



**A STUDY OF CONSUMER BEHAVIOR TOWARD
ORGANIC SKIN AND PERSONAL
CARE PRODUCTS**

BY

MISS WARARAT WIWATANAPUSIT

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2017
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INDEPENDENT STUDY

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ENTITLED

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was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

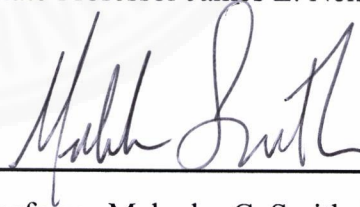
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Chairman



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ABSTRACT

Consumers nowadays have a desire to avoid chemical residues in food products and seek organic products that benefit their health in the long term. Moreover, increasing awareness of environmental issues has also fostered a rise in the usage of environmentally-friendly products. As such, organic skin and personal care products (organic products) are an appropriate option for this segment.

Therefore, a research study was conducted with the objective of answering two main questions: “What are the factors that influence consumers to buy organic skin and personal care products?” and “What are the factors that cause a person not to buy or stop buying organic products?” The purpose of this research was to study consumers’ behavior towards organic skin and personal care products as assessed through their attitudes, customer profiles, subjective norm (external factors), internal factors and perceived value from organic products.

The research methodology consisted of qualitative and quantitative research. The qualitative part came from two sources including secondary data and individual in-depth interviews with participants. Secondary data was used in order to identify the key variables that affect purchase intentions for skin and personal care

products. It also helped to interpret primary data more insightfully. In-depth interviews were conducted with six respondents comprised of two organic product users, two former users of organic products and two non- users.

The methodology identified the reasons why some consumers opted for organic products or, contrarily, why other users stopped using or had never used organic products. The survey employed in this research gathered information from 206 respondents that were divided into three groups: the user, former user and non-user. The Statistical Package for the Social Sciences (SPSS) program was also used to analyze the data from the survey.

The data were collected from 206 respondents who were also separated into users, former users and non-users. From the collected data, the reason why current users were motivated to use organic products the first time was that they believed in the high quality, which had USDA organic certification. However, the main reason why the non-users did not change to use organic products was the these products were difficult to buy. The two major factors that significantly affected the purchasing intention were consumer value and the consumer profile. The two potential segments that should be targeted are the Life Balance user and Trendy Innovator and then try to understand them clearly to create marketing strategies and key messages, which would be communicated to each segment appropriately.

The key findings from this study can be used by organic skin products business entrepreneurs in Thailand to better understand consumers' behavior and initiate effective marketing strategies. This could lead to an increase in the purchasing of products or a transformation from the status of being a non-user or former user to becoming a current one as well as the ability to achieve and remain in the target consumer's mind.

Keywords: Organic, attitude, purchasing intention, users, non-users, former users.

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Miss Wararat Wiwatanaputit

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DEFINITIONS OF TERMS

Word	Terms
Organic product	Organic skin and personal care products that contain certified raw materials between 70%-95% of the formulation.
The user	A person who uses organic skin and personal care products on a daily basis
The former user	A person who stopped using organic products. They also purchased skincare products by themselves more than 6 months ago and no longer use.
The non-user	A person who has never used organic products before but has heard of or knows about organic products. They also purchased skincare products by themselves.

CHAPTER 1

INTRODUCTION

1.1 Introduction to the Study

Due to the increase of health conscious consumers, particularly in the beauty market which has grown significantly every year (Emerald et al., 2016), consumers are likely to select carefully and are willing to pay for a product that is quality, safe and effective. Moreover, increasing awareness of the environment has also fostered a rise in the usage of environmentally-friendly products (Kim and Chung, 2011). Accordingly, organic skin and personal care products (organic products) are a good option for this segment. Even though the organic skin and personal care market is huge, empirical research that studies the relationship between consumer behavior regarding the purchase of organic skin and personal care products is lacking.

This research is a contemporary topic in applied marketing of health. The purpose of this research is to study consumer behavior towards organic skin and personal care products as assessed through their attitudes, customer profiles and perceived value from organic products. The methodology identifies the reasons why some consumers switch to organic products or, contrarily, why other users stopped using or never used organic products. Therefore, this research aims to answer the following questions: “What are the factors that influence consumers to buy organic skin and personal care products?” and “What are the factors that cause a person not to buy organic or stop using it?” Secondary data were summarized, and used to identify the key variables that affect purchase intentions for skin and personal care products. It also helped to interpret primary data more insightfully. Secondary and qualitative data was further used to portray customers’ insights, which a questionnaire for a quantitative research survey was based on. Study findings will allow readers who are in this industry to better understand consumer behavior and initiate effective marketing strategies to achieve and sit in the target consumer’s mind.

1.2 Research Objectives

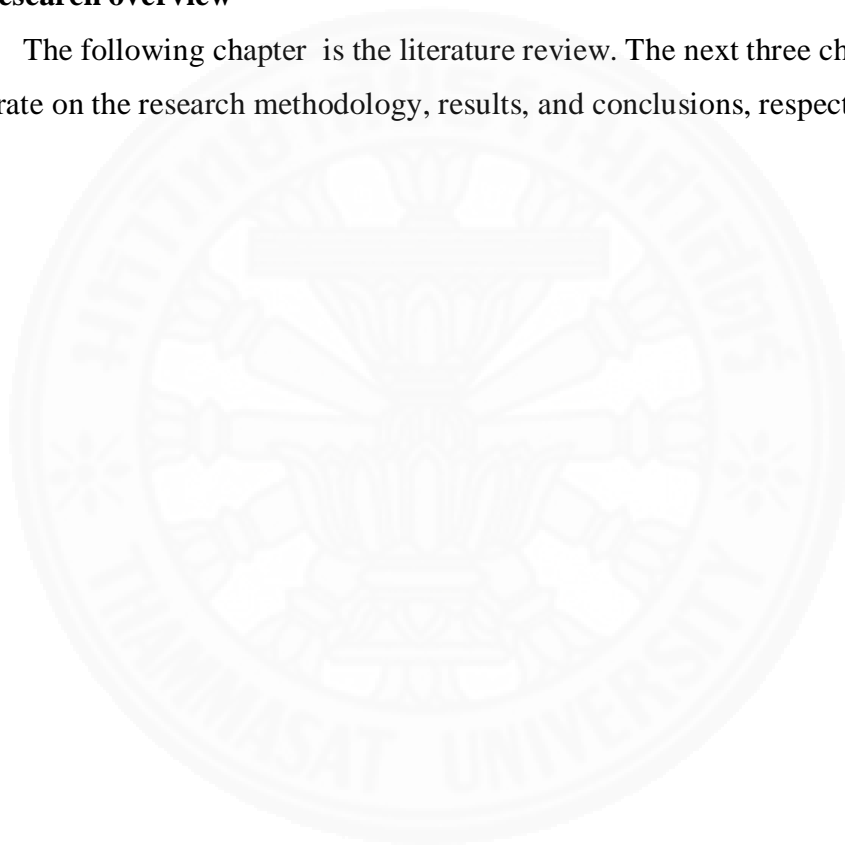
The objectives for this study were:

- (1) To determine the consumer values that motivate them to use organic products.
 - a. Health consciousness
 - b. Consciousness of appearance
 - c. In trend
 - d. Environment consciousness
- (2) To determine why people did not switch to use organic products.
 - a. To identify the reason why people did not change to use organic products.
 - b. To identify the reason why people stopped using organic products.
- (3) To determine the subjective norms that influence the intention to purchase organic skin and personal care products.
 - a. Social influence
 - b. Store image
 - c. Role of the salesperson
- (4) To identify the three internal factors that consumers would consider when purchasing organic products.
 - a. Environmental attitudes
 - b. Self-efficacy
 - c. Their health
- (5) To discover the relationship between key factors and intention to purchase organic products.
 - a. To identify the important key factors that consumers would consider when purchasing organic products.
- (6) To identify consumer behavior toward organic products.
 - a. To identify the types of consumers using organic products.
 - b. To evaluate the consumer price perception that consumers are willing to pay higher than a non-organic product.

- c. To identify frequency of purchasing organic products.
 - d. To identify the distribution channels that consumers preferred.
- (7) To identify target consumer profiles.
- a. To discover the consumer demographic segmentation.
 - b. To discover the consumer psychographic segmentation.

1.3 Research overview

The following chapter is the literature review. The next three chapters elaborate on the research methodology, results, and conclusions, respectively.



CHAPTER 2

REVIEW OF LITERATURE

2.1 Literature review

Due to the increased consciousness of health, appearance and environmental concerns, consumers are tending to avoid using products that contain synthesized ingredients or chemical substances (Kim and Chung, 2011). Moreover, increased awareness of environmental issues has fostered an increase in the use of environmentally-friendly products. Furthermore, a stressful lifestyle, pollution, and dietary habits have had an effect on consumers' health, so consumers have become more selective and are willing to pay for quality products that are safe and effective (Euromonitor International, 2017). The market demand for natural and organic skincare and personal care products is growing faster than the overall market growth rate, and the global demand for organic personal care products is expected to reach USD 13.2 billion by 2018 (Emerald et al., 2016). The global organic skin and personal care market is expected to be worth USD 25.11 billion by 2025, and the segment is anticipated to grow at a compound annual growth rate (CAGR) of over 10% from 2016 to 2025 (Grand View Research, 2016). The organic personal care products market has a higher potential or opportunity to grow in the Asian market when compared to the non-organic personal care sector (Ling, 2013). The penetration of the brand owners of organic personal care products can be achieved through franchising or acquisition to widen the distribution channels; however, the acceptance by consumers towards organic personal care products was significantly different between markets. This is the gap that needs to be fulfilled if organic marketers want to further explore the market of organic personal care products (Ling, 2013). Mostly, organic skincare and personal care products are targeted on the sensitive and allergic skin market with a USDA organic certification to ensure that the products are high quality and environmentally-friendly (Creative econ, 2017). The top two rankings comprise 35% of consumers who are motivated to buy hair care products to improve the look or feel of their hair, and 28% of consumers who are motivated to buy skincare products to gain clear and healthy looking skin (Euromonitor International,

2017). Female consumers' beauty product shopping behavioral patterns also include their perceived importance of the product's attributes and their purchase attitude toward natural beauty products. Results show that consumers' product attitudes and shopping behavior are influenced by their health and environmental consciousness (Matić and Puh, 2015). Figure 3.2 has been adapted as the theoretical framework to predict the behavioral intention for organic products, as it traces the attitudes, subjective norms and perceived behavioral control as the underlying foundation in predicting the behavior. (Ling, 2013)

To understand the intention, attitudes toward the behavior, external factors, internal factors and consumer values can help to uncover the different aspects of the behavior or better understand the behavior, which will then help marketers in designing the marketing program to be able to convince consumers to make purchases of the organic personal care products. This influences the purchase intention of the consumer in organic personal care products (Santos, Antonio and Chorill, 2015).

