Thai cosmetic industry's price considerations are complex, as evidenced by recent studies. Wiriyapipat et al. (2019) reported that consumers in Thailand are sensitive to pricing structures and clearly favour value-oriented pricing models that correspond with perceived quality.

Furthermore, Boonyamanond and Songsriwittaya's study from 2022 explored how economic issues affect pricing strategies and emphasizes how flexible cosmetic firms must be to modify their price structures in response to changes in the economy. The significance of dynamic pricing strategies customized to the e-commerce landscape is shown by the study conducted by Narkta and Srisiriwong (2023), which highlights the growing influence of digital platforms in changing customer behavior. Together, these observations highlight the complex interactions that impact cosmetic prices in Thailand, and they encourage those involved in the sector to exercise caution while navigating these issues.

Place: The "Place" element of the 7Ps marketing mix, also referred to as "Distribution," is an essential component of marketing theory. It refers to the tactics and channels that are used to make products or services available to customers. To reach their target market, businesses need to select the best channels. This might involve selling products through distributors, wholesalers, physical stores, or internet retailers. McCarthy (1960), who first put forth the 4Ps framework, was regarded as one of the major personalities connected to the 7Ps marketing mix. It's important to remember,

nevertheless, that a number of academics and professionals in the field of marketing have extensively debated and explored the expansion of the 4Ps to the 7Ps framework. In Thailand, the cosmetic industry embraces a multi-channel distribution approach, encompassing physical stores, online platforms, and beauty specialty shops. For example, "Watsons," a well-known health and beauty retailer, offers a diverse choice of cosmetic products (core product) in its physical locations throughout Thailand, as well as an e-commerce platform for easy online buying (Rajagopal, 2019).

Promotion: The "promotion" component of the 7Ps marketing mix refers to all the actions and communication strategies a company uses to market its goods and services to the intended market. It is an essential component of a marketing strategy. It consists of a variety of marketing initiatives meant to raise awareness, inspire interest, and motivate consumers to take action. Advertising, Sales Promotion,

Public Relations, Personal Selling, Direct Marketing and social media and Content Marketing are important components of the "Promotion" factor. A number of marketing academics and professionals have advanced our understanding of promotion. "Principles of Marketing" by Kotler (2018), one of the most often cited marketing textbooks, goes into great detail about promotional strategies and tactics. Cosmetic companies intentionally use advertising in Thailand to launch new goods, highlight distinctive qualities, and encourage customer loyalty. These advertising campaigns, which highlight the newest developments in cosmetics and beauty trends, are spread throughout a number of media platforms, including as print, social media, and television. Additionally, it's usual practice to use loyalty programmes, exclusive deals, and discounts to encourage repeat business and purchase incentives. As an example, the Thai cosmetic company "Mistine" has been successful in the market because it skillfully blends online promotions and advertising campaigns to reach consumers and introduce new product lines (Pheerathachotikun, 2016).

The dynamic consumer behavior and technological advances have brought about a substantial evolution in the promotional environment of the Thai cosmetic sector. The complex nature of physical and online promotional methods has been clarified by recent studies. According to Phuangthong & Mingmuang (2019), social media platforms play a critical role in influencing consumer opinions and purchase decisions. The writers stress the value of influencer marketing on Facebook and Instagram, highlighting how important it is for cosmetic firms to use these platforms

wisely. The results of Tuntiwechapikul & Ractham (2020), who investigated the relationship between online and offline promotions and stressed the significance of a smooth omnichannel experience in raising customer engagement, were consistent with this. The study by Sompamitre & Tansuhaj (2022) explored the effect of online promotions on brand loyalty as digitalization continues to infiltrate consumer interactions, highlighting the necessity of customised and focused online promotional campaigns. Additionally, the study by Juntong & Kongkitisupchai (2023) clarified the role that offline promotional events—like product debuts and in-store demos—play in building consumer confidence and brand loyalty. Together, these data show how dynamic promotional tactics are in the Thai cosmetics sector, and they call on brands to use an integrated and flexible strategy to effectively engage customers.

People: The “People” component of the 7Ps marketing mix refers to the people involved in providing the service and affecting the customer’s experience. This component highlights the essential role that people both consumers and staff; play in determining the quality of the customer experience. The concept of “People” in the marketing mix, particularly in the context of services, has been widely discussed by various marketing scholars and experts in the field (Kotler, 2018). In the Thailand cosmetic market, the expertise and customer-centric approach of beauty advisors and sales representatives in retail stores significantly influence the buying experience. The "People" element in Thailand's cosmetic sector is highlighted by the competent and customer-focused beauty advisors in retail locations. According to Pham, Nguyen, & Tran (2019), their proficiency in skincare products and cosmetics not only elevates the clientele's experience but also fosters loyalty and trust. In the Thai cosmetic business, consumer interaction is a critical component of the "People" factor. Through feedback, online reviews, and social media interactions, customers actively shape their beauty experiences, affecting brand perceptions and product development (Dwivedi et al., 2018).

Physical Evidence: The “Physical Evidence” element in the 7Ps marketing mix, often associated with services marketing, refers to the tangible cues and physical surroundings that customers encounter when receiving a service. The "Physical Evidence" component of the 7Ps marketing mix influences consumer perceptions and trust by serving as a tangible representation of the brand's image and quality. In Thailand, the physical design and atmosphere of cosmetics boutiques, like those of the industry leader "Sephora," are meticulously chosen to offer customers an opulent and

engaging experience. According to Tan (2020), these retail environments feature aesthetically beautiful displays, lighting, and high-quality fixtures that complement the brand's image and convey refinement. Additionally, as demonstrated by the Thai brand "Mamonde," the packaging and branding of cosmetic items communicate an assurance of quality and attractiveness, promoting client confidence and loyalty (Pattamalai, 2018).

