

**DETERMINANTS OF CONSUMER'S PURCHASE INTENTION  
TOWARD PERSONALIZED COSMETICS**



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## **ABSTRACT**

This study investigates the factors influencing purchase intention towards personalized cosmetics among consumers in Thailand. Drawing on a sample of 385 participants, data were collected through a structured questionnaire encompassing constructs such as trust, attitude, electronic word-of-mouth (E-WOM), and purchase intention, using convenience sampling. Regression analysis was used for hypothesis testing.

The findings indicate a significant positive influence of trust, attitude, and E-WOM on purchase intention towards personalized cosmetics. These results underscore the importance of fostering consumer trust, cultivating positive attitudes, and leveraging E-WOM channels to enhance purchase intention in the personalized cosmetics market. The implications of these findings suggest that marketers should focus on strategies that build consumer trust, promote positive consumer attitudes, and effectively utilize E-WOM channels.

## ACKNOWLEDGEMENT

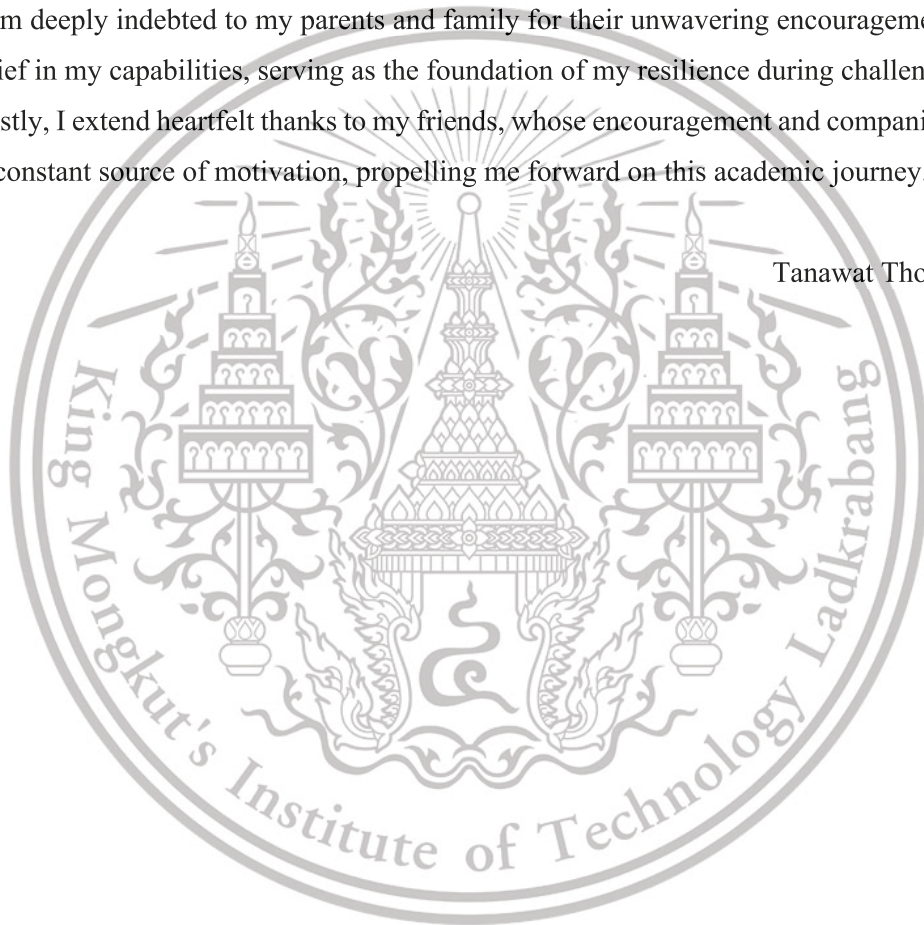
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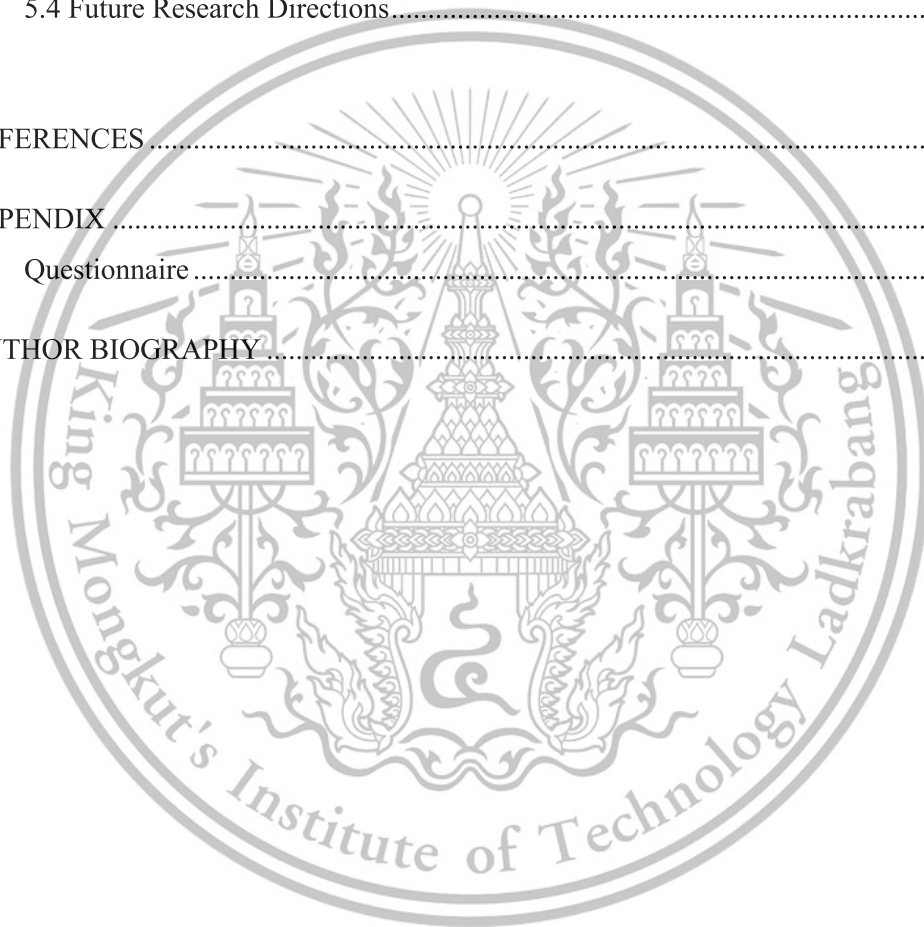
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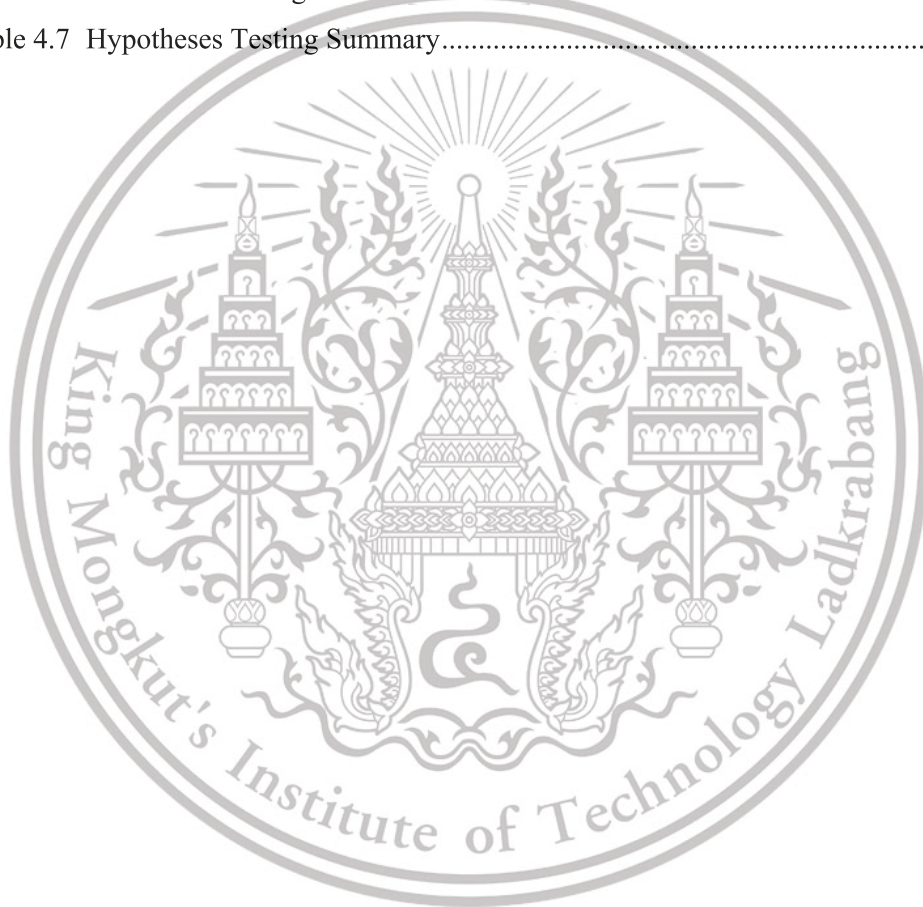