2.1.1 Environmental Attitudes

Environmental attitudes are attitudes in a person that are related to their response to the environment. Attitudes are an important predictor of behavior; therefore the understanding of environmental attitudes of a typical consumer is a means to predict their behavior towards organic purchasing (Ling, 2013).

2.1.2 Social Influence

According to one of the sciences of human psychology, social influence occurs when one's emotions, opinions, or behaviors are affected by others (Ling, 2013). In short, social influence is referring to the change in the individual thinking, feelings, attitudes or behaviors resulting from the influence from another individual or group. For example, many brands communicate to the consumer in term of emotional benefits more than functional benefits (Lalil, 2017).

2.1.3 Self-efficacy

The degree of self-efficacy in a person is determined by the source of efficacy information like performance accomplishment, vicarious experiences of seeing other succeed through their efforts, verbal persuasion that one possesses the ability to cope, and the level of psychological arousal from how

people judge their level of anxiety and vulnerability of stress. Therefore, the level of the self-efficacy in a person has become an important factor in predicting the engagement of a person to a behavior (Ling, 2013).

2.1.4 Store Image

The impression of a shopper to the multi-attributes of a store is called store image. The attributes of the store include the atmosphere, service level and product quality. It can also be conceptualized into three dimensions comprising of service, product and styling (Ling, 2013).

2.1.5 Roles of Salesperson

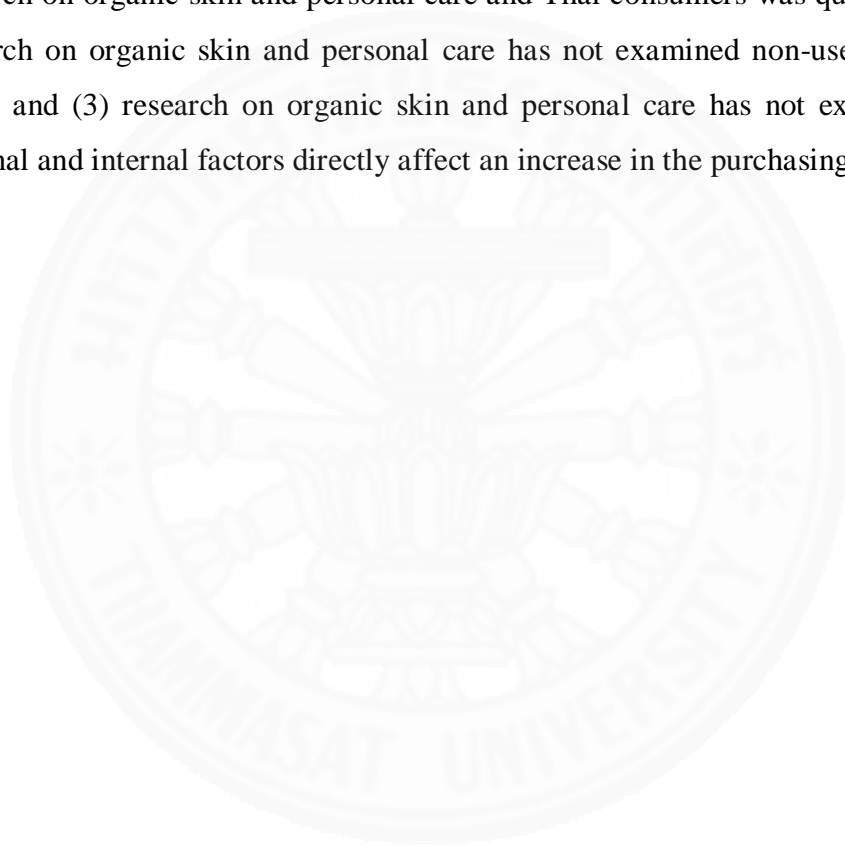
Customer perception of service quality is mainly made up of the quality of the salesperson when they interact with the customer. A retail store that is lacking good service quality will tend to lose customers to another retail shop that serves the customer with better service quality (Ling, 2013).

According to the U.S. Department of Agriculture (USDA), since October 2002, organic food has been related to organic cosmetics (Begoun, 2009). The definition of organic food is food produced without using the most conventional pesticides, fertilizers made with synthetic ingredients or sewage sludge, bioengineering, or ionizing radiation. Before a product can be labeled 'organic,' a government-approved certifier inspects the farm where the food is grown to make sure the farmer is following all the rules necessary to meet the USDA organic standards. Companies that handle or process organic food before it reaches the local supermarket or restaurant must be certified too. How is this issue related to cosmetics? Many consumers are already attracted to any cosmetic that claims to be natural, no matter how bogus the claim. To make their products be distinct from others in the market, cosmetic companies are starting to use the term "organic" (Begoun, 2009). A cosmetic can be classified as organic and be certified as such if its formulation contains at least 95% of organic or FSC certified ingredients, excluding water and salt. The other 5% of the formulation can be composed of natural ingredients obtained from non-certified agriculture or wild harvest or ingredients allowed for organic formulations. Many of those chemical ingredients could be toxic as an endocrine disrupter and carcinogen contributing to long-term health effects; such as, eczema, cancer, infertility, DNA damage and more because the skin is the

largest organ and absorbs 60% of ingredients through the skin (Colquhoun and Bosch, 2016). The definition of “beauty” is not only appearance, but is also the moments when people feel free from any health concerns. They are the moments that people feel energized and alive, when the mind is calm and happy, and when people feel a complete balance of the mind, body and spirit (Colquhoun and Bosch, 2016). Thus, the message that should be communicated to consumers must be more than “beauty”. Nowadays, most customers understand more about how organic skincare products are differentiated from general skincare products because they are free from allergens and carcinogens, and do not clog pores as well as contain no chemicals. They are also suitable for everybody no matter what age or gender (All About You, 2015) as well as gentle and safe for skin in the long term. Due to many people changing their behavior to a healthy lifestyle, they not only take care of themselves but also carefully purchase good quality products and seek for life balance (Sriwilas, 2017). Furthermore, consumers that are environmentally concerned in the European and American markets have been alerted to consume organic products. Thus, there are available organic zones in the various sections of many supermarkets. Sustained beauty does not mean to achieve beauty within seven days, but it refers to the revealing of beauty slowly and naturally. “All About You” (See appendix A-1) is the first organic products store of Thailand that is selecting high quality products from ingredients with the philosophy of High Performance Cosmetics, Non-Toxic Beauty. Due to the highly advanced technological processes that can derive highly concentrated herbal extracts and then put them into the formulation, these products are high performance and non-toxic, and have a low risk of causing allergic reactions and irritation. Moreover, the prices are affordable so that customers can accept them and feel comfortable when making repurchases. Using organic materials is not complicated but it just needs to be adapted to the behavior and rhythm of life. Organic products are the best answer that can help lift up our quality of life in the long term with safety and sustainability (Sriwilas, 2017). According to the standards of USDA certification, if a product contains certificated raw materials between 70% - 95% of the formulation, they can be called organic products (All About You, 2015). For more than 95% of the formulation, they can be called certified organic products.

2.2 Summary

In summary, the key ideas that the researcher has learned was the consumers' behavioral trend has changed from the past because of health, environmental and appearance consciousness to avoid chemical products and seek organic products that benefit their health in the long term. Besides, there were also many factors that affect consumers' purchase intention. Therefore, the proposed study provided contributions in the following three aspects: (1) The trend of a healthy lifestyle has increased, but research on organic skin and personal care and Thai consumers was quite limited; (2) research on organic skin and personal care has not examined non-users and former users, and (3) research on organic skin and personal care has not examined which external and internal factors directly affect an increase in the purchasing intention.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research design

This research was conducted by using two methods: exploratory research and descriptive research (See figure 3.1)

Methodology: In order to have a clearer understanding about consumer behavior and attitudes toward organic skin and personal care products, this research started by finding secondary research from existing articles or information about organic products and the related consumers. Then from the information found in the secondary research, the researcher formed the questions that needed to be clarified according to the objective in the In-Depth interviews. The findings from the secondary research and in-depth interviews then formed the questions in the questionnaire.

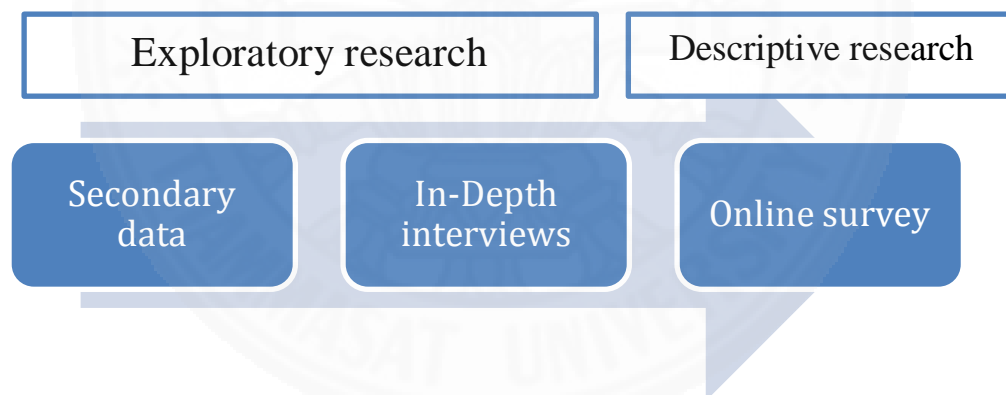


Figure 3.1: Market research process

3.1.1 Exploratory research – To understand the overall market situation, size and trends, the researcher used the findings to design the survey. This consisted of two-stages which were a literature review and interviews.

3.1.1.1 Secondary Research – To identify key variables which affect purchase intention and help interpret primary data more insightfully.

- (1) Published material: academic journals, research reports and books (for example; the natural beauty bible).

(2) Computerized databases: articles posted on the internet from organizations' websites such as the international natural and organic association and cosmetic blogger.

This part analyzed the trend of organic skin and personal care products around the world and the market situation. It also examined, information from scientific studies about organic products and their benefits including the procedure to become organic products and the certification that is accepted around the world. The factors that affect consumer purchasing decisions were used in the in-depth interviews and the survey questionnaire.

3.1.1.2 In-depth interviews

The interviews were arranged in order to understand the concept toward the purchasing criteria for organic products and the perception of organic products and their benefits. The interviewer asked questions about each topic (from the objectives) in order to obtain the attributes that reflected the consumers' thinking. The attributes obtained from the interviews were used in the later stage of the descriptive research to quantify the results.