Pongpullponsak (2019) asserted that packaging aesthetics have a big influence on what customers decide to buy, with an increasing focus on designs that are both aesthetically pleasing and environmentally beneficial. This is consistent with research by Wiriya et al. (2020), which explored how package materials affect consumers' perceptions of product quality and sustainability. The authors stress the importance of cosmetic brands conforming to the beliefs of environmentally concerned consumers. In addition, Suppatkul and Opanasopit's study from 2021 investigates how technological integration—like augmented reality labels—can improve packaging and the customer experience in general. The study by Chotisiri and Saowanee (2022) emphasized the significance of adding traditional Thai characteristics, like Thanakha, into product design to create a feeling of cultural identity in light of the growing demand for authenticity.

Process: The "Process" component of the 7Ps marketing mix is critical to guaranteeing effective service delivery and improving overall customer experience. It includes the systems, procedures, and workflows that lead the customer through every stage of the journey, from product selection to purchase and post-purchase assistance. Leading brands in the Thai cosmetic business, such as "L'Oreal," have optimised their sales processes using e-commerce platforms, allowing clients to easily browse, order, and receive items, as well as access to instructional material and customer service (Raksanam, 2021). In addition, spa and beauty salon chains in Thailand, including "Let's Relax," have created efficient booking procedures and service workflows to guarantee clients receiving beauty treatments a hassle-free and joyful experience (Konghom, 2018).

For the purpose of increasing productivity and guarantee product quality, a study by Thunyalaksana & Laesanklang (2019) highlighted the use of sophisticated manufacturing technology, such as robotics and automated production lines. Additionally, Phithakkitnukoon & Phaiboon's research (2020) explored how sustainable practices can be included into cosmetic manufacturing processes, demonstrating how the sector is responding to the global sustainability agenda. Ruangwanit & Jitraphai's (2022) study examined how e-commerce affects supply chain

operations, emphasizing the necessity of flexible and adaptable distribution networks. The study by Chakpitak and Jantaraphan (2023) highlighted the importance of data analytics and customization technology in optimizing production processes and coordinating product offerings with individual preferences, given the trend of customer preferences towards personalized products.

2.4 Customer Intention Revised to Purchase Intention

“Customer’s purchase intention” refers to the customer’s likelihood to buy a product or service, influenced by various factors such as perceived value, product quality, and consumer trust (Shibin, 2020). The factor of purchase intention is the prospect of a customer buying the product again based on their purchase experience for a product that is going the customer towards a purchase (Bhasin, 2018).

Customer behavior and attitude refer to how individuals choose, purchase, and dispose of products to meet their needs and wants. This process involves various roles that customers play in the marketplace, such as providing information, selling, and buying. These roles are critical in influencing their decision-making during the purchasing process. By understanding customer behavior, businesses can better align their strategies with customer needs, ultimately improving satisfaction and sales (Chand, n.d.).

Analyzing relevant literature on customer intentions, preferences, and behaviors in the cosmetic sector provides insights into customer trends and assists in the development of marketing strategies. Research indicates that while making judgements about what to buy, customers in the cosmetic sector frequently give priority to factors including product quality, brand reputation, and personal recommendations (Liao & Chen, 2018).

According to Kang et al. (2020), positive brand experiences can result in recurrent purchases, and brand loyalty and trust have a major impact on customers’ intentions. In the cosmetic industry, promotional strategies such as internet advertising and social media promotion have a significant impact on customer decisions (Chen & Chang, 2012). Promotions, discounts, and special offers can impact consumer intentions and promote purchases (Yap, Soet & Teh, 2021). The demand for natural and sustainable goods is a developing trend in the beauty industry. Customers are increasingly looking for environmentally sustainable and cruelty-free products (Tissot & Resmini,

2020). This shift in customer values has resulted in the emergence of organic and clean beauty brands to match these tastes.

In the cosmetic sector, online reviews and influencer marketing play a crucial role in shaping consumer perceptions and decisions. Influencer endorsements and positive reviews can boost sales (Abidin, 2018). According to Kapitan (2020), customers frequently rely on social media influencers and user-generated content when making product recommendations. In the cosmetics sector, a pleasant customer experience in-store and online can result in increased customer loyalty and retention (Gallace, 2019). According to Saini et al. (2020), factors that affect customer satisfaction include product knowledge, post-purchase assistance, and personalized service. There has also been research into how cultural influences influence customer preferences in the cosmetic industry. What is considered beautiful and desirable varies between cultures, influencing product selection (Han, 2020). Customer intentions and preferences in the cosmetic sector can help organizations better modify their marketing strategies, product development, and customer interaction activities to line with current trends and satisfy the increasing wants of their target audience.