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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

The cosmetics industry has witnessed a notable shift towards personalization, as consumers increasingly seek products tailored to their individual preferences and needs (Desai, 2014; Haque et al., 2018). This trend underscores the importance of understanding the factors influencing consumers' purchase intentions towards personalized cosmetics. Consumer behavior in this domain is influenced by various determinants, which prompt individuals to consider the perceived benefits and unique features associated with personalized cosmetic offerings.

Within the cosmetics market, products can be categorized into a diverse array of categories, ranging from skincare to makeup and beyond. The emergence of personalized cosmetics represents a response to the growing demand for customizable solutions that cater to specific consumer preferences and requirements.

In today's era of customization, consumers are empowered to express their individuality through the creation and customization of cosmetic products to align with their personal tastes and needs (Chen, 2020). This paradigm shift presents opportunities for businesses to capitalize on the trend towards personalization and cater to the evolving preferences of their target audience.

Gender-specific segmentation further shapes consumer preferences and behaviors within the cosmetics market (Chambers et al., 2008). Understanding how gender influences purchase intentions towards personalized cosmetics is essential for developing targeted marketing strategies that resonate with different consumer segments.

This study aims to explore the determinants influencing consumers' purchase intentions towards personalized cosmetics. By investigating the factors that drive consumer behavior in this domain, we seek to provide valuable insights for cosmetics companies seeking to enhance their product offerings and marketing strategies in the personalized cosmetics market.

Despite the growing popularity of personalized cosmetics in the global market, there is a lack of comprehensive understanding regarding the factors influencing consumers' purchase intention towards such products, particularly within the context of Thailand. This gap in knowledge hinders cosmetics companies from effectively catering to the preferences and needs of Thai consumers, potentially limiting their market competitiveness and growth opportunities. Moreover, as the cosmetics industry continues to evolve with advancements in technology and changing consumer preferences, there is a pressing need to investigate the specific determinants shaping purchase intentions towards personalized cosmetics in Thailand. By addressing this gap, this research aims to contribute valuable insights to both academia and industry, enabling a better understanding of

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consumer behavior in the personalized cosmetics market and informing strategic decision-making processes for businesses operating in this sector.

## 1.2 Research Question

1. What is the current level of purchase intention toward personalized cosmetics among consumers in Thailand?
2. What are the determinants of purchase intention toward personalized cosmetics among consumers in Thailand?

## 1.3 Research Objectives

This research is designed to achieve the following objectives:

1. To assess the current level of purchase intention toward personalized cosmetics among consumers in Thailand.
2. To identify and analyze the determinants influencing purchase intention toward personalized cosmetics among consumers in Thailand.

## 1.4 Scope of Research Study

### 1.4.1 Scope of Population

The population for this research comprises consumers residing in Thailand who are potential purchasers of personalized cosmetics. This includes individuals of various demographics, such as age, gender, income level, and geographic location, who exhibit an interest in or have previously purchased personalized cosmetic products. The exact number of the population is unknown.