3.1.2 Descriptive research – The purpose of the descriptive research was to provide a clearer picture of consumers' attitudes toward organic skin and personal care including key value benefits that affect purchase intentions. Figure 3.2 displays the picture of all variables in this study.

3.1.2.1 Independent Variables (IV): values, external factors, internal factors and customers' profiles.

3.1.2.2 Dependent Variables (DV): purchasing intention and attitudes toward organic products.

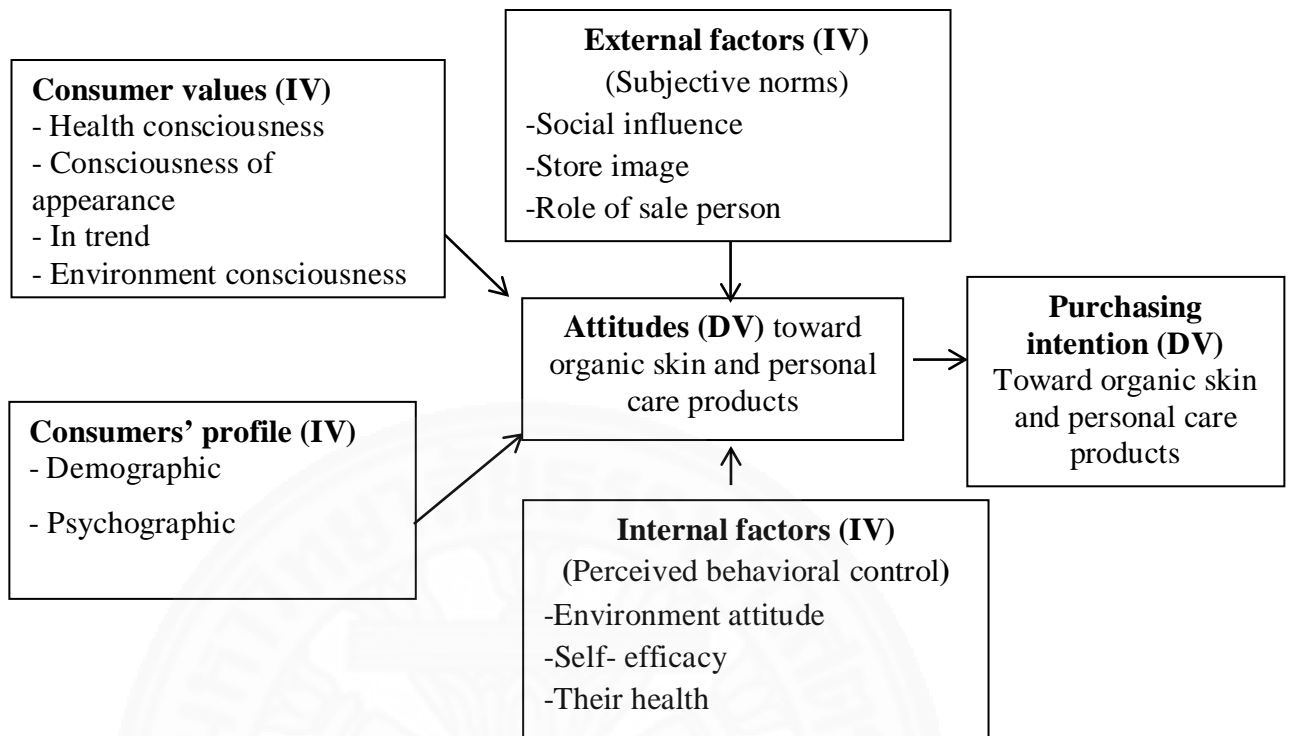


Figure 3.2: The picture of total variables in study

3.2 Sampling procedure

3.2.1 In-depth interviews

- (1) Sample size - The interviews were conducted separately either face-to-face at the Starbucks coffee in Bangkok area or by telephone. There were three types of consumers were interviewed (See Appendix B):

The user – a person who uses organic skin and personal care products on a daily basis (n=2).

The former user – a person who has stopped using organic products. They bought organic products more than 6 months ago and are no longer using them. They also purchased skincare products by themselves. (n=2).

The non-user – a person who has never used organic products before but may have heard or know about organic products. They also purchased skincare products by themselves (n=2).

- (2) Qualifications

Target population (User): White collar employee and family who used organic skin and personal care products on a daily basis.

Target population (Non-User, Former user): White collar employee and family who purchased skincare products by themselves.

Gender: Both male and female.

Area: Urban area (Bangkok).

SES: Range of household income of A, B and C (refer to Appendix C).

Age: 23-45 years old who have an income and is able to make the decision to select a skincare regimen by themselves.

Buying channel: At each organic store (All About You), and modern trade center (Central Plaza Pinklao).

(3) Questionnaires (Refer to Appendix D)

3.2.2 Descriptive research

3.2.2.1 Survey – The survey was conducted online to obtain the primary data. The sample selection was by means of a non-probability (convenience) sampling.

(1) Sample size – 206 questionnaires were completed by the respondents who comprised regular users, former organic users, and non-users.

(2) Qualifications

For the user or former user, the respondents must have purchased the organic products by themselves. The regular user must be an individual who used some type of organic products on a daily basis.

The former user – a person who has stopped using organic products. They bought organic products more than 6 months ago and are no longer using them. They also purchased skincare products by themselves.

The non-user -- a person who has never used organic products before but may have heard or know about organic products. They also purchased skincare products by themselves

(3) Questionnaires (Refer to Appendix E).

The length of the questionnaire did not exceed 10 minutes.

The range of data from this part was collected according to the objective.

3.2.2.2 Target respondents

Target Population: White collar and family who is a skincare buyer by themselves.

Gender: Both male and female.

Area: Urban area (Bangkok).

SES: Range of household income of A, B and C
(Refer to Appendix C)

Age: 23-45 years old who have an income and is able to make the decision to select a skincare regimen by themselves.

Buying channel: At each organic store (All About You), and modern trade center (Central Plaza Pinklao).

3.3 Data collection

3.3.1 In-depth interviews (See Table 3.1)

(1) Pre-test pilot: 3 respondents were recruited to test the interview questions who were 1 user, 1 non-user and 1 former user (See Table 3.1).

(2) Convenience sampling was partly done through personal connections and another part recruited respondents from the organic product store that is All About You, which is an organic shop (refer to Appendix A-1).

(3) Target population 2 users, 2 former users and 2 non-users.

(4) Qualifications

Target population: White collar employee and family who purchased skincare products by themselves.

Gender: Both male and female.

Area: Urban area (Bangkok).

SES: Range of household income of A, B and C (refer to Appendix C).

Age: 23-45 years old who have income and do the job is able to make decision to select skincare regimen by themselves.

Buying channel: At each organic store (All About You), and modern trade center (Central Plaza Pinklao).

3.3.2 Descriptive research

3.3.2.1 Self-administrative and online survey (See Table 3.1)

(1) Pre-test pilot: 10 respondents were recruited to test the online survey.

(2) Sampling technique: 206 completed questionnaires were collected through an online channel in which the respondents consisted of 86 regular users, 38 former users and 82 non-users. In order to make the survey more attractive and encourage greater participation, there was a lucky draw for the participants and a special prize was given. The winners were contacted through either e-mail or mobile phone.

(3) Online distribution

The URL link was shared to the respondents. In order to mitigate the risk of unqualified participants, there were screening questions (See Appendix E). The questionnaire was distributed through personal connections on social media including Facebook, Line messenger and Twitter. The survey was posted in the online community for healthcare and organic product Facebook page group. The online questionnaire was created, which generated a URL link.

https://docs.google.com/forms/d/e/1FAIpQLSfLJv3dwAgyjP_lgaI7DUuinCHeyMx1BsrwzLFL9dw17FrkLQ/viewform?usp=sf_link.

Table 3.1: Data collection

Type of research	Methodology	The number of question	Pre-test pilot	Sample size
1. Qualitative	In-depth interview	20 questionnaires 15 minutes	3 group (3 people)	3 groups are user, non-user and former user (6 people each group 2 people)
2. Quantitative	Survey questionnaire	12 questionnaires 10 minutes	10 people	206 completed questionnaires is contained user, non-user and former user

3.4 Data Analysis

3.4.1 In-depth interviews

Data was collected from interviewees of 3 groups (See Appendix B). Then, the researcher summarized interesting key findings in each topic (from the objectives) to design the questionnaire and obtained the attributes that reflected the consumers' thinking.

3.4.2 Descriptive research

The survey was coded and edited as necessary to help ensure more accurate data and then entered electronically. The data analysis used computer tabulations of the Statistical Package for the Social Sciences (SPSS). The data was analyzed with appropriate methods such as frequencies (n), percentages (%), the means, and correlation analysis. The relationship between the key drivers that affect the purchase intention was analyzed with regression analysis. Moreover, factor and cluster analysis were used to divide groups of customers into segments.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Key results from the secondary research

Nowadays, most customers understand more about how organic skincare products are differentiated from general skincare products. The main benefit consumers get from an organic product is 100% free chemical residue, which benefits their health in the long term. Furthermore, the market potential for natural and organic skincare and personal care products is growing faster than the overall market growth rate. The key concept that the researcher learned was the consumers' behavioral trend had changed from the past because of health, environmental and appearance consciousness to avoid chemical products and seek organic products that would benefit their health in the long term. In addition, there were other factors that affected consumers' attitudes and purchase intention such as consumer values and consumers' profiles, as well as external and internal factors. Therefore, there were three gaps that the proposed study provided contributions in the following aspects: firstly, the trend for a healthy lifestyle has increased, but research on organic skin and personal care and interest by Thai consumers is still quite limited; secondly, research on organic skin and personal care has not examined former users and non-users; and finally, research on organic skin and personal care has not examined which external and internal factors directly affect an increase in the purchasing intention.

4.2 Key results from the in-depth interviews

In-depth interviews were conducted on the three groups of respondents, who were users, former users and non-users. The results of the interviews showed the differences in each group's opinion regarding organic products. The users stated that they were first of all motivated or decided to try organic products, as they were concerned about their skin problems and health such as eczema, contact dermatitis and allergic dermatitis. The organic products contained low chemical substances and the organic production process was safe, as it did not contain any chemical additives,

which the respondents believed would be good for their health in the long run. Secondly, they believed in the best premium quality USDA organic skincare products that could be found in the world market. Finally, the users believed that organic products did not just benefit the end users, but were also better for the environment. Furthermore, the salesperson, promotion, packaging and store's image, respectively affected the purchase intention.

The former users that ceased continuing to use organic products stated that organic products were more expensive than non-organic products. Moreover, they did not see any improvement when they used organic products; in addition, they opted to use a cosmeceutical product instead. Finally, there were limited places where they could purchase organic products.