2.5 Conceptual Framework

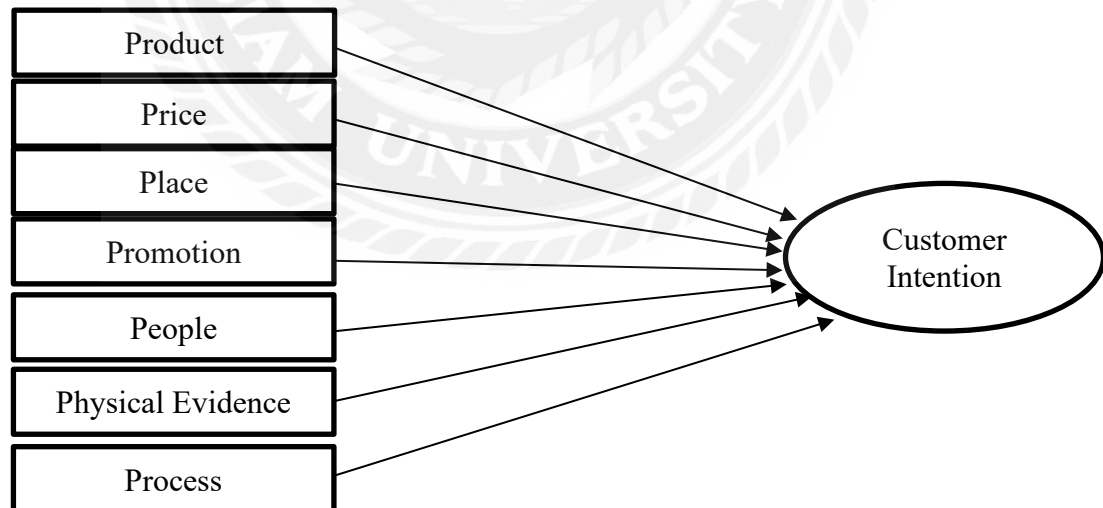


Figure 2.3: Conceptual Framework

The conceptual framework presented illustrates the relationship between the seven elements of the marketing mix- Product, Price, Place, Promotion, People, Physical Evidence, and

Process and their influence on Purchase Intention. Each element of the marketing mix is shown as an independent variable, with arrows pointing toward Purchase Intention, the dependent variable. This framework suggests that the effectiveness and combination of these seven marketing elements determine the likelihood of consumers developing an intention to purchase a product or service. By analyzing the impact of each factor, the study aims to understand which aspects of the marketing mix are most significant in driving purchase intentions among consumers.



CHAPTER 3

Methodology

The research methodology encompasses the design of the study, the chosen location, the study population and sample size, formulation of the questionnaire, and the methods employed for data analysis.

3.1 Research Design

The initial phase involved an in-depth review of literature focusing on the 7Ps of service marketing mix and customer intention. Criteria were meticulously extracted from the literature, forming the basis for the subsequent questionnaire. Data were then collected from cosmetic customers in the vicinity of Bangkok, Thailand. Subsequently, the gathered data underwent a descriptive analysis based on the conceptual framework.

3.2 Sample Size

Target Population

The study concentrated on the customer base in Bangkok, Thailand, specifically targeting individuals who frequently use cosmetic products in their daily routines or have previously purchased cosmetics.

Sample Size Determination

Taro Yamane provides a simplified formula to calculate sample sizes. This simplified formula assumes a 95% confidence level and the maximum variance ($p = 0.05$). The formula is shown below:

$$n = \frac{N}{1 + N(e^2)}$$

Where n is the samplesize.

N is the population size

e specifies the desired level of precision, where $e = 1$ -precision Target population in Bangkok can be approximately counted for 5,104,476 persons (according to worldmeters.info),

$$n = \frac{N}{1 + N(e^2)}$$

Where n is the sample size.

N is 5,104,476

e specifies the desired level of precision, where e = 1-95% = 0.05

$$n = \frac{5,104,476}{1 + 5,104,476 (0.05^2)} = 399.83 \approx 400 \text{ samples}$$

Through the calculation, it was determined that the sample size (n) is approximately 400 samples, signifying that 400 is deemed the suitable sample size for this research.

3.3 Research Instrument

The questionnaire was designed to collect data from Gen Z young people living in Bangkok, Thailand who regularly use cosmetics. The questionnaire is divided into 2 parts. In the first part, participants were asked to provide personal information and select the cosmetics they usually use. The second part is customer intention; specific statements are provided for each dimension covering the 7Ps of service marketing mix. The questions of each variable use five-point liker scale with responses ranging from 1 to 5, where 1 = Strongly Disagree, 2 = Disagree, 3 = Indifferent, 4 = agree and 5 = strongly agree. Data were be analyzed further by using descriptive analysis.

3.4 Data Collection

The questionnaires were administered directly to the chosen sample of the study. 400 copies of the questionnaire given out to target area were successfully completed and returned. Respondents accessed this online survey in Google Forms with a direct web link provided by the researcher. In addition, the study collected data for analysis using a convenience sampling method by asking screening questions to all respondents before they started responding. Full response was given by experienced customers who use cosmetics daily in Bangkok, Thailand.

3.5 Data Analysis Method

In this research descriptive statistics were used to analyze the questionnaire data including frequency, means and standard deviation. This choice was made to demonstrate trends and issues in the data, but could not be used for hypothesis testing. The data were further processed using SPSS, where confirmatory factor analysis either validated or rejected the identified factors. Results from the analysis are summarized in Table 4.3, with product quality and customer service emerging as the most influential factors affecting purchasing decisions in Bangkok's cosmetic market.



CHAPTER 4

Findings

The aim of this chapter is to elucidate the analysis performed as an integral component of the main study. The data, collected from customers living in Bangkok, Thailand, who regularly use cosmetics ($n = 400$), underwent descriptive analysis.

4.1 Reliability Test of the Questionnaire

The multiple item scales in the questionnaire were tested using Cronbach's alpha in order to assess their internal consistency. Cronbach's alpha calculated the sum of all possible split-half correlations in a scale (Bryman & Bell, 2011). The outcome of the calculation was a coefficient ranging from 0 to 1, with 1 indicating full redundancy between items and 0 indicating completely unrelated. A minimum value of $\alpha = 0.7$ was used by most authors for reliability testing (Bryman & Bell, 2011). Table 4.1 shows the result of the Cronbach's alpha test for eight scales, including seven elements of the service marketing mix (Product, Price, Place, Promotion, Physical Evidence, People, and Process) and one dependent variable, customer intention. All scales were above the minimum threshold, with the lowest scale being physical evidence ($\alpha = 0.772$). As a result, all scales were accepted as proposed and no changes were made.