### 1.4.2 Scope of Variable

#### Independent Variables:

1. Trust: This variable measures consumers' confidence and belief in the effectiveness, quality, and technological reliability of personalized cosmetic products. It encompasses expectations regarding product performance, perceived quality, and trust in advanced technological features.
2. Attitude: This variable assesses consumers' positive orientation and favorable disposition towards personalized cosmetic products. It includes beliefs in the benefits of customization, recognition of market trends, and perceived value in investing in such products.
3. Electronic Word-of-Mouth (E-WOM): This variable captures consumers' behavior of actively seeking and engaging with online comments and reviews about personalized cosmetic products. It includes activities such as reading reviews, gathering information, and gaining confidence in purchase decisions based on online feedback.

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**Dependent Variable:** Purchase Intention: This variable indicates consumers' expressed likelihood and readiness to purchase personalized cosmetic products in the future. It encompasses inclinations towards purchasing, willingness to buy through various channels, intention for repeat purchases, and likelihood of recommending these products to others.

### 1.4.3 Scope of Area

This study focuses on examining the factors influencing consumers' purchase intention towards personalized cosmetics in the context of the Thai market. Specifically, the research investigates the impact of trust, attitude, and electronic word-of-mouth (E-WOM) on consumers' willingness to purchase personalized cosmetic products. The study encompasses a diverse range of consumers residing in Thailand, representing various demographic segments, including age, gender, marital status, education, monthly income, and career.

### 1.4.4 Scope of Timing

The scope of timing for this study involves data collection scheduled from March to April 2024.

## 1.5 Significance of the Study

1. For Academic Purposes: This study contributes to the academic field by advancing our understanding of consumer behavior in the context of personalized cosmetics. By exploring the influence of trust, attitude, and electronic word-of-mouth on purchase intention, the research fills a gap in existing literature and provides valuable insights into the factors driving consumer decision-making processes. The findings of this study can serve as a foundation for future research in marketing, consumer psychology, and related disciplines, enriching scholarly discourse and expanding theoretical frameworks in the field.

2. For Companies: For companies operating in the cosmetics industry, particularly those offering personalized cosmetic products, the findings of this study hold significant implications. By gaining insights into the factors influencing consumer purchase intention, companies can refine their marketing strategies, product offerings, and brand positioning to better resonate with target consumers in the Thai market. Understanding the role of trust, attitude, and electronic word-of-mouth allows companies to tailor their communication channels, enhance product quality, and foster positive brand perceptions, ultimately driving sales and improving market competitiveness.

3. For Customers: From a customer perspective, this study offers valuable insights that empower individuals to make informed purchasing decisions regarding personalized cosmetics. By understanding the impact of trust, attitude, and electronic word-of-mouth on purchase intention, customers can assess product offerings more critically, evaluate brand credibility, and seek out reliable information sources. Moreover, the findings of this study may encourage companies to **prioritize customer satisfaction, transparency, and engagement, leading to an enhanced shopping**

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experience and greater trust between brands and consumers. Ultimately, customers benefit from a more diverse range of personalized cosmetic options that align with their preferences and needs, fostering a more fulfilling and satisfying shopping journey.

## 1.6 Definition of Terms

1. **Trust:** Trust refers to the consumer's confidence and belief in the effectiveness, quality, and technological reliability of cosmetic products specifically tailored to meet individual needs. It encompasses the expectation that personalized products will deliver desired results, the belief that these products will be more suitable and effective due to their customized nature, the perception of high quality, the assurance and security felt when using these products, and trust in the advanced technology employed to create them.

2. **Attitude:** Attitude refers to the consumer's positive orientation and favorable disposition towards products specifically tailored to individual needs. This encompasses the belief in the advantages of personalized products, recognition of a promising market trend, a generally positive outlook, a desire for diverse options, and the perception that investing in such products is worthwhile.

3. **Electronic Word-of-Mouth (E-WOM):** Electronic Word-of-Mouth (E-WOM) refers to the behavior of consumers actively seeking and engaging with online comments and reviews to inform their purchasing decisions. This includes reading comments to ensure the selection of appropriate cosmetics products, learning about products that have impressed other consumers, gathering information about different cosmetics products, gaining confidence in purchase decisions, and staying informed about innovations in popular cosmetics as endorsed by other consumers.

4. **Purchase Intention:** Purchase intention refers to the consumer's expressed likelihood and readiness to acquire such products in the future. This includes a strong inclination towards purchasing personalized cosmetics, a willingness to buy them through different channels, ongoing plans to make repeat purchases, a readiness to recommend these products to acquaintances, and a clear desire to acquire personalized cosmetics based on current preferences and anticipated needs.

## CHAPTER 2

# LITERATURE REVIEW

### 2.1 Overview of Personalized Cosmetics

In recent years, the beauty industry in Thailand has witnessed a significant shift towards personalized cosmetics, reflecting the global trend of consumers seeking products tailored to their individual needs and preferences (Aaker & Jacobson, 2001). Personalized cosmetics refer to beauty and skincare products that are customized to address specific concerns or cater to unique preferences of individual consumers (Alkhadim et al., 2018). This trend has gained traction in Thailand due to several factors, including advancements in technology, increased consumer awareness about skincare and beauty, and a growing desire for products that deliver personalized results (An et al., 2016).

The market for personalized cosmetics in Thailand is diverse and dynamic, encompassing a wide range of products tailored to various skin types, concerns, and preferences (Anderson, 1998). From custom-blended foundation and concealer shades to personalized skincare formulations targeting specific skin issues, such as acne, aging, or hyperpigmentation, consumers have access to a plethora of options to create their ideal beauty regimen (Arbuckle & Wothke, 1995).

One of the key drivers behind the popularity of personalized cosmetics in Thailand is the increasing emphasis on self-expression and individuality among consumers (Armstrong et al., 2014). As people become more aware of their unique skin needs and preferences, they seek products that cater to their specific concerns and deliver personalized results (Arora & Aggarwal, 2018). Additionally, the rise of social media and influencer culture has played a significant role in fueling demand for personalized cosmetics, as consumers seek to emulate the skincare routines and beauty looks of their favorite influencers (Ainur et al., 2017).