Mostly, the common channel where they bought organic products was an organic store, counter brand, multi brand store and online shops. The major influencers who were very effective in using organic products were beauty bloggers and close friends.

The non-users did not try organic products because firstly they were too expensive, and the non-users did not think that organic products had enough value. Secondly, they felt good with their current products; moreover, the non-users did not know what the organic products were and what benefits they could gain from using them, Thirdly, they believed that the organic products did not have enough variety to serve the demand of customers. Finally, organic products were more difficult to buy than their current products.

4.3 Key results from the questionnaire survey

4.3.1 General profile of the respondents

An online questionnaire was distributed to 361 respondents by means of Google Surveys in which 206 respondents met the criteria.

- (1) Gender: From 206 respondents, 89.3% were female and 10.7% of the respondents were male.
- (2) Age: The majority of respondents (53.4%) were aged 26-30 years old and 31-39 years old (28.2%), respectively.

- (3) Occupation: The top two occupations were employee (82.5%) and self-employed (10.7%).
- (4) Monthly income: 49.5% of the respondents had an income within the 30,001-45,000 Baht range, and the second highest group were those respondents had an income within 25,001-30,000 Baht (30.1%).
- (5) 90.3% of the respondents had previously heard about organic skincare and 9.7% were people who had not known about organic skincare before.
- (6) The respondents were divided into users and former users (59.2%), and non-users (40.1%).
- (7) From users and former users that were separated 69.8% user and 30.2% former user

4.3.2 Key results from the users that motivate their use of organic products

Table 4.1 shows the different variables (five-point scale) of the attitude of the users on the factors that motivate their use of organic products. From the result, the top three most important reasons that motivated users to choose organic products were:

- (1) They believed in premium grade and high-quality products, which had USDA organic certification to significantly guarantee and increase consumers' confidence (mean = 4.73).
- (2) They were concerned about their health and skin problem in the long term (mean = 4.68).
- (3) They wanted to have a better appearance and personality (mean = 4.59).

Table 4.1: The comparison of the means for what the consumer values that motivates them to use organic products

Variable	Mean (n=74)	Std. Deviation (n=74)
I was very concerned my health and skin problem	4.68	.526
Believed in best premium quality USDA due to avoiding chemical substance	4.73	.505
I wanted to be more good appearance and personality	4.59	.681
healthy trend and look good image	4.22	.781
I felt good when I used product which is environmentally friendly	4.24	.718

4.3.3 Key results of why the non-users and former users did not opt to use organic products

4.3.3.1 Key results from non-users

The means are shown in Table 4.2 that reflect why the non-users did not opt to use organic products. The reasons were as follows:

- (1) Organic products were difficult to buy (mean = 3.41).
- (2) They could see no reason to change, as they did not understand and exactly know about the benefits of organic products and the dangers of non-organic products (mean = 3.31).
- (3) There was a lack in the variety of organic products that appealed to them (mean = 3.31).

Table 4.2: A comparison of the means for why the non-users did not opt to use organic products.

Variable	Mean (n=64)	Std. Deviation (n=64)
It was not effective as I expected	3.19	.990
I thought that it is quite expensive	3.25	1.234
It was difficult to buy	3.41	1.488
I did not know why to change	3.31	1.052
Promotion was not attractive	3.06	1.233
Product was not variety	3.31	1.390

4.3.3.2 Key result from former users

According to the means (refer to Table 4.3) the reasons that people stopped using organic products were as follows:

(1) The organic products were not as effective as they had expected because the products contained natural extracts, which took longer than those with chemical substances to show the benefits (mean = 3.53).

(2) They did not know any reason to change because their current products were more significantly effective (mean = 3.25).

(3) The promotions of the organic products were not attractive when compared with non-organic products (mean = 3.06).

Table4.3: A comparison of the means for why former users ceased using organic products.

Variable	Mean (n=32)	Std. Deviation (n=32)
It was not effective as I expected	3.53	.819
I thought that it is quite expensive	3.00	1.078
It was difficult to buy	3.00	1.136
I did not know why to change	3.25	1.320

Promotion was not attractive	3.06	.914
Product was not variety	2.56	1.134

4.3.4 Key results of the external factors (subjective norms) that influence the intention to purchase organic products.

According to the comparison of means (refer to Table 4.4), the target respondents mentioned that the external factor that had the most direct effect on the purchase intention was the attractive promotion that encouraged them to buy organic products easily (mean = 4.27). Furthermore, the store's image and environment could attract consumers to walk in (mean = 4.22). Finally, the salesperson had an important role in explaining and creating more understanding about the products' features and benefits including being able to recommend the products at the store (mean = 4.08).

Table 4.4: A comparison of the means for the external factors that affect the attitude toward organic products

Variable	Mean (n=74)	Std. Deviation (n=74)
Social trend can influence me to use more than myself	3.35	.671
I think that store image and decoration is the important thing to attract me	4.22	.911
Sale person who is the important thing to explain and recommend product	4.08	1.030
Attractive promotion drive me buy these product easier	4.27	.896

4.3.5 Key results of internal factors that consumers would consider when purchasing organic products.

Table 4.5 shows the means for the measures of internal factors that affect attitudes toward organic products. The consumers agreed that their own product knowledge of the organic products, including how the products provide benefits and how are they able to help improve the skin's condition and health, influences their buying decision (mean = 4.55). Furthermore, they made the decision to choose the products by themselves as well as they wanted to use environmentally-friendly products (mean = 4.14). Finally, because of their skin problem, they had to search for products, which were safe and did not contain any chemical substances (mean = 4.11).

Table 4.5: The comparison of internal factors that affect the attitude toward organic products.

Variable	Mean (n=74)	Std. Deviation (n=74)
I want to use product that is environmental friendly	4.14	1.025
I believe in product knowledge that I have and I made decision to choose product by myself	4.55	.817
I have a skin problem condition	4.11	1.041

4.3.6 Key results of relationship between key factors and purchasing intention

Table 4.7 displays the relationship between the key factors and attitudes toward organic products. This model used linear regression analysis to discover the relationship between the dependent variable (purchasing intention toward organic products) and independent variables (key factors) with $F = 14.095$, $p\text{-value} = 0.01$ (refer to Table 4.6). From Table 4.7 below, there are two factors that are significant with a $p\text{-value} < 0.05$. The most important factor was customer value (C) that motivated customers to purchase

organic products wherein the customers had an expectation after using the product. This showed a coefficient of .659, p -value < 0.05 . Moreover, the consumer's profile (CF1), which is socio-economic status and age, were the factors drive customers chose organic products. This had a coefficient of 0.243, p -value = 0.002.

Table 4.6: Model Summary

Model	Sum of Squares	Df	Mean Square	R	R Square	Adjusted R square	F	Sig.
Regression	21.474	6	3.579	.747	.558	.518	14.095	.000
Residual	17.013	67	.254					
Total	38.486	73						

Table 4.7: The relationship between independent and dependent variables

Variable	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.359	.760		.473	.638
Customer value (C) (I considered value that I got from that)	.659	.129	.526	5.098	.000
External factor or subjective norm (E1) (I thought that the social trend and influencer are more important.)	-.096	.070	-.148	-1.370	.175
External factor or subjective norm (E2) (I thought that the	-.118	.091	-.110	-1.300	.198

promotion and sale person are more important.)					
Consumer profile (CF1) (Because of socio-economic status and age are more important)	.243	.076	.327	3.175	.002
Consumer profile (CF2) (Because of education, and my lifestyle are more important.	.100	.069	.158	1.455	.150
Internal factor (I) (Because of myself who is a person made decision to buy)	.130	.084	.136	1.538	.129

Linear regression model

$$Y = 0.359 + 0.659 C - 0.096 E1 - 0.118 E2 + 0.243 CF1 + 0.1 CF2 + 0.13 I$$

Figure 4.1: Linear regression model

4.3.7 Key results of consumer behavior toward organic products

The key results from the consumers' behavior toward organic products were conducted by analyzing the frequency and comparing the mean score methods (See Appendix F).

- (1) Table 4.8 shows that most respondents preferred to purchase organic products, which were divided into the categories of skincare (54.1%), bath care (27.0%) and hair care (13.5%), respectively.
- (2) For the average basket size, they spent around 200-500 Baht (30.1%) and 501-1,000 Baht (27.4%), respectively per time (refer to Table 4.9).

- (3) The price difference that the target user was willing to pay more for organic products than non-organic products was 5-10% (32.9%) and 0% (19.2%), respectively (refer to Table 4.10).
- (4) The frequency to purchase organic products within six months was mostly 1-2 times (36.4%) for a light to medium user and more than six times for a heavy user (21.9%) (refer to Table 4.11).
- (5) Table 4.12 displays the different behavior (five-point scale) where users look for organic products. Results indicate that they shop most at a pharmacy, modern trading store, hypermarket and multi brand store, respectively because there are many branches, which are easy to access. However, the online channel had the least mean score because products were not available as customers wanted and they wanted to have a shopping experience.

Table 4.8: Types of organic users (by the product category of use).

Variable	N=74	Percentage
Skincare	40	54.1%
Sun care	2	2.7%
Bath care	20	27.0%
Hair care	10	13.5%
Other	2	2.7%

Table 4.9: Average basket size when buying organic products.

Variable	N=73	Percentage
200-500 Baht	22	30.1
501-1,000 Baht	20	27.4
1,001-2,000 Baht	16	21.9
2,000+ Baht	16	19.2

Table4.10: Percentage of the price difference that users were willing to pay for organic products more than non-organic products.

Variable	N=73	Percentage
0%	14	19.2
5-10%	24	32.9
10-20%	12	16.4
20-30%	10	14.0
30-50%	12	16.4

Table4.11: Frequency of purchasing organic products within six months.

Variable	N=73	Percentage
More than 6 times/ 6month	16	21.9
6-5 times /6 month	8	11.0
4-3 times/ 6 month	12	16.4
2-1 times/ 6 month	34	46.4
None	2	2.7

Table4.12: The market place that users went to buy organic products.

Variable	Mean (n=74)	Std. Deviation (n=74)
Organic store ex: All about you	3.10	.669
Pharmacy store ex: Boots, Watsons	4.10	.686
Multi-brand store ex: eveandboy, Sephora	3.28	.793
Modern trade , Hypermarket Ex: Central, Robinson, Big C, Lotus	3.52	.769
Convenient store	2.52	.555
Online channel	2.48	.602

4.3.8 Key results from the target consumers' profiles

Factor and cluster analysis were conducted to find the segment of respondents, especially the target customer based on their vacation lifestyle and traveling. Firstly, the factor analysis was applied to reduce 14 variables (See Appendix G-1) down to 6 factors (refer to Appendix G-3, 4). The target was divided into three segments as follows: The six factors were healthy wisdom, experience seeker, innovator, delicate, social lover and trendy fashion (See Appendix G-7). Secondly, cluster analysis was applied to identify the type of traveling and develop it into segmentations that differentiated one type from another. Thirdly, after using the cluster analysis method, the results were classified into three groups of target users: life balance user, trendy innovator and late adopter (See Appendix H).