Table 4.1: Cronbach's Alpha Scores

Variable	Question Items	Cronbach's Alpha scores
Product	I buy this product because of the quality of this products. I buy this product because of the brand's reputation. I buy this product because of the brand is trending now. I buy this product because of the latest formula.	0.856
Price	I buy this product because of its fair prices. I buy this product because of its high prices.	0.883
Place	I buy this product because it is available in any store. I buy this product because it is available online. I buy this product because this brand has opened many branches.	0.758
Promotion	I buy this product because of the redeemed voucher (e.g. coupons) I buy this product because I have a membership card. I buy this product because it's on sale	0.872
People	I buy this product because the staff has a nice and neat appearance. I buy this product because the staff greet and acknowledge me promptly. I buy this product because of the staff's prompt and efficient service. I buy this product because the staff provides a clear explanation of their services. I buy this product because the staff can explain about of the product.	0.881
Physical Evidence	I buy this product because the packing design is attractive to me. I buy this product because of the ingredient.	0.772
Process	I buy this product because it is always in stock. I buy this product because it provides online payment.	0.846

	I buy this product because I can buy it so easily.	
Customer Intention	I intend to repurchase products from this brand in the future. I intend to recommend this brand to my friends or family. I am willing to try new products launched by this brand.	0.796

4.2 Data Analysis Results

Descriptive statistics was used for the questionnaire data. Items in Parts 1 were analysed using frequency distributions and graphs because these were primarily categorical variables. Items in Part 2, which were based on Likert scale items, were analysed using mean and standard deviation.

Part 1: Demographic Data and Purchase Intention

This analysis explores customer intention within the Thai cosmetic market, drawing upon the survey data collected in Bangkok. The demographic data skew towards females (68%) and individuals aged 20 and above (74%), reflecting a demographic traditionally associated with an interest in cosmetic products.

An intriguing finding is the overlap between those who prefer local and global brands. Roughly a quarter of respondents indicated a preference for both categories (21% for local and 24% for global). This suggests that Thai customers are not inherently limited by brand origin and may be swayed by factors beyond geographical location, such as product quality, brand image, or marketing effectiveness.

Table 4.2: Statistics of Demographic Data and Purchase Behavior

Gender	Frequency	Percentage
Female	281	68%
Male	133	32%
Age	Frequency	Percentage
20 and Above	307	74%
Under 20	107	26%
Types or categories of products prefer between local and global products	Frequency	Percentage
Global Product	239	58%
Local Thai Product	175	42%
Thai local product brands commonly use or prefer	Frequency	Percentage
4U2	38	9%
BSC cosmetology	36	9%
Cathy Doll	58	14%
Mistine	69	17%
None	96	23%
Others	88	21%
Snail White	29	7%
Global product brands commonly use or prefer	Frequency	Percentage
Clinique	51	12%

Estee Lauder	43	10%
L'Oreal	50	12%
MAC cosmetics	27	7%
Maybelline	57	14%
None	55	13%
Others	99	24%
Revlon	32	8%
Frequency of purchase for cosmetic in one year	Frequency	Percentage
1 to 5	175	42%
10 to 15	44	11%
5 to 10	150	36%
more than 15	45	11%
Average expenses spent per time.	Frequency	Percentage
1000-2000 Baht	164	40%
2000-3000 Baht	74	18%
below 1000 Baht	132	32%
more than 3000 Baht	44	11%