Furthermore, advancements in technology, such as artificial intelligence and machine learning, have enabled beauty brands to offer personalized skincare solutions through online platforms and mobile apps (Alba et al., 1997). These digital tools allow consumers to input their skin concerns and preferences, receive personalized product recommendations, and even create custom formulations tailored to their needs (Abubakar & Ilkan, 2013).

Overall, personalized cosmetics represent a growing segment of the beauty industry in Thailand, driven by consumer demand for products that deliver personalized results and cater to individual preferences (Abzari et al., 2014). As beauty brands continue to innovate and invest in technology-driven solutions, the market for personalized cosmetics is expected to expand further, offering consumers more options to customize their beauty routines and achieve their desired skincare goals.

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## 2.2 Concept and Theories of Trust

Trust is a fundamental aspect of human interaction and plays a crucial role in various domains, including interpersonal relationships, business transactions, and online interactions. In essence, trust can be defined as the willingness of one party to rely on the actions, decisions, and behaviors of another party, based on the expectation that they will act in a predictable, reliable, and benevolent manner (Rousseau et al., 1998).

Several theories and conceptual frameworks have been developed to understand the nature and dynamics of trust. One prominent theory is the social exchange theory, which posits that trust emerges from reciprocal interactions and mutual exchanges between individuals or entities (Blau, 1964). According to this theory, trust develops when individuals perceive that their interests are aligned with those of the other party and when there is a sense of fairness and equity in the exchange process.

Another influential theory of trust is the theory of reasoned action, which suggests that trust is influenced by cognitive processes, attitudes, and beliefs (Ajzen & Fishbein, 1980). According to this theory, individuals form trust judgments based on their perceptions of the other party's intentions, reliability, and competence. These perceptions are shaped by past experiences, social norms, and situational factors.

In the context of online interactions and electronic commerce, the technology acceptance model (TAM) has been widely used to study trust in e-commerce settings (Davis, 1989). According to TAM, trust in online transactions is influenced by perceived ease of use, perceived usefulness, and perceived credibility of the online platform or seller. Trust is seen as a key determinant of users' intentions to engage in online transactions and their willingness to share personal information online.

Additionally, the concept of institutional trust emphasizes the role of social institutions, such as governments, regulatory bodies, and industry associations, in fostering trust in society (Mayer et al., 1995). Institutional trust is based on individuals' perceptions of the legitimacy, fairness, and effectiveness of these institutions in regulating behavior and upholding societal norms.

Overall, trust is a complex and multifaceted concept that is influenced by a variety of individual, interpersonal, and contextual factors. Understanding the nature and dynamics of trust is essential for building and maintaining successful relationships, both online and offline, and for fostering cooperation and collaboration in diverse settings.

## 2.3 Concept and Theories of Attitude

Attitude, in the realm of psychology and social sciences, represents an individual's evaluation or feeling towards an object, person, group, event, or idea. It encompasses a range of affective, cognitive, and behavioral components that influence how individuals perceive and interact with the world around them. Attitudes are formed through a combination of personal experiences,

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socialization processes, and cognitive appraisal, shaping one's beliefs, preferences, and predispositions towards specific entities.

The tripartite model of attitude, proposed by Rosenberg and Hovland (1960), posits three primary components: affective, cognitive, and behavioral. The affective component refers to the emotional or evaluative aspect of an attitude, reflecting the individual's feelings or emotions towards the object. The cognitive component involves the beliefs, thoughts, and perceptions associated with the object, influencing the individual's understanding and interpretation of it. Finally, the behavioral component encompasses the behavioral tendencies or actions directed towards the object, representing the individual's intentions or predispositions to act in a certain way.

Attitudes can be formed through various processes, including direct experience, social learning, and persuasion. The theory of reasoned action (Ajzen & Fishbein, 1980) and the theory of planned behavior (Ajzen, 1991) propose that attitudes are influenced by beliefs about the consequences of the behavior and subjective norms, shaping behavioral intentions and subsequent actions. Cognitive dissonance theory (Festinger, 1957) suggests that individuals strive for consistency between their attitudes and behaviors, experiencing discomfort or dissonance when inconsistencies arise, leading to attitude change or rationalization.

Social cognitive theories, such as the elaboration likelihood model (Petty & Cacioppo, 1986), emphasize the role of cognitive processing and persuasion strategies in shaping attitudes. According to this model, attitudes can be formed through either central or peripheral routes, depending on the individual's motivation and ability to process information. Central route processing involves careful consideration of the message content and argument quality, leading to enduring attitude change, while peripheral route processing relies on cues such as source attractiveness or emotional appeals, resulting in temporary attitude change.

Overall, attitudes play a crucial role in shaping human behavior, influencing decision-making processes, interpersonal relationships, and societal dynamics. Understanding the concept and theories of attitude provides valuable insights into the factors that drive individual beliefs, preferences, and actions, contributing to the broader understanding of human cognition and social interaction.

## **2.4 Concept and Theories of Electronic Word-of-Mouth (E-WOM)**

Electronic Word-of-Mouth (E-WOM) refers to the dissemination of information, opinions, and recommendations about products, services, or brands through electronic channels, particularly on the internet and social media platforms (Hennig-Thurau et al., 2004). It encompasses both positive and negative testimonials shared by individuals who have the potential to become customers of a product or service (Cheung, Lee, & Rabjohn, 2008). E-WOM communication occurs when consumers share their experiences, opinions, or recommendations about a product or service in

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online forums, review websites, social media platforms, or other digital channels (Sen & Lerman, 2007).

The concept of E-WOM is rooted in traditional word-of-mouth communication but is amplified and accelerated by the reach and accessibility of digital technologies (Chevalier & Mayzlin, 2006). It plays a crucial role in shaping consumers' perceptions, attitudes, and purchase intentions, as individuals often rely on online reviews and recommendations from peers when making purchasing decisions (Park & Kim, 2008).

E-WOM is driven by various factors, including the credibility of the source, the perceived relevance of the information, and the trustworthiness of the platform or channel through which it is shared (Cheung, Lee, & Rabjohn, 2008). Positive E-WOM can enhance brand reputation, build customer trust, and increase purchase intention, while negative E-WOM can have detrimental effects on brand image and deter potential customers (Abubakar et al., 2016).