The respondents were divided into three segments, which are elaborated as follows (See Appendix I-6).

4.3.8.1 Segment 1: Life balance user (50% of the respondents)

The customer profile in this segment comprised 84.4% of females and 15.6% males; the social status showed that 78.3% were single and 12.5% lived with a partner; 50% were aged between 26-30 years, and 28.1% were between 31-39 years old; the monthly income was 30,001-45,000 Baht (59.4%), 84.4% were employed, and for the education level, 59.4% had studied for an undergraduate qualification and 40.6% had a master's degree (See Appendix I).

Those who were heavy users of organic products considered their work-life balance had to be combined with health. They always explored something new that was suitable for them and sought new experiences that they had never had before in order to generate a positive physical and psychological effect. Furthermore, they treated themselves very well and took care of their health through exercise, good food and knew the benefits of organic products. Moreover, they liked nature and gardening, as well as being an extrovert and socializing with friends. On the other hand, they rarely preferred advanced technology or any gadget and did not follow something like

a short-term trend. More importantly, they had the purchasing power when buying organic products by spending on the highest basket size of more than 2,001 Baht per time (38.5%). They were also willing to pay 10-20% more for organic products than non-organic ones (30.8%). They went to buy organic products more than five times within six months (42.9%) (See Appendix I-6).

4.3.8.2 Segment 2: Trendy innovator (43.8% of the respondents)

The customer profile in this segment consisted of 89.3% of females and 10.7% males; the social status showed that 71.4% were single and 21.4% were married; 53.6% were aged between 26-30 years and 21.4% were between 31-39 years old; the monthly income was 30,001-45,000 Baht (46.4%); 85.7% were employed, and for the education level, 64.3% had an undergraduate qualification and 32.1% had a master's degree (See Appendix I).

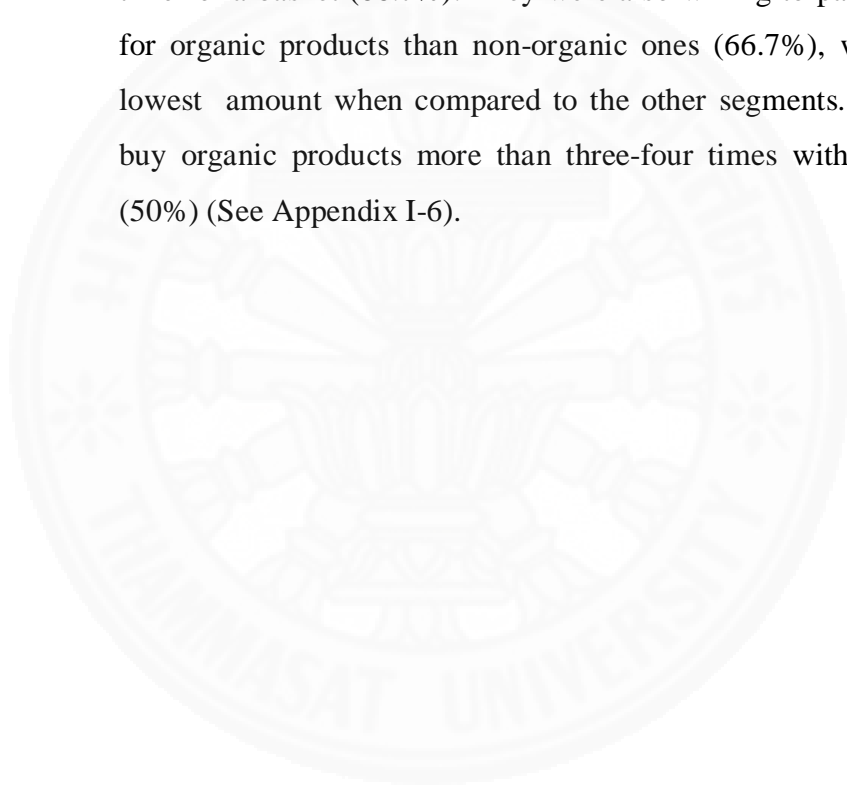
Consumers in this segment were the early adopters who bought organic products like the first group because they always updated themselves on new trends and information. They wanted to try new products in the market. Next, they were able to persuade other people to be followers. This segment is composed of medium to light users depending on their attitude, as well as internal and external factors. When buying organic products, they spent around 200-500 Baht per time on a basket (54.5%). They were also willing to pay 20-50% more for organic products than non-organic ones (44.4%), which had the most value when compared to the other segments. They went to buy organic products more than two-four times within six months (50%) (See Appendix I-6).

4.3.8.3 Segment 3: Late adopter (6.3% of respondents)

The customer profile in this segment comprised 100% females; the social status showed that 50% were married; 50% were aged between 31-39 years; the monthly income was 25,001-30,000 Baht (75%); 50% were employed and 50% were self-employed, and for the

education level, 50% had an undergraduate qualification and 50% had a master's degree (See Appendix I).

This segment was the smallest group who were late adopters and light users. Actually, they were conservative and introverts, so they have difficulty changing their behavior easily even though it would be better. They rarely updated themselves on new fashions or trends. Moreover, they need to have more confidence in making decisions. When buying organic products, they spent around 501-1,000 Baht per time for a basket (66.7%). They were also willing to pay 5-10% more for organic products than non-organic ones (66.7%), which was the lowest amount when compared to the other segments. They went to buy organic products more than three-four times within six months (50%) (See Appendix I-6).



CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary of the results

To sum up, the data were collected from 206 respondents who were separated into user, former user and non-user. From the collected data, it was found that most of the consumers were females aged 26-30 years with an undergraduate and master's degree level of education. Their average income per month was between 30,001 – 45,000 Baht.

5.1.1 Current users

The reason why current users were motivated to use organic products the first time was that they believed in the high quality, which had USDA organic certification to guarantee the products' safety. Secondly, they were concerned about their long-term health, and finally they wanted to have a better appearance and personality.

5.1.2 Non-users

The reason why the non-users did not change to use organic products was that these products were difficult to buy. The second reason was that they did not see the point in changing, nor did they understand the benefits of organic products. They also still insisted their existing products were effective enough and had quality. Finally, organic products did not have enough variety in terms of product categories that they wanted.

5.1.3 Former users

The important reasons that people stopped using organic products were that the products were not effective as expected. Secondly, they did not know the reason to change because their current products, which they were using were significantly more effective. Another reason was that the promotion of organic products was not attractive when compared with non-organic ones.

5.1.4 The study of the external and internal factors that affect the attitude and purchase intention toward organic products.

According to Figure 2.1, the important external factor that affected consumers was the attractive promotion, store image and sales person. For the

internal factors, customers were motivated by the belief in the benefits of organic products and their own product knowledge, as well as they wanted to use environmentally-friendly products that could solve their skin problems.

5.1.5 The study of the relationship between the factors that affect the attitude and purchase intention toward organic products.

From the results, the researcher found that the two major factors that significantly affected the attitude and purchasing intention were: 1) consumer value and 2) socio-economic status and age. These factors predict attitudes toward organic products.

5.2 Conclusions and Recommendations

According to the analyzed results, there are many recommendations for marketers. These are as follows:

5.2.1 Target customer

The two potential segments that should be acquired are the life balance user and trendy innovator and then try to understand them clearly to create marketing strategies and key messages. These would be communicated to each segment appropriately. This could start with product development, packaging, labels as well as promotional campaigns. Consequently, the first segment that would buy when the products are launched is the trendy innovator because they update themselves on new trends, information and want to try new products when launched in the market. Next, they are able to persuade other people to be followers. They are willing to pay more in price by 20-50%. On the other hand, the life balance user, who is the largest segment, would buy products with high frequency and rarely change to other brands because they perceive the value of the products more than following a trend or an influencer.

5.2.2 Product

Product development should design the information to solve insightful problems and customer value. For example, products should state that they have USDA certification, a hypoallergenic guarantee by a certified

dermatologist, efficacy test, no animal testing, and environmentally-friendly information on the label and packaging.

5.2.3 Price

The pricing strategy should be set to have a variety of a price range to cover the lower medium, medium, upper medium and luxury market because customers complained that organic products are so expensive. A low price strategy could be used to gain a larger market share, especially with bath care and hair care products that would encourage customers to purchase them much easier. A high price strategy could be initiated to encourage potential customers who would be willing to pay more for organic products, especially in the skincare category.

5.2.4 Place

Place is a major problem of organic products, as they are very difficult to buy because they have limited distribution in the market place. Accordingly, mostly former users stopped consuming organic products. A marketer should find potential places such as a pharmacy and multi-brand store where there are numerous branches to help customers have more accessibility.

5.2.5 Promotion

Marketers should create marketing strategies for each segment and try to acquire non-users and former users by solving their pain points as illustrated above and communicating with an attractive promotion drive that would make buying organic products be easier. Accordingly, marketing communication through both offline and online channels could also be critical aspects to undertake. Secondly, the store's interior should be well decorated.

5.2.6 People

The salesperson could be a point of more information for customers to understand more about the products features and benefits including recommending products that would be suitable for their skin condition. Therefore, sale persons should be trained about the product and brand to be able to communicate this to target consumers.

5.2.7 Process

Every single process and touch point should be high quality and involve standard services aligning to the core brand. For example, the shopping process should not too complicated and it should be convenient in both offline and online channels. They should have a customer relationship program to track target customers joining the organic community in the long run so as to increase the customer's satisfaction.

The key findings from this study can be used by organic skin products business entrepreneurs in Thailand to better understand consumers' behavior and initiate effective marketing strategies. This could lead to an increased purchases of products or a transformation from the status of being a non-user or former user to becoming a current one.

5.3 Limitations

Due to time constraints the sampling method adopted in this research was a non-probability sampling. Also, the exclusion criteria made it difficult to find target respondents, so the researcher tried to recruit two respondents of each group of users, non-users, and former users for the in-depth interview process as well as the online survey that excluded 50% of the total number of respondents.