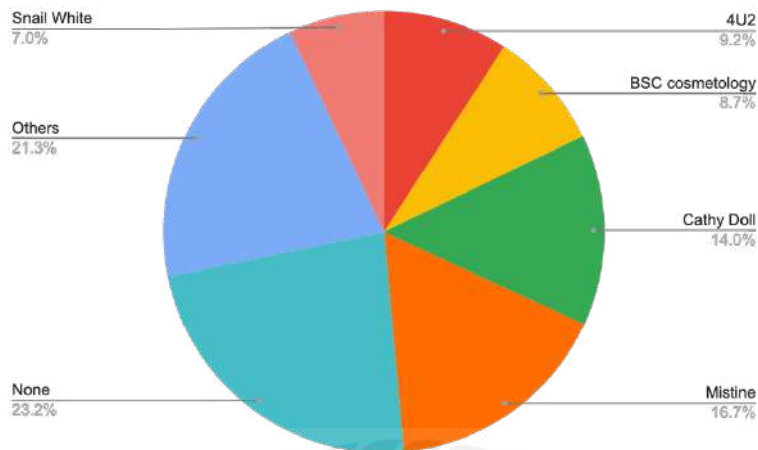


Figure 4.1: Thai Local Product Brands Commonly Used or Preferred

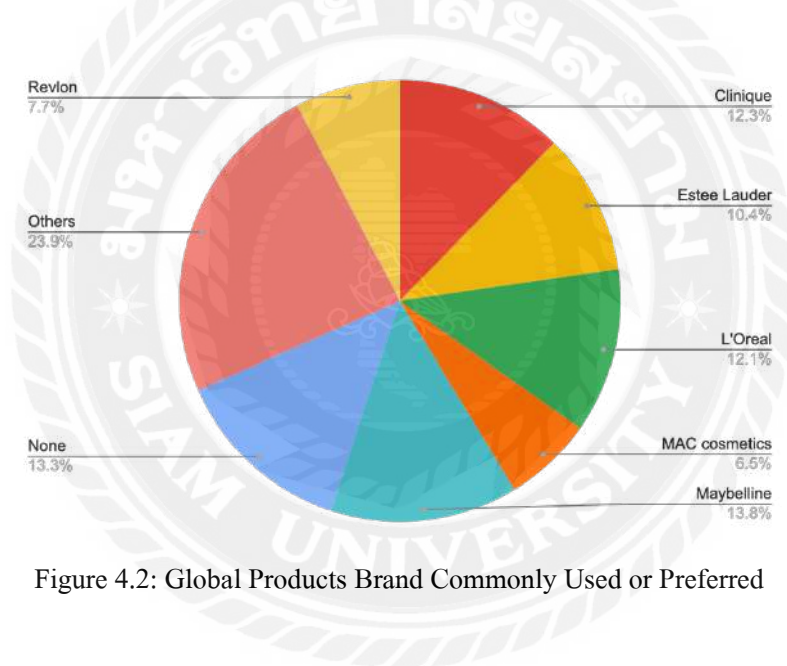


Figure 4.2: Global Products Brand Commonly Used or Preferred

The survey reveals a relatively balanced market regarding brand preference. While a slight majority (58%) favor global brands, a significant portion (24%) lack a specific brand preference. This finding suggests an opportunity for both domestic and international cosmetic companies to cultivate customer loyalty. Notably, established local brands like Mistine (17%) and Cathy Doll (14%) demonstrate a strong presence, indicating a loyal customer base.

For global brands, Maybelline, L'Oréal, and Clinique emerged as the most popular choices, each garnering approximately 12-14% preference. Interestingly, a substantial number of respondents (24%) expressed no particular preference for global brands. This

underscores an opportunity for both local and global companies to tailor their marketing strategies to capture this undecided consumer segment.

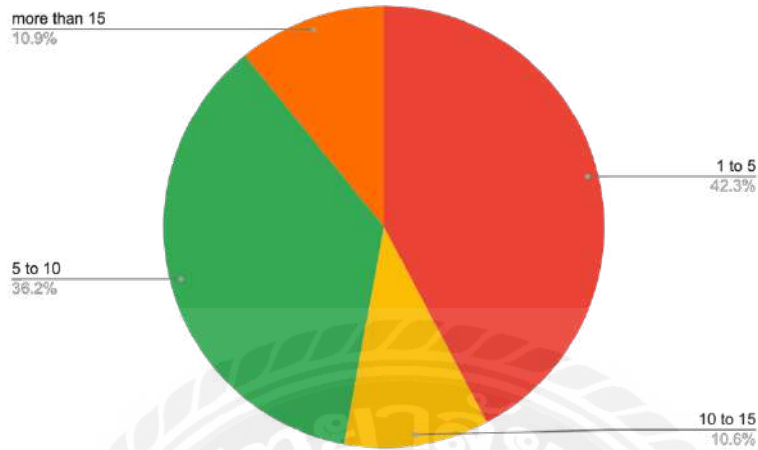


Figure 4.3: Frequency of Purchase of Cosmetics in One Year

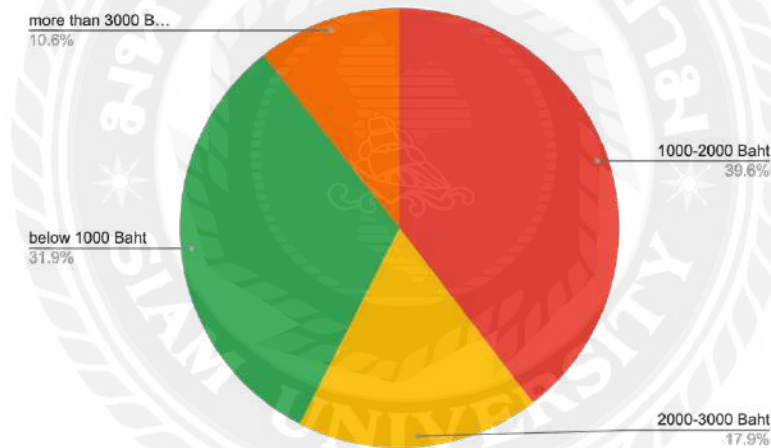


Figure 4.4: Average Expenses Spent per Time

Analyzing survey data on purchasing habits unveils interesting trends among Thai cosmetic customers in Bangkok. The majority of respondents (78%) indicated that they purchase cosmetics at least once a year, with a significant portion (42%) falling into the 1-5 times per year category. Another 36% reported buying cosmetics 5-10 times annually. These findings suggest that Thai customers in Bangkok are likely moderate purchasers of cosmetics, highlighting an opportunity for cosmetic companies to develop strategies that encourage repeat purchases and foster brand loyalty.

Examining spending habits reveals a price-conscious yet quality-oriented consumer base. The most common spending range for cosmetic purchases falls between 1000-2000 baht, representing nearly 40% of respondents. While a third of respondents (32%) spend less than 1000 baht per purchase, a respectable 18% are willing to spend between 2000-3000 baht. The least frequent spending category was "more than 3000 baht per time" (11%). These data suggest that Thai customers in Bangkok value a balance between affordability and quality when it comes to cosmetic products. Companies seeking to capture a wider market share could consider offering a diverse product range at various price points to cater to different budgets.