Overall, E-WOM serves as a powerful tool for marketers and businesses to influence consumer behavior and drive brand engagement in the digital age. By understanding the dynamics of E-WOM and leveraging online channels effectively, organizations can harness the potential of electronic word-of-mouth to enhance brand visibility, foster customer relationships, and ultimately drive business growth.

## **2.5 Concept and Theories of Purchase Intention**

Purchase intention refers to the psychological state or inclination of a consumer to buy a particular product or service in the future (Dodds, Monroe, & Grewal, 1991). It represents the likelihood or probability that an individual will engage in a purchase behavior based on their attitudes, perceptions, and internal motivations (Ajzen, 1991). Purchase intention is a crucial construct in consumer behavior research as it serves as a key predictor of actual purchasing behavior (Sparks & Browning, 2011).

According to the theory of planned behavior (Ajzen, 1991), purchase intention is influenced by three main factors: attitudes toward the behavior, subjective norms, and perceived behavioral control. Attitudes toward the behavior refer to the individual's overall evaluation or perception of the act of purchasing a product or service. Subjective norms involve the perceived social pressure or influence from significant others, such as family, friends, or peers, regarding the decision to make a purchase. Perceived behavioral control reflects the individual's belief in their ability to perform the purchase behavior and the extent to which they feel they have control over it.

Furthermore, the theory of reasoned action (Fishbein & Ajzen, 1980) posits that purchase intention is determined by the individual's attitudes toward the behavior and subjective norms. This theory emphasizes the importance of both cognitive and social factors in shaping purchase intentions.

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Other factors that may influence purchase intention include perceived product quality, brand image, price sensitivity, and situational factors such as time constraints or urgency (Dodds, Monroe, & Grewal, 1991). Additionally, emotional factors, such as mood or emotional arousal, can also play a role in shaping purchase intentions (Batra & Ahtola, 1991).

Overall, understanding the concept and theories of purchase intention is essential for marketers and businesses to effectively predict and influence consumer behavior, thereby developing successful marketing strategies and enhancing customer satisfaction and loyalty.

## 2.6 Conceptual Framework and Hypothesis Development

The hypotheses for this research are developed based on the conceptual framework and theories discussed in the preceding sections. Each hypothesis represents a specific relationship between independent variables and the dependent variable.

H1: Trust positively influences purchase intention toward personalized cosmetics among consumers in Thailand.

Trust is a fundamental factor in consumer behavior, influencing their willingness to engage in transactions with a particular brand or product (Yasir et al., 2014). In the context of personalized cosmetics, consumers are likely to place a premium on trust when considering products that are specifically formulated or customized for their individual needs. Research suggests that trust in a brand or product positively impacts purchase intention (Morgan & Hunt, 1994). When consumers perceive a brand as trustworthy and reliable, they are more likely to express intention to purchase its products (Lin et al., 2010).

Moreover, in the beauty industry, where consumers often rely on recommendations and testimonials, trust plays a crucial role in shaping purchase decisions (Cheung et al., 2008). Consumers are more inclined to purchase personalized cosmetics if they trust the brand's expertise in formulating products tailored to their unique preferences and requirements.

In the Thai market, where consumer trust in brands and products is influenced by various cultural and social factors, establishing trust is essential for brands offering personalized cosmetics (Harris & Goode, 2010). Therefore, it is hypothesized that trust positively influences purchase intention toward personalized cosmetics among consumers in Thailand.

H2: Attitude positively influences purchase intention toward personalized cosmetics among consumers in Thailand.

Several theories support the notion that attitude positively influences purchase intention. One such theory is the Theory of Reasoned Action (TRA), proposed by Ajzen and Fishbein in 1980. According to TRA, an individual's behavioral intention, such as purchase intention, is influenced by their attitude toward the behavior and subjective norms, which are perceptions of social pressure to perform or not perform the behavior. In the context of personalized cosmetics, consumers with

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positive attitudes toward the products are more likely to express purchase intention, as they perceive the products favorably and believe that using them will lead to desirable outcomes, such as improved appearance or skincare.

Another relevant theory is the Theory of Planned Behavior (TPB), an extension of TRA, which incorporates perceived behavioral control as an additional determinant of behavioral intention. Perceived behavioral control refers to the extent to which individuals believe they have the resources and opportunities to perform the behavior. Applied to the context of personalized cosmetics, consumers with positive attitudes not only believe in the efficacy and benefits of the products but also feel confident in their ability to acquire and use them, leading to a stronger purchase intention.

Additionally, research in consumer psychology has demonstrated that attitudes formed through various channels, such as advertising, word-of-mouth, and personal experience, significantly influence purchase intention. Positive experiences with personalized cosmetics, including satisfaction with previous purchases, favorable reviews from peers, and exposure to persuasive marketing messages, contribute to the formation of positive attitudes toward the products and, consequently, higher purchase intention.

In summary, H2 posits that consumers' positive attitudes toward personalized cosmetics could lead to a greater intention to purchase these products. This hypothesis is supported by theoretical frameworks such as TRA and TPB, as well as empirical evidence demonstrating the impact of attitude on purchase intention in consumer behavior research.

H3: E-WOM positively influence purchase intention toward personalized cosmetics among consumers in Thailand.

Several theoretical frameworks support the notion that E-WOM positively influences purchase intention. One such framework is the Informational Influence Theory, which suggests that individuals are influenced by the information and opinions provided by others when making decisions (Hennig-Thurau et al., 2004). In the context of personalized cosmetics, consumers may seek out E-WOM to gather information about product efficacy, quality, and suitability for their needs. Positive E-WOM, such as favorable reviews, recommendations, and testimonials from other consumers, can enhance consumers' perceptions of personalized cosmetics and increase their purchase intention.

Additionally, the Social Influence Theory posits that individuals are influenced by the behavior and opinions of others in their social networks (Sen & Lerman, 2007). In the digital age, social media platforms serve as channels for individuals to share their opinions and experiences with a wider audience. Consumers may be more likely to trust and act upon recommendations from friends, family, influencers, and online communities when considering purchasing personalized cosmetics. Positive E-WOM can create a sense of social proof, signaling to consumers that

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personalized cosmetics are valued and endorsed by others, thereby increasing their purchase intention.