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APPENDIX A ORGANIC STORE (ALL ABOUT YOU)

APPENDIX A-1: All about you (Organic product shop)



APPENDIX B

NAME OF IN-DEPTH INTERVIEW RESPONDENTS

User

1. Supis Kunkeaw

Live in Bangkok

Age: 24 year olds

Social status: Married

Gender: Female

Occupation: Self-employed

Income: 35,000 Baht/ month

2. Prathan Pakkatay

Live in Bangkok

Age: 44 year olds

Social status: Single

Gender: Male

Occupation: Self-employed

Income: 100,000 Baht/ month

Non-User

1. Warunya Sealim

Live in Bangkok

Age: 30 year olds

Social status: Single

Gender: Female

Occupation: Employee

Income: 25,000 Baht/ month

2. Paramee Yoosabay

Live in Bangkok

Age: 34 year olds

Social status: Divorced
Gender: Female
Occupation: Employed
Income: 35,000 Baht/ month

Former user

1. Jantawan Wiwatanapusit

Live in Bangkok
Age: 24 year olds
Social status: Single
Gender: Female
Occupation: Employee
Income: 30,000 Baht/ month

2. Krittapas Srinoy

Live in Bangkok
Age: 28 year olds
Social status: Married
Gender: Male
Occupation: Employee
Income: 32,000 Baht/ month

APPENDIX C
SOCIO-ECONOMICS STATUS SCALE IN BANGKOK 2013

APPENDIX C-1: Socio-economic status scale in Bangkok 2013

SES	Income per household (Baht)	% of SES Distribution		
		Greater Bangkok	Urban	Rural
A	> 65,000	26%	36%	38%
B	53,000 - 64,999			
C	26,000 - 52,999	16%	43%	41%
D	16,001 - 25,999	13%	36%	51%
E	< 16,000			

**Source: AC Nielsen

APPENDIX D

IN-DEPTH INTERVIEW QUESTIONNAIRES

APPENDIX D-1: User question

1. What was the value leading you to choose organic products? Why?
2. What was the benefit of choosing your preferred organic products?
3. What was the source of the influencer or media that led you to use organic products the first time?
4. What made you continuously use organic products? Why?
5. Have you ever used organic skin or personal care products before?
6. How long since you bought organic products?
7. What are the important external factors that you would consider when purchasing organic products?
 - a. Social influence.
 - b. Store image.
 - c. Role of the salesperson.
8. What are the important internal factors that you would consider when purchasing organic products?
 - a. Environment attitude.
 - b. Self-efficacy.
 - c. Willing to pay more.
9. What are the important key factors that you took into consideration when you purchased organic products?
10. What kind of organic product do you normally buy?
11. Whom do you want to buy for or do you buy for yourself?
12. How much budget are you willing to pay per time?
13. What is the frequency and how many pieces do you purchase per month?
14. Where do you shop when you are looking for organic products?
15. What is your age?
16. How many people live in your household?
17. What is your profession?

18. What is your education level?
19. What is your household income? (Bath/month)
20. What is your social status?
21. What is your education level?
22. How do you like these activity?
23. How do you like these kinds of travel?

APPENDIX D-2: Former user question

1. What was the value leading you to choose organic products? Why?
2. What was the benefit of choosing your preferred organic products?
3. What was the source of the influencer or media that led you to use organic products the first time?
4. What made you continuously use organic products? Why?
5. Have you ever used organic skin or personal care products before?
6. How long since you bought organic products?
7. Why did you stop using organic products?
8. What are the important external factors that you would consider when purchasing organic products?
 - a. Social influence.
 - b. Store image.
 - c. Role of the salesperson.
9. What are the important internal factors that you would consider when purchasing organic products?
 - a. Environment attitude.
 - b. Self-efficacy.
 - c. Willing to pay more.
10. What are the important key factors that you took into consideration when you purchased organic products?
11. What kind of organic product do you normally buy?
12. Whom do you want to buy for or do you buy for yourself?
13. How much budget are you willing to pay per time?

14. What is the frequency and how many pieces do you purchase per month?
15. Where do you shop when you are looking for organic products?
16. What is your age?
17. How many people live in your household?
18. What is your household income?
19. What is your profession?
20. What is your profession?
21. What is your education level?
22. What is your social status?
23. What is your education level?
24. How do you like these activity?
25. How do you like these kinds of travel?

APPENDIX D-3: NON-USER QUESTION

1. Have you ever used organic skin or personal care products before?
2. What were your key factors that made you not choose organic products? Why?
3. How long since you bought organic products?
4. Why did you stop using organic products?
5. What is your age?
6. How many people live in your household?
7. What is your household income?
8. What is your profession?
9. What is your education level?
10. What is your social status?
11. How do you like these activity?
12. How do you like these kinds of travel?

APPENDIX E

ONLINE QUESTIONNAIRE

Topic: A study of consumer behavior toward organic skin and personal care products

The purpose of this questionnaire is to collect the data for the Marketing Research Study the Master's Degree Program in Marketing, Faculty of Commerce and Accountancy, Thammasat University. Please kindly participate in our survey and thank you very much for your cooperation. The survey should take about 15 minutes to complete. Moreover, your responses will also be confidential.

If there is any question please contact me

Wararat Wiwatanaputit

062-245-2956

Questionnaire detail

Part 1: The consumer value that motivate to using organic products

Part 2: Why people did not switch to use organic products

Part 3: Subjective norms (External factor) that influence the intention to purchase organic skin and personal care products

Part 4: Internal factors that consumers would consider when purchasing organic products.

Part 5: The relationship between key factors and purchasing organic products intention.

Part 6: Consumer behavior toward organic products

Part 7: Customer profile

Direction: Please mark X in the box of your selected answers

Definition: Organic product - Organic skin and personal care products that contain certified raw materials between 70%-95% of the formulation.

Screening question

1. Where do you live

- Bangkok
- Not Bangkok

2. What is your age?

- Less than 23 years old (End of Questionnaire)
- 23-25 years old 31-39 years old
- 26-30 years old 39-45 years old
- 46+ years old (End of Questionnaire)

3. What is your profession?

- Student (End of Questionnaire)
- Employed Retired
- Self- employed Unemployed

4. What is your household income? (Bath/month)

- < 25,000 (End of Questionnaire)
- 25,000-30,000 45,001-65,000
- 35,001-45,000 65,001+

Part 1: The consumer value that motivate to using organic products

5. Did you heard or know about organic skincare and personal care before?

- Yes No

6. Have you ever used organic skin or personal care products before?

- Yes No

7. How long since you bought organic products last time?

- Within 6 month
- More than 6 months

8. What was the value that motivate you to choose organic skincare products at the first time?

Statements	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
I was very concerned my health and skin problem.					
I believed in best premium quality USDA Organic					

skincare product found in the world market					
I wanted to be more good appearance and personality					
I thought that is healthy trend and look good image when I bought these products					
I felt good when I used product which is environmentally friendly and sustainable ingredients					
Other (please specify)					

9. What is the key value that you got from using organic skincare products.

Statements	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
I felt more safety ,wellness and healthier					
My skin problem was relieved and better					
I have been more beauty from inside					
I felt more in-trend ,smart and fashionable					
I felt good when I used product which is environmentally friendly and sustainable					

ingredients					
Other (please specify)					

Part 2: Why people did not switch to use organic products

10. What were your key factors that made you not choose organic products?

Statements	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
It was not effective as I expected					
I thought that it is quite expensive					
It was difficult to buy					
I did not know why to change					
Promotion was not attractive					
Product was not variety					
Other (please specify)					

11. Why did you stop using organic products?

Statements	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
It was not effective as I expected					
I thought that it is quite expensive					
It was difficult to buy					
I did not know why to change					
Promotion was not attractive					

Product was not variety					
Other (please specify)					

Part 3: Subjective norms (External factor) that influence the intention to purchase organic skin and personal care products

Part 4: Internal factors that consumers would consider when purchasing organic products.

12. What are the important factors that influence you to purchase organic products easier or quicker?

Statements	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
Social trend can influence me to use more than myself					
I think that store image and decoration is the important thing to attract me					
Sale person who is the important thing to explain and recommend product					
Attractive promotion drive me buy these product easier					
I want to use product that is environmental friendly					
I believe in product knowledge that I have and I will make decision to choose product by myself					
I have a skin problem condition so, I have to					

use only organic product to treat symptom					
Other (please specify)					

Part 5: The relationship between key factors and purchasing organic products intention.

13. What are the important key factors that you took into consideration when you purchased organic products?

Statements	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
I considered value that I got from that					
I thought that the social trend and influencer are more important.					
I thought that the promotion and sale person are more important.					
Because of myself who is a person made decision to buy					
My attitude toward organic skincare is more important.					
Because of education, and my lifestyle are more important.					
Because of social status and age are more important.					
Other (please specify)					

Part 6: Consumer behavior toward organic products

14. How much do you agree kind of organic product do you normally buy?

Statements	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
Skin care					
Sun care					
Bath care					
Hair care					
Other (Please specify)					

15. How much did you buy per time?

- <200 Baht
- 200-500 Baht
- 501-1,000 Baht
- 1,001-2,000 Baht
- 2,001+ Baht

16. How many percent that you willing to pay more than non-organic product?

- 0%
- 5-10%
- 10-20%
- 20-30%
- 30-50%

17. How often do you buy organic product?

- More than 6 times/ 6month
- 6-5 times /6 month

4-3 times/ 6 month

2-1 times/ 6 month

None

18. How much do you agree where you are looking for organic skincare?

Statements	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
Organic store Ex: All about you					
Pharmacy store (Ex: Boots, Watsons)					
Multi-brand store Ex: eveandboy, Sephora					
Modern trade, Hypermarket Ex: Central, Robinson, Big C, Lotus					
Convenient store Ex: 7-11, family-mart					
Online channel Ex: Iherb.com, Lazada, Brand.com, Facebook, Line					
Other (Please specify)					

Part 7: Customer profile

19. What is your gender?

Male

Female

Other

20. What is your social status?

Single

Living with a partner

Divorced

- Marriage Widow

21. What is your education level?

- Secondary school Diploma Master degree
 Undergraduate Higher master degree
 Graduated

22. How do you like these activity?

Statements	Not at all 1	Not much like 2	Neutral 3	Somewhat like 4	Very much 5
Hang out with friends					
Adventurous activity					
Travel					
Learn /study new subject					
Exercise					
Cooking					
Other (please specify)					

23. How do you like these kinds of travel?

Statements	Not at all 1	Not much like 2	Neutral 3	Somewhat like 4	Very much 5
Shopping/ Outing travel					
Nature traveling					
Historic place/ Temple					
Adventurous travel					
I do not like travel					

24. What statement identify you

Statements	Strongly disagree 1	Somewhat disagree 2	Neither agree nor disagree 3	Somewhat agree 4	Strongly agree 5
Mostly, I need doing activities with other people					
I always update trendy and fashion by social media and magazine					
I love nature and I also plant my own garden.					
I like do something alone and to be independent ex: read a book ,attend seminar					
I want to try and discover new product and influence other people					
I want to exercise, yoga or go to the gym					
I normally take care myself and other people					
I love new advance technology and gadgets					
Other (please specify)					

APPENDIX F

THE SUMMARY OF GENERAL PROFILE OF RESPONDENTS

APPENDIX F-1: Types of organic users (by the product category of use).