Part 2: Service Marketing Mix Data Analysis

The final part of the questionnaire analyzed the service marketing mix that included the seven service marketing mix variables (Product, Price, Place, Promotion, People, Physical Evidence, and Process). These variables had means and standard deviations calculated. In addition, an interpretive approach was used where each variable was placed on the original interpretation scale. A width of 0.8 for each interpretation was used (range/number of interpretations). These interpretations were:

- to 1.79 – Strongly disagree
- 1.80 to 2.59 – Disagree
- 2.60 to 3.39 – Neutral
- 3.40 to 4.19 – Agree
- 4.20 to 5.00 – Strongly agree

Results are shown in Table 4.3.

Table 4.3: Result of Service Marketing Mix Data Analysis

Service Marketing Mix (7Ps) Variable	Question Items	Mean	Standard Deviation	Mean Interpretation
Product	I buy this product because of the quality of this product.	4.49	0.52	Strongly Agree
	I buy this product because of the brand's reputation	3.96	0.77	Agree
	I buy this product because this brand is trending now.	3.24	0.90	Neutral
	I buy this product because of the latest formula	3.80	1.27	Agree
Price	I buy this product because of its fair prices.	2.15	0.69	Disagree
	I buy this product because of its high price.	2.48	0.88	Disagree
Place	I buy this product because it is available in any store and mall.	3.61	0.86	Agree
	I buy this product because it is available online.	3.48	0.81	Agree
	I buy this product because this brand has opened many branches.	3.14	0.97	Neutral
Promotion	I buy this product because of the redeemed voucher (e.g coupons)	3.00	0.98	Neutral
	I buy this product because I have a membership card.	2.72	0.95	Neutral
	I buy this product because it's on sale (e.g discount)	3.75	0.97	Agree

People	I buy this product because the staff has a nice and neat appearance.	3.31	1.02	Neutral
	I buy this product because the staff greet and acknowledge me promptly.	3.97	0.82	Agree
	I buy this product because of the staff's prompt and efficient service.	3.96	0.84	Agree
	I buy this product because the staff provides a clear explanation of their services.	4.02	0.81	Agree
Physical Evidence	I buy this product because the packing design is attractive to me.	3.69	0.79	Agree
	I buy this product because of the ingredient.	4.05	0.78	Agree
Process	I buy this product because it is always available in stock.	3.93	0.80	Agree
	I buy this product because it provides online Payment.	3.79	0.99	Agree
	I buy this product because I can buy it so easily.	4.01	0.68	Agree
Customer Intention	I intend to repurchase products from this brand in the future.	3.82	1.17	Agree
	I intend to recommend this brand to my friends or family.	3.71	1.09	Agree
	I am willing to try new products launched by this brand.	3.72	0.78	Agree

Product quality emerged as the paramount factor influencing purchasing decisions, with a mean score exceeding "agree" (4.49 ± 0.52). This strong endorsement underscores the importance for cosmetic companies to prioritize the development and marketing of high-performance products that deliver tangible results. Perceived brand reputation also plays a role in influencing buying decisions, but to a slightly lesser extent (3.96 ± 0.77). A strong brand image built on trust, quality, and positive customer experiences can provide a significant edge in a competitive market.

The desire to stay up-to-date with the latest cosmetic formulas ranked third in importance (3.80 ± 1.27), with some variation in opinion among respondents. This finding suggests that a segment of Thai customers in Bangkok places a premium on innovation and incorporating cutting-edge ingredients into their beauty routines. Companies can cater to this segment by emphasizing research and development efforts and clearly communicating the unique features and benefits of their latest formulas.

Convenience and accessibility are important considerations as well, with many Bangkok consumers preferring to find cosmetics readily available in stores and malls (3.61 ± 0.86). This highlights the importance of establishing a strong distribution network that ensures easy access to products for potential customers. Additionally, customer service appears to be a significant factor, with many valuing being greeted and acknowledged promptly by store staff (3.97 ± 0.82). Investing in well-trained and customer-centric staff can significantly enhance the in-store shopping experience and influence purchasing decisions.

Interestingly, several reasons for buying cosmetics received mean scores below neutral (3), including trendiness of the brand, high price, redeemed vouchers, and membership cards. This suggests that these factors are not generally deal-breakers for Thai customers in Bangkok. While trendiness may influence some purchases, overall quality and value for money seem to be higher priorities. Similarly, discounts and loyalty programs may incentivize purchases but are unlikely to be the sole drivers of buying decisions.

The survey also explored the influence of marketing tactics on purchasing decisions. While physical evidence and promotion appear to play a role, the data suggest these factors are not necessarily the most critical. Attractive packaging design is somewhat

important to Bangkok consumers (3.69 ± 0.79), with visually appealing packaging potentially influencing brand perception and purchase intent. However, neatly organized displays may be less of a deciding factor (3.58 ± 0.84).

Online promotions and free samples hold some weight with consumers (3.79 ± 0.99 , 3.73 ± 0.88). Online promotions can be an effective way to reach a wider audience and incentivize purchases, particularly for those who are price-conscious. Offering free samples allows potential customers to try products before they buy, potentially reducing purchase risk and increasing confidence in the brand. However, celebrity endorsements appear to be less influential according to the survey results (3.45 ± 0.92). This suggests that Thai customers in Bangkok may place more emphasis on product quality, brand reputation, and value for money when making purchasing decisions.