Moreover, research in consumer behavior has shown that E-WOM can serve as a source of social comparison and validation (Cheung et al., 2008). Consumers may engage in online discussions and seek out reviews to compare their experiences and perceptions of personalized cosmetics with those of others. Positive E-WOM can reinforce consumers' confidence in their decision to purchase personalized cosmetics, leading to a higher intention to buy.

In summary, H3 posits that positive E-WOM could positively influence purchase intention toward personalized cosmetics among consumers in Thailand. This hypothesis is supported by theoretical frameworks such as the Informational Influence Theory and the Social Influence Theory, as well as empirical evidence demonstrating the impact of E-WOM on purchase intention in consumer behavior research.

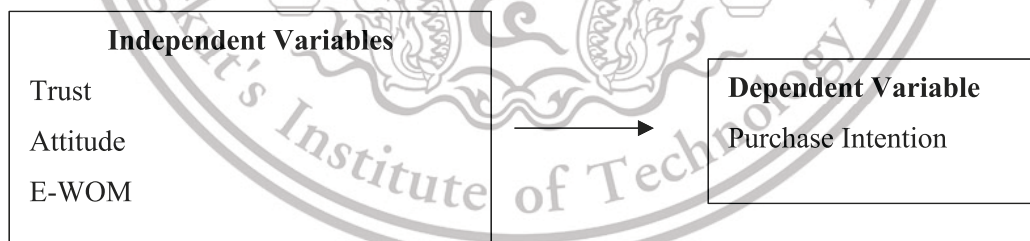
In summary, there are three hypotheses as follows:

H1: Trust positively influences purchase intention toward personalized cosmetics among consumers in Thailand.

H2: Attitude positively influences purchase intention toward personalized cosmetics among consumers in Thailand.

H3: E-WOM positively influence purchase intention toward personalized cosmetics among consumers in Thailand.

Based on the three hypotheses, a conceptual framework has been developed as shown in figure 2.1.



**Figure 2.1** Conceptual Framework

# CHAPTER 3

## RESEARCH METHODOLOGY

### 3.1 Population and Sample

The target population for this research consists of individuals in Thailand who are consumers of personalized cosmetic products. Since the exact size of the population is unknown, a representative sample was drawn to generalize findings to the broader population. Cochran's 1977 Sample Size Formula was used to determine the appropriate sample size.

$$n = z^2/4e^2$$

Where: n denotes the sample size.

z is the z-score.

e represents the margin of error (set at 5%).

Substituting the specified values into the formula, a z-value of 1.96 is employed to align with the z-score for a 95% confidence level, resulting in a calculated sample size of 385 individuals. This indicates the number of participants required for the study.

The research sample, comprising 385 participants, was drawn from individuals who are consumers of personalized cosmetic products in various regions of Thailand.

### 3.2 Research Instrument

The research instrument employed in this study comprises a structured questionnaire designed to gather data from participants regarding their opinions related to personalized cosmetics and their purchase intention. The questionnaire consists of multiple sections covering various constructs such as trust, attitude, electronic word-of-mouth (E-WOM), and purchase intention. Each section includes a series of questions carefully crafted to assess the corresponding construct based on established theoretical frameworks and prior research.

The questionnaire starts with demographic questions aimed at gathering information about respondents' gender, age, marital status, education, monthly income, and occupation. Following this section, participants respond to items that measure their trust in personalized cosmetics brands, attitudes towards personalized cosmetics, exposure to electronic word-of-mouth related to personalized cosmetics, and purchase intentions. Responses are collected using a 5-point Likert scale to gather both quantitative and qualitative data. The structured format ensures consistency in data collection and allows for easy comparison and analysis of responses. Additionally, the questionnaire was tested during pilot testing to assess its reliability and validity before being administered to the target sample.

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### 3.3 Reliability and Validity Test

The Reliability and Validity Test section assesses the consistency and accuracy of the research instrument used in this study. Reliability refers to the extent to which the questionnaire produces consistent results over repeated administrations, while validity refers to the degree to which the questionnaire measures what it intends to measure.

To evaluate reliability, Cronbach's alpha coefficients were calculated for each variable included in the conceptual framework. Cronbach's alpha assesses the internal consistency of the items within each construct, with values above 0.70 indicating acceptable reliability. The results are shown in Table 3.1.

**Table 3.1** Cronbach's Alpha Results

Variable	Cronbach's Alpha
Trust	0.923
Attitude	0.950
E-WOM	0.946
Purchase Intention	0.921

Validity was assessed through content validity to ensure that the questionnaire adequately covers all aspects of the constructs being measured. To establish content validity, the questionnaire was reviewed by three experts in the field of consumer behavior and cosmetics. The results from the Item-Objective Congruence (IOC) of all questionnaire items ranged from 0.5 to 1.0, which is considered acceptable.

Overall, these reliability and validity tests ensure that the questionnaire used in this study produces consistent and accurate results, allowing for robust analysis of the research findings.

### 3.4 Data Collection

Once the questionnaire has been validated through the pre-testing phase, data collection proceeded with 385 respondents using a convenience sampling approach, which allows for the selection of participants based on their accessibility and willingness to participate in the study.

To maintain consistency and minimize biases during data collection, participants are provided with clear instructions regarding the purpose of the study, confidentiality of their responses, and their rights as research participants. They are also informed about the voluntary nature of their participation and their ability to withdraw from the study at any time without consequences.

Data collection was carried out over a period of four weeks in April 2024, allowing sufficient time to reach the target sample size and collect comprehensive data. Throughout the data collection

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process, regular monitoring and supervision were conducted to address any issues or concerns that may arise and ensure the integrity and reliability of the data.

By adhering to rigorous data collection procedures, this study aims to obtain high-quality data that accurately reflect opinions regarding personalized cosmetics, thereby facilitating robust analysis and interpretation of the research findings.