Variables	N=74	Percentage
Skincare	40	54.1%
Sun care	2	2.7%
Bath care	20	27.0%
Hair care	10	13.5%
Other	2	2.7%

APPENDIX F-2: Average basket size when buying organic products.

Variables	N=73	Percentage
200-500 Baht	22	30.1
501-1,000 Baht	20	27.4
1,001-2,000 Baht	16	21.9
2,000+ Baht	16	19.2

APPENDIX F-3: Percentage of the price difference that users were willing to pay for organic products more than non-organic products.

Variables	N=73	Percentage
0%	14	19.2
5-10%	24	32.9
10-20%	12	16.4
20-30%	10	14.0
30-50%	12	16.4

APPENDIX F-4: Frequency of purchasing organic products within six months.

Variables	N=73	Percentage
More than 6 times/ 6month	16	21.9
6-5 times /6 month	8	11.0
4-3 times/ 6 month	12	16.4
2-1 times/ 6 month	34	46.4
None	2	2.7

APPENDIX F-5: The market place that users went to buy organic products

Variables	Mean (n=74)	Std. Deviation (n=74)
Organic store ex: All about you	1.86	.669
Pharmacy store	2.46	.686
Multi-brand store ex: eveandboy, Sephora	1.97	.793
Modern trade , Hypermarket Ex: Central, Robinson, Big C, Lotus	2.11	.769
Convenient store	1.51	.555
Online channel	1.49	.602

APPENDIX G

RESULT OF FACTOR ANALYSIS

APPENDIX G-1: Correlation matrix

		Hang out with friends	Traveling	Cooking	Adventurous activity	Learn new subject	Exercise	Take a photo	I need doing activities with others	I always update trendy and fashion	I love nature	I like do something alone and to be independent	I love new advance technology	I normally take care myself and other people
Correlation	Hang out with friends	1.000	.176	-.242	.064	-.192	-.205	.334	.037	.081	.073	.126	.202	-.016
	Traveling	.176	1.000	.170	.096	.236	.407	.276	.349	-.194	.021	-.107	-.172	.284
	Cooking	-.242	.170	1.000	.270	.127	-.163	-.072	.107	-.054	.274	.084	.019	.011
	Adventurous activity	.064	.096	.270	1.000	.453	.227	.054	-.119	.002	.067	-.194	.009	-.210
	Learn /study new subject	-.192	.236	.127	.453	1.000	.545	.195	.250	-.049	-.098	-.254	.116	-.192
	Exercise	-.205	.407	-.163	.227	.545	1.000	.234	.104	-.117	-.141	-.351	-.227	.020
	Take a photo	.334	.276	-.072	.054	.195	.234	1.000	.423	.076	.136	.037	.026	-.005
	Mostly, I need doing activities with other people	.037	.349	.107	-.119	.250	.104	.423	1.000	.040	.057	.099	.068	.037
	I always update trendy and fashion	.081	-.194	-.054	.002	-.049	-.117	.076	.040	1.000	.168	.058	.093	.022
	I love nature	.073	.021	.274	.067	-.098	-.141	.136	.057	.168	1.000	0.000	.044	-.315
	I like do something alone and to be independent	.126	-.107	.084	-.194	-.254	-.351	.037	.099	.058	0.000	1.000	0.000	0.000
	I love new advance technology	.202	-.172	.019	.009	.116	-.227	.026	.068	.093	.044	0.000	1.000	-.260

	I normally take care myself and other people	-.016	.284	.011	-.210	-.192	.020	-.005	.037	.022	-.315	0.000	-.260	1.000
Sig. (1-tailed)	Hang out with friends		.083	.027	.309	.065	.052	.004	.385	.263	.284	.161	.054	.450
	Traveling	.083		.089	.226	.030	.000	.014	.002	.063	.436	.200	.087	.012
	Cooking	.027	.089		.016	.158	.099	.287	.200	.337	.014	.256	.440	.467
	Adventurous activity	.309	.226	.016		.000	.036	.337	.175	.493	.299	.062	.472	.048
	Learn new subject	.065	.030	.158	.000		.000	.061	.023	.350	.221	.022	.180	.065
	Exercise	.052	.000	.099	.036	.000		.031	.207	.179	.133	.002	.036	.437
	Take a photo	.004	.014	.287	.337	.061	.031		.000	.275	.141	.385	.420	.485
	Mostly, I need doing activities with other people	.385	.002	.200	.175	.023	.207	.000		.376	.328	.219	.297	.385
	I always update trendy and fashion by social media and magazine	.263	.063	.337	.493	.350	.179	.275	.376		.092	.324	.231	.431
	I love nature and I also plant my own garden.	.284	.436	.014	.299	.221	.133	.141	.328	.092		.500	.365	.006
	I like do something alone and to be independent ex: read a book ,attend seminar	.161	.200	.256	.062	.022	.002	.385	.219	.324	.500		.500	.500
	I love new advance technology and gadgets	.054	.087	.440	.472	.180	.036	.420	.297	.231	.365	.500		.019
	I normally take care myself and other people	.450	.012	.467	.048	.065	.437	.485	.385	.431	.006	.500	.019	

APPENDIX G-2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.518
Bartlett's Test of Sphericity	Approx. Chi-Square	306.805
	Df	78
	Sig.	.000

APPENDIX G-3: Factor extraction**Communalities**

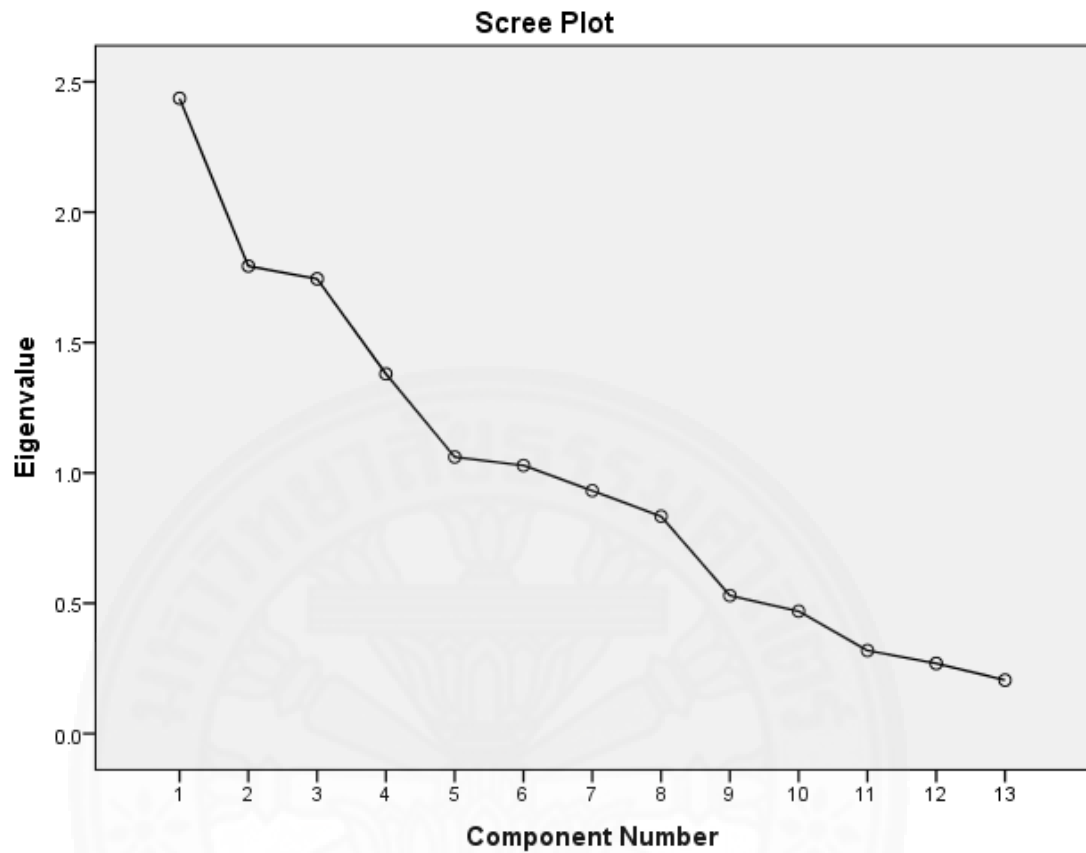
	Initial	Extraction
Hang out with friends	1.000	.897
Traveling	1.000	.765
Cooking	1.000	.840
Adventurous activity	1.000	.688
Learn /study new subject	1.000	.808
Exercise	1.000	.791
Take a photo	1.000	.686
Mostly, I need doing activities with other people	1.000	.798
I always update trendy and fashion by social media and magazine	1.000	.694
I love nature and I also plant my own garden.	1.000	.705
I like do something alone and to be independent ex: read a book ,attend seminar	1.000	.487
I love new advance technology and gadgets	1.000	.667
I normally take care myself and other people	1.000	.618

Extraction Method: Principal Component Analysis.

APPENDIX G-4 :Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.437	18.744	18.744	2.437	18.744	18.744	2.098	16.140	16.140
2	1.793	13.793	32.537	1.793	13.793	32.537	1.776	13.660	29.800
3	1.744	13.417	45.954	1.744	13.417	45.954	1.537	11.823	41.623
4	1.380	10.613	56.567	1.380	10.613	56.567	1.479	11.376	52.999
5	1.061	8.161	64.728	1.061	8.161	64.728	1.359	10.452	63.451
6	1.029	7.912	72.640	1.029	7.912	72.640	1.195	9.189	72.640
7	.932	7.166	79.806						
8	.833	6.411	86.218						
9	.530	4.074	90.291						
10	.469	3.611	93.902						
11	.319	2.451	96.353						
12	.269	2.070	98.423						
13	.205	1.577	100.000						

Extraction Method: Principal Component Analysis.