4.3 Variables with the Highest Means

Service Marketing Mix (7Ps) Variable	Factor with the Highest Mean	The Highest Mean
Product	I buy this product because of the quality of this product.	4.49
Price	I buy this product because of its high price.	2.48
Place	I buy this product because it is available in any store and mall.	3.61
Promotion	I buy this product because it's on sale (e.g discount)	3.75
People	I buy this product because the staff provides a clear explanation of their services.	4.02
Physical Evidence	I buy this product because of the ingredient.	4.05
Process	I buy this product because I can buy it so easily.	4.01
Customer Intention	I intend to repurchase products from this brand in the future.	3.82

Table 4.4: The Result of Highest Mean of Variables

The table explores the influence of the marketing mix on cosmetic purchasing decisions in Bangkok, Thailand. Here's a breakdown of the top two factors with the highest mean score:

Product: This factor has the highest mean score, exceeding "strongly agree" and with a relatively low standard deviation, indicating strong agreement among respondents. This result shows that Thai customers in Bangkok prioritize the quality, ingredients, and overall performance of cosmetic products when making purchasing decisions.

People: This factor also scores above "agree" but with a higher standard deviation, indicating some variation in response. Customer service affects many Bangkok customers' purchasing intention, with aspects like prompt greeting, useful guidance from staff, and a nice in-store experience all potentially adding to a customer's image of the brand.

The summary of the remaining marketing mix factors and their corresponding means:

Price: This scores the lowest on the scale, falling below "neutral" with a moderate standard deviation. It's shows that the price factor is not directly the primary concern for Thai customers in Bangkok, but they do remain somewhat price-conscious. Value for money seems to be more important than just a low price point.

Place: Convenience and accessibility are somewhat important considerations, with a mean score slightly above "agree" and a moderate standard deviation. This suggests that many Bangkok customers prefer to find the cosmetics they want at stores and malls conveniently located near them.

Promotion: Promotions appear to have a moderate influence on purchasing decisions. The mean score is slightly above "agree" with a high standard deviation, indicating some variation in response. While online promotions and free samples may incentivize some Bangkok customers, they are not likely to be the sole driver of buying decisions.

Physical Evidence: This factor scores above "agree" with a moderate standard deviation, suggesting that the physical appearance of cosmetic products and store displays has a

somewhat positive influence on Thai customers in Bangkok. Attractive packaging design can potentially influence brand perception and purchase intent, while a clean and organized store environment may contribute to a more positive shopping experience.

Process: This factor, likely referring to the ease and efficiency of the purchasing process, scores above "agree" with a moderate standard deviation. This suggests that many Bangkok customers value a smooth and hassle-free shopping experience, including aspects like ease of finding desired products, navigating store layouts, and completing transactions.

While all elements of the marketing mix appear to play some role in influencing cosmetic purchase intention of Bangkok customers, the data suggest that product quality and customer service are the most critical factors. Price is a consideration, but value for money seems to be more important than just a low price point. Convenience, attractive packaging, a positive in-store experience, and an easy purchasing process are also important but to a slightly lesser extent than product and people. Promotions may incentivize some purchases but are unlikely to be the sole driver of buying decisions for Thai customers in Bangkok.

CHAPTER 5

Conclusion and Recommendation

5.1 Conclusion

The purpose of this study was to study the impact of the services marketing mix (7Ps) on customer intention in Thailand's cosmetic industry. With a specific focus on the consumer population in Bangkok, encompassing individuals who regularly integrate cosmetic products into their daily routines or have made cosmetic purchases, the research aimed to unravel the intricate dynamics shaping consumer behavior in this market segment.

The primary objectives of this study were twofold: firstly, to analyze the effect of the 7Ps marketing mix on Thailand's cosmetic industry, and secondly, to delve into how the service marketing mix influences customer intention within this context. Through a questionnaire survey involving a sample size of 400 respondents, encompassing diverse demographic profiles and consumption patterns, this study devoured to provide comprehensive insights into the factors driving customer decision making processes in the realm of cosmetic purchases.

The findings illuminated several key insights into the interplay between the 7Ps marketing mix and customer intention in the Thai cosmetic industry. Analysis revealed that elements including product, price, place, promotion, people, process, and physical evidence collectively shape consumer perceptions, attitudes, and intentions towards cosmetic products. Notably, certain dimensions of the marketing mix exerted a more pronounced influence on customer intention, underscoring the importance of strategic marketing efforts in aligning with consumer preferences and expectations.

Furthermore, the study underscored the significance of understanding the unique sociocultural context of Thailand in crafting effective marketing strategies within the cosmetics sector. Cultural values, societal norms, and consumer behavior patterns play pivotal roles in shaping consumer intentions, necessitating tailored approaches that resonate with the local consumer base.

While the research contributes valuable insights to the existing body of knowledge, it is essential to acknowledge certain limitations. The study's scope was confined to the consumer population in Bangkok, warranting further research to explore regional variations and broader demographic segments within Thailand. Additionally, the dynamic nature of customer behavior necessitates

continuous monitoring and adaptation of marketing strategies to remain attuned to evolving consumer preferences and market trends.

In essence, this study underscores the imperative for cosmetic industry stakeholders to leverage the 7Ps service marketing mix as a strategic framework for enhancing customer intention and fostering sustainable growth in the competitive landscape of Thailand's cosmetic market. By aligning marketing efforts with customer needs and preferences, companies can forge lasting relationships with customers and position themselves for long-term success in this vibrant and rapidly evolving industry.