### **3.5 Data Analysis**

The data collected from the structured questionnaire were analyzed using both descriptive and inferential statistical methods to examine the relationships between variables and to test the hypotheses formulated in this study.

Descriptive statistics, such as frequencies, percentages, means, and standard deviations, are computed to summarize the demographic characteristics of the participants and provide an overview of the responses to each item in the questionnaire.

Inferential statistics, including multiple regression analysis, are employed to investigate the extent to which trust, attitude, and E-WOM predict purchase intention towards personalized cosmetics among consumers in Thailand. This analysis helps identify the relative importance of each predictor variable in explaining variations in purchase intention.

All statistical analyses are conducted using appropriate software packages. The significance level is set at  $p < 0.05$  and  $p < 0.01$  to determine the statistical significance of the findings. Finally, the results are interpreted and discussed in light of the research objectives and relevant theoretical frameworks.

## CHAPTER 4

### ANALYTICAL RESULTS

Chapter 4 presents the analytical results derived from the data collected in this study. This chapter provides a comprehensive analysis of the findings obtained through descriptive and inferential statistical methods. The results are organized into the following sections:

- 4.1 Demographic Profile
- 4.2 Level of Each Variable
- 4.3 Regression Analysis
- 4.4 Hypothesis Testing

#### 4.1 Demographic Profile

**Table 4.1** Demographic Profile (n = 385)

Demographic Item	Categories	Frequency	Percent
Gender	Male	185	48.1
	Female	200	51.9
Age	< 20	38	9.9
	21-30	46	12.0
	31-40	135	35.0
	41-50	108	28.1
	51-60	58	15.0
Monthly Income (Baht)	< 20,000	28	7.3
	20,000-40,000	119	30.9
	40,001-60,000	140	36.4
	60,001-80,000	38	9.9
	80,001-100,000	30	7.8
	100,001-150,000	27	7.0
	>150,000	3	0.8
Marital Status	Single	135	35.1
	Married	201	52.2
	Others	49	12.7
Education	High school or lower	40	10.4
	Vocational School	99	25.7
	Bachelor	202	52.5
	Master	36	9.4

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**Table 4.1 (Cont.)**

Demographic Item	Categories	Frequency	Percent
	Doctoral	8	2.1
Occupation	Student	77	20.0
	Employed full time	127	33.0
	Employed part time	95	24.7
	Self-employed	86	22.3

Table 4.1 presents the demographic profile of the study participants, reflecting a diverse sample across various categories. The gender distribution consisted of 185 male participants (48.1%) and 200 female participants (51.9%). Age distribution varied, with the majority of participants falling within the 31-40 age group (35.0%), followed by the 41-50 age group (28.1%). Income levels were distributed across different ranges, with the highest proportion of participants earning between 40,001 to 60,000 Baht per month (36.4%). Marital status indicated a mix of single (35.1%) and married (52.2%) participants, with a smaller portion categorized as "others" (12.7%). Educational attainment varied, with the majority holding a bachelor's degree (52.5%), followed by vocational school (25.7%). In terms of occupation, participants were represented across categories such as students (20.0%), full-time employees (33.0%), part-time employees (24.7%), and self-employed individuals (22.3%).

#### 4.2 Level of Each Variable

**Table 4.2 Mean and Standard Deviation of Trust**

Trust	Mean	S.D.	Level
Personalized cosmetic products tailored to my needs will help me obtain effective results.	4.083	.5836	Agree
I trust personalized cosmetic products that are tailored to fit customer needs.	3.875	.5367	Agree
I believe in the quality of personalized cosmetic products that are tailored to fit customer needs.	3.917	.5036	Agree
I feel confident using personalized cosmetic products that are tailored to fit customer needs.	3.792	.5882	Agree
I trust the technology used in personalized cosmetic products to meet my needs.	3.792	.6580	Agree
Overall	3.892	.5038	Agree

Table 4.2 provides insights into the mean and standard deviation (S.D.) of trust levels associated with personalized cosmetic products. The mean scores for each trust-related statement range from 3.792 to 4.083, indicating a generally agreeable level of trust among the respondents. The highest mean score (4.083) is attributed to the statement "Personalized cosmetic products tailored to my needs will help me obtain effective results," suggesting a high level of trust in these products. In contrast, the lowest mean score (3.792) is associated with the statements "I feel confident with personalized cosmetic products" and "I trust the technology used in personalized cosmetic products to meet my needs," indicating a slightly lower level of agreement compared to other aspects of trust. Overall, the mean score for trust across all statements is 3.892, indicating a generally agreeable level of trust among respondents towards personalized cosmetic products.

**Table 4.3** Mean and Standard Deviation of Attitude

Attitude	Mean	S.D.	Level
Having personalized cosmetic products tailored to customers' needs is a good thing.	4.208	.7211	Strongly Agree
Personalized cosmetic products tailored to customers' needs have a promising trend in the market.	4.125	.7409	Agree
I have a positive attitude toward personalized cosmetic products tailored to customers' needs.	4.125	.7974	Agree
I want there to be various types of personalized cosmetic products tailored to customers' needs in the market.	4.167	.8165	Agree
Purchasing personalized cosmetic products tailored to customers' needs is worth the money spent.	4.208	.7211	Strongly Agree
Overall	4.167	.6945	Agree

Table 4.3 provides insights into the mean and standard deviation (S.D.) of attitude levels associated with personalized cosmetic products. The mean scores for each attitude-related statement range from 4.125 to 4.208, indicating a generally agreeable to strongly agreeable level of attitude among the respondents. The highest mean score (4.208) is attributed to the statement "Having personalized cosmetic products tailored to customers' needs is a good thing," and "Purchasing personalized cosmetic products tailored to customers' needs is worth the money spent," suggesting a strong agreement towards these aspects. Conversely, the lowest mean score (4.125) is associated with the statement "Personalized cosmetic products tailored to customers' needs have a promising trend in the market," and "I have a positive attitude toward personalized cosmetic products tailored

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to customers' needs," indicating a slightly lower level of agreement compared to the other attitude-related statements. Overall, the mean score for attitude across all statements is 4.167, indicating an agreeable level of attitude among respondents towards personalized cosmetic products.