APPENDIX G-5: Scree plot chart**APPENDIX G-6: Component factor matrix****Component Matrix^a**

Variables	Component					
	1	2	3	4	5	6
Exercise	.785					
Learn /study new subject	.772		-.334			
Traveling	.638		.420			
I like do something alone and to be independent ex: read a book ,attend seminar	-.407	.339				
Take a photo	.435	.622				
Hang out with friends		.610		-.375	.476	-.311
Mostly, I need doing activities with other people	.402	.508			-.497	
Traveling						

I love new advance technology and gadgets		.406	-.375	-.307	-.363	-.343
I normally take care myself and other people			.697			
Adventurous activity	.465		-.544		.386	
Cooking			-.348	.819		
I love nature and I also plant my own garden.		.475	-.388	.336	.323	.331
I always update trendy and fashion by social media and magazine		.314				.731

APPENDIX G-7: Factors Rotation (Veri-max)

Rotated Component Matrix^a

Variables	Component					
	1	2	3	4	5	6
Exercise	.792					
Learn /study new subject	.699	.390				
I like do something alone and to be independent ex: read a book ,attend seminar	-.661					
Adventurous activity	.591			.467		
Mostly, I need doing activities with other people		.885				
Take a photo		.644			.455	
Traveling		.493	-.458			-.312
I love new advance technology and gadgets			.776			
I normally take care myself and other people			-.720			
Cooking				.851		
I love nature and I also plant my own garden.				.620		.526
Hang out with friends					.922	
I always update trendy and fashion by social media and magazine						.826

APPENDIX H

RESULT OF CLUSTER ANALYSIS

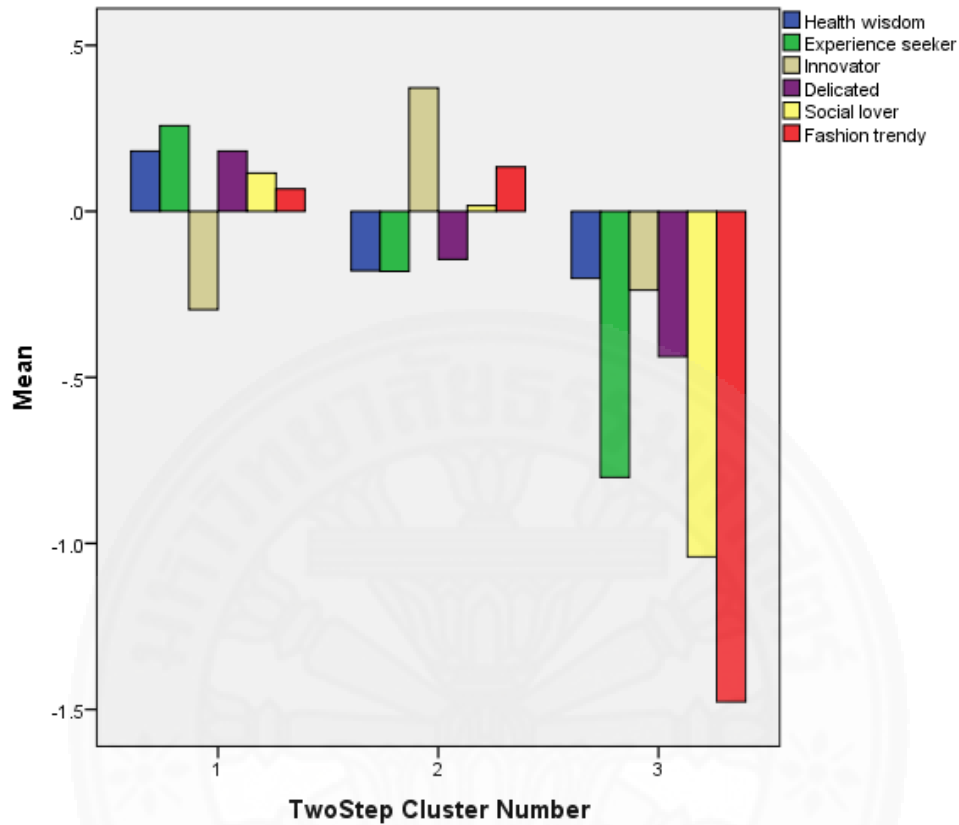
APPENDIX E-1: Model Summary

Algorithm	TwoStep
Inputs	4
Clusters	3

APPENDIX E-2: Cluster quality



APPENDIX H-3: Segmentation by factor and cluster analysis



APPENDIX H-4: The percentage of amount in each segment

		TwoStep Cluster Number			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cluster 1 (Life balance user)	32	12.3	50.0	50.0
	Cluster 2 (Trendy innovator)	28	10.8	43.8	93.8
	Cluster 3 (Late adopter)	4	1.5	6.3	100.0
	Total	64	24.6	100.0	

APPENDIX I

RESULT OF CUSTOMER PROFILE IN EACH SEGMENT

APPENDIX I-1: The summary of gender in each segment

Gender	TwoStep Cluster Number								
	Life balance user			Trendy innovator			Late adoptor		
	Count	Row N %	Column N %	Count	Row N %	Column N %	Count	Row N %	Column N %
Female	27	48.2%	84.4%	25	44.6%	89.3%	4	7.1%	100.0%
Male	5	62.5%	15.6%	3	37.5%	10.7%	0	0.0%	0.0%

APPENDIX I-2: The summary of age range in each segment

AGE (year sold)	TwoStep Cluster Number								
	Life balance user			Trendy innovator			Late adopter		
	Count	Column N %	Row N %	Count	Column N %	Row N %	Count	Column N %	Row N %
23-25	4	12.5%	57.1%	3	10.7%	42.9%	0	0.0%	0.0%
26-30	16	50.0%	50.0%	15	53.6%	46.9%	1	25.0%	3.1%
31-39	9	28.1%	52.9%	6	21.4%	35.3%	2	50.0%	11.8%
39-45	3	9.4%	37.5%	4	14.3%	50.0%	1	25.0%	12.5%

APPENDIX I-3: The summary of social status in each segment

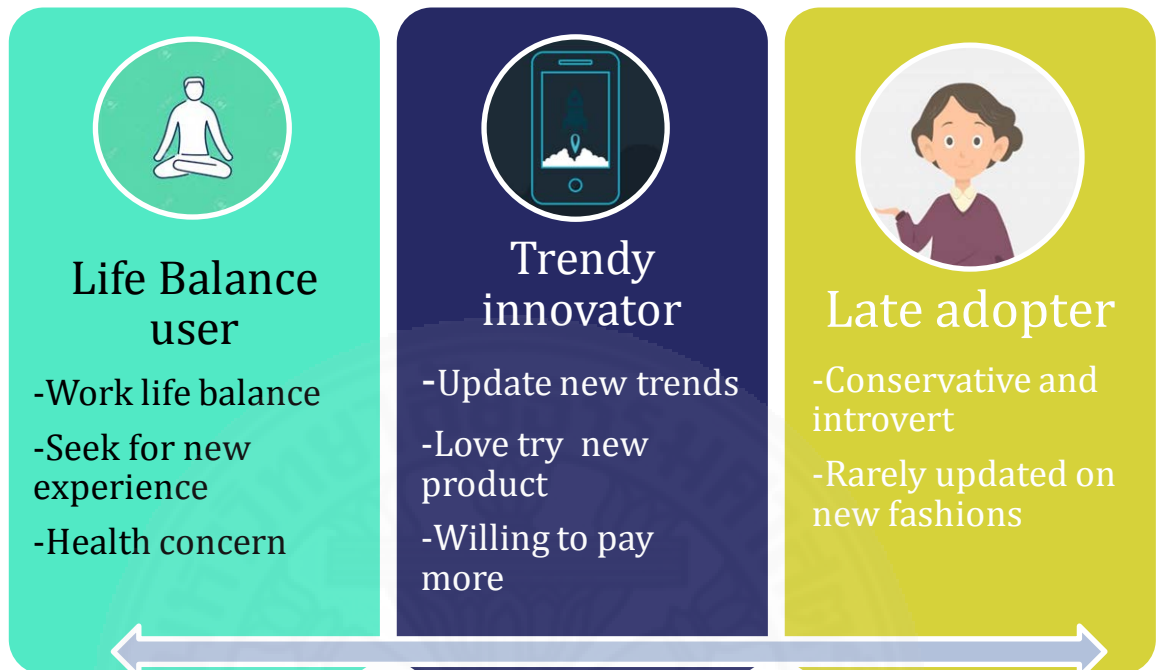
Social status	TwoStep Cluster Number								
	Life balance user			Trendy innovator			Late adopter		
	Count	Column N %	Row N %	Count	Column N %	Row N %	Count	Column N %	Row N %
0	1	3.1%	100.0%	0	0.0%	0.0%	0	0.0%	0.0%
Single	25	78.1%	54.3%	20	71.4%	43.5%	1	25.0%	2.2%
Marriage	1	3.1%	11.1%	6	21.4%	66.7%	2	50.0%	22.2%
Divorced	1	3.1%	50.0%	0	0.0%	0.0%	1	25.0%	50.0%
Widow	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Living with a partner	4	12.5%	66.7%	2	7.1%	33.3%	0	0.0%	0.0%

APPENDIX I-4: The summary of occupation in each segment

Occupation	TwoStep Cluster Number								
	Life balance user			Trendy innovator			Late adopter		
	Count	Row N %	Column N %	Count	Row N %	Column N %	Count	Row N %	Column N %
0	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Employed	27	50.9%	84.4%	24	45.3%	85.7%	2	3.8%	50.0%
Self- employed	3	42.9%	9.4%	2	28.6%	7.1%	2	28.6%	50.0%
Retired	0	0.0%	0.0%	0	0.0%	0.0%	0	0.0%	0.0%
Unemployed	0	0.0%	0.0%	1	100.0%	3.6%	0	0.0%	0.0%
Freelancer	1	50.0%	3.1%	1	50.0%	3.6%	0	0.0%	0.0%
Other	1	100.0%	3.1%	0	0.0%	0.0%	0	0.0%	0.0%

APPENDIX I-5: The summary of occupation in each segment

come	TwoStep Cluster Number								
	Life balance user			Trendy innovator			Late adopter		
	Count	Row N %	Column N %	Count	Row N %	Column N %	Count	Row N %	Column N %
25,001-30,000	9	45.0%	28.1%	8	40.0%	28.6%	3	15.0%	75.0%
30,001-45,000	19	57.6%	59.4%	13	39.4%	46.4%	1	3.0%	25.0%
45,001-65,000	1	16.7%	3.1%	5	83.3%	17.9%	0	0.0%	0.0%
>65,001	3	60.0%	9.4%	2	40.0%	7.1%	0	0.0%	0.0%

APPENDIX I-6: The summary of characteristic in each segment

BIOGRAPHY

Name	Miss Wararat Wiwatanaputit
Date of Birth	June 16, 1988
Educational Attainment	2005-2010: Bachelor Degree of pharmacy, Faculty of Pharmaceutical science, Chulalongkorn University.
Work Position	Store manager.
Scholarship	2010: Daewoong Foundation Global Scholarship. 2007-2010: Scholarship of faculty of Pharmaceutical science.
Work Experiences	2010-2012: R&D Pharmacist at S&J international enterprise Ltd. 2012-2013: Pharmacist at Asoke skin hospital 2013- present: Store manager at Boots Retail Thailand