5.2 Recommendation

Based on the comprehensive analysis of customer preferences and purchasing behaviors within the Thai cosmetic industry, several key recommendations emerge for companies seeking to optimize their marketing strategies and capitalize on market opportunities. Firstly, given the relatively balanced market regarding brand preference, both domestic and international cosmetic companies should focus on cultivating customer loyalty through targeted marketing initiatives and product offerings tailored to consumer preferences. Particularly, established local brands like Mistine and Cathy Doll demonstrate a loyal customer base, indicating the potential for further brand strengthening and customer engagement efforts. Moreover, for global brands such as Maybelline, L'Oreal, and Clinique, there lies an opportunity to capture the undecided customer segment by customizing marketing strategies that resonate with the diverse needs and preferences of Thai customers. Additionally, considering the price-conscious yet quality-oriented nature of the customer base, companies should prioritize offering a diverse range of products at various price points to cater to different budget preferences. Furthermore, emphasizing product quality and enhancing customer service experiences emerge as critical factors for driving customer intention and fostering brand loyalty. Therefore, investing in product innovation, ensuring consistent quality standards, and providing exceptional customer service are paramount for companies aiming to thrive in the competitive landscape of the Thai cosmetic industry.

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APPENDIX

Please respond to the following questions by circling the best fitting choice. There are no right or wrong answers for these questions. All the information collected through the questionnaire will be used only for contribution to knowledge and kept in secret/confidential. Please ensure that you mark all the given statements as incomplete responses will not fulfill researcher's requirements. Thank You.

The following questions purport to obtain the information of data. Please choose at each question.

1. Gender
 - Male
 - Female
2. Age
 - Under 20
 - 20 and Above
3. Which types or categories of products do you prefer between local and global products?
 - Local Thai Product
 - Global Product
4. If you use Thai local products, which brands do you commonly use or prefer?
 - Mistine
 - Snail White
 - 4U2
 - Cathy Doll
 - BSC cosmetology
 - Others
 - None
5. If you use global products, which brands do you commonly use or prefer?
 - L'Oreal
 - Maybelline
 - MAC cosmetics
 - Estee Lauder
 - Clinique

- Revlon
- Others
- None

6. Frequency of purchase for cosmetic in one year

- 1-5
- 5-10
- 10-15
- more than 15

7. Average expenses spent per time.

- below 1000 Baht
- 1000-2000 Baht
- 2000-3000 Baht
- more than 3000 Baht

Product

8. I buy this product because of the quality of this product.

- Strongly Agree
- Agree
- Indifferent
- Disagree
- Strongly Disagree

9. I buy this product because of the brand's reputation

- Strongly Agree
- Agree
- Indifferent
- Disagree
- Strongly Disagree

10. I buy this product because this brand is trending now.

- Strongly Agree
- Agree
- Indifferent

- Disagree
- Strongly Disagree

11. I buy this product because of the latest formula.

- Strongly Agree
- Agree
- Indifferent
- Disagree
- Strongly Disagree

Price

12. I buy this product because of its fair prices.

- Strongly Agree
- Agree
- Indifferent
- Disagree
- Strongly Disagree

13. I buy this product because of its high prices.

- Strongly Agree
- Agree
- Indifferent
- Disagree
- Strongly Disagree

Place

14. I buy this product because it is available in any stores.

- Strongly Agree
- Agree
- Indifferent

- Disagree
- Strongly Disagree

15. I buy this product because it is available online.

- Strongly Agree
- Agree
- Indifferent
- Disagree
- Strongly Disagree

16. I buy this product because this brand has opened many branches.

- Strongly Agree
- Agree
- Indifferent
- Disagree
- Strongly Disagree

Promotion

17. I buy this product because of the redeemed voucher (e.g coupons)

- Strongly Agree
- Agree
- Indifferent
- Disagree
- Strongly Disagree

18. I buy this product because I have a membership card.

- Strongly Agree
- Agree
- Indifferent
- Disagree

- Strongly Disagree

19. I buy this product because it's on sale (e.g discount)

- Strongly Agree
- Agree
- Indifferent
- Disagree
- Strongly Disagree

People

20. I buy this product because the staff has a nice and neat appearance.

- Strongly Agree
- Agree
- Indifferent
- Disagree
- Strongly Disagree

21. I buy this product because the staff greet and acknowledge me promptly.

- Strongly Agree
- Agree
- Indifferent
- Disagree
- Strongly Disagree

22. I buy this product because of the staff's prompt and efficient service.

- Strongly Agree
- Agree
- Indifferent
- Disagree
- Strongly Disagree

23. I buy this product because the staff provides a clear explanation of their services.

- Strongly Agree
- Agree
- Indifferent
- Disagree
- Strongly Disagree

24. I buy this product because the packing design is attractive to me.

- Strongly Agree
- Agree
- Indifferent
- Disagree
- Strongly Disagree

Physical Evidence

25. I buy this product because the packing design is attractive to me.

- Strongly Agree
- Agree
- Indifferent
- Disagree
- Strongly Disagree

26. I buy this product because of the ingredient.

- Strongly Agree
- Agree
- Indifferent
- Disagree
- Strongly Disagree

Process

27. I buy this product because it is always available in stock.

- Strongly Agree
- Agree

- Indifferent
- Disagree
- Strongly Disagree

28. I buy this product because it provides online Payment.

- Strongly Agree
- Agree
- Indifferent
- Disagree
- Strongly Disagree

29. I buy this product because I can buy it so easily.

- Strongly Agree
- Agree
- Indifferent
- Disagree
- Strongly Disagree

Customer Intention

30. I intend to repurchase products from this brand in the future.

- Strongly Agree
- Agree
- Indifferent
- Disagree
- Strongly Disagree

31. I intend to recommend this brand to my friends or family.

- Strongly Agree
- Agree
- Indifferent
- Disagree
- Strongly Disagree

32. I am willing to try new products launched by this brand.

- Strongly Agree
- Agree
- Indifferent
- Disagree
- Strongly Disagree