**Table 4.4** Mean and Standard Deviation of E-WOM

E-WOM	Mean	S.D.	Level
I often read online comments to ensure that I purchase the right cosmetics products.	4.000	.6594	Agree
I often read online comments to learn about cosmetics products that impress other consumers.	3.917	.6539	Agree
I often read online comments to gather information about cosmetics products.	3.958	.6241	Agree
I often read online comments to increase confidence in deciding to buy cosmetics.	3.833	.6370	Agree
I often read online comments to learn about innovations in popular cosmetics among other consumers.	3.792	.7211	Agree
Overall	3.903	.5977	Agree

From Table 4.4, the mean and standard deviation (S.D.) of respondents' opinions regarding Electronic Word-of-Mouth (E-WOM) related to personalized cosmetic products are displayed. The mean scores for each E-WOM statement range from 3.792 to 4.000, indicating an agreeable level of E-WOM among the respondents. The highest mean score (4.000) is associated with the statement "I often read online comments to ensure that I purchase the right cosmetic products," suggesting a high level of agreement on E-WOM. In addition, the lowest mean score (3.792) is associated with the statement "I often read online comments to learn about innovations in popular cosmetics among other consumers," indicating a slightly lower level of agreement compared to other aspects of E-WOM. Overall, the mean score for E-WOM across all statements is 3.903, indicating a generally agreeable level of E-WOM among respondents towards personalized cosmetic products.

**Table 4.5** Mean and Standard Deviation of Purchase Intention

Purchase Intention	Mean	S.D.	Level
I tend to purchase personalized cosmetic products in the future.	4.083	.7173	Agree
I am willing to purchase personalized cosmetic products through various channels.	3.875	.6124	Agree

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**Table 4.5** (Cont.)

Purchase Intention	Mean	S.D.	Level
I have plans to continuously purchase personalized cosmetic products.	3.958	.8065	Agree
I am willing to recommend personalized cosmetic products to others whom I know.	3.750	.7940	Agree
I want to purchase personalized cosmetic products.	4.042	.7506	Agree
Overall	3.942	.6447	Agree

From Table 4.5, it presents the mean and standard deviation (S.D.) of respondents' purchase intention toward personalized cosmetic products. The mean scores for each purchase intention statement range from 3.750 to 4.083, indicating an agreeable level of purchase intention among the respondents. The highest mean score (4.083) is associated with the statement "I tend to purchase personalized cosmetic products in the future," suggesting a strong agreement regarding purchase intention. In addition, the lowest mean score (3.750) is linked to the statement "I am willing to recommend personalized cosmetic products to others whom I know," indicating a slightly lower level of agreement compared to other aspects of purchase intention. Overall, the mean score for purchase intention across all statements is 3.942, indicating a generally agreeable level toward personalized cosmetic products among respondents.

### 4.3 Regression Analysis

**Table 4.6** Factors Influencing Purchase Intention Towards Personalized Cosmetic Products

Variable	Beta	t	p-value
Constant	-	.389	.702
Trust	.236	2.127	.013*
Attitude	.791	3.777	.001**
E-WOM	.324	2.890	.003**

R Square=0.472, SEE = .503; \*  $p < .05$ ; \*\*  $p < .01$

Table 4.6 presents the results of a regression analysis examining the factors that influence consumers' purchase intention towards personalized cosmetic products. The analysis includes three main variables: Trust, Attitude, and Electronic Word-of-Mouth (E-WOM).

Starting with Trust, the regression reveals a statistically significant positive relationship ( $\beta = 0.236$ ,  $t = 2.127$ ,  $p = 0.013$ ), indicating that higher levels of trust in personalized cosmetic products are associated with increased purchase intention among consumers. Attitude towards personalized cosmetic products also emerges as a significant predictor ( $\beta = 0.791$ ,  $t = 3.777$ ,  $p = 0.001$ ), demonstrating that a more positive attitude leads to higher purchase intentions. Furthermore, Electronic Word-of-Mouth (E-WOM) significantly influences purchase intention ( $\beta = 0.324$ ,  $t = 2.890$ ,  $p = 0.003$ ), highlighting the impact of favorable online recommendations and reviews on consumer behavior.

The regression model collectively explains 47.2% of the variance in purchase intention ( $R^2 = 0.472$ ), indicating a substantial influence of Trust, Attitude, and E-WOM on consumers' purchase intention of personalized cosmetic products.

#### 4.4 Hypothesis Testing

This section summarizes the hypothesis testing results gathered from the regression analysis. The results are shown in table 4.7 as follows.

**Table 4.7** Hypotheses Testing Summary

Hypothesis	Conclusion
H1: Trust positively influences purchase intention toward personalized cosmetics among consumers in Thailand.	Supported
H2: Attitude positively influences purchase intention toward personalized cosmetics among consumers in Thailand.	Supported
H3: E-WOM positively influence purchase intention toward personalized cosmetics among consumers in Thailand.	Supported

The results from the regression analysis, summarized in Table 4.7, provide insights into the relationships between trust, attitude, electronic word-of-mouth (E-WOM), and purchase intention toward personalized cosmetic products among consumers in Thailand.

Regarding H1, which posits that trust positively influences purchase intention toward personalized cosmetic products, the regression analysis supports this hypothesis. It indicates that trust has a statistically significant positive influence on purchase intention toward personalized cosmetic products among consumers in Thailand.

Regarding H2, which suggests that attitude positively influences purchase intention toward personalized cosmetic products, the regression analysis also supports this hypothesis. It indicates that attitude has a statistically significant positive influence on purchase intention toward personalized cosmetic products among consumers in Thailand.

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Finally, for H3, which proposes that E-WOM positively influences purchase intention toward personalized cosmetic products, the regression analysis similarly supports this hypothesis. It indicates that E-WOM has a statistically significant positive influence on purchase intention toward personalized cosmetic products among consumers in Thailand.

These findings highlight the significant roles of trust, attitude, and electronic word-of-mouth in shaping consumer behavior and purchase intentions in the personalized cosmetics market in Thailand.



## CHAPTER 5

### CONCLUSION AND DISCUSSION

In this chapter, the study's findings on the topic of “Determinants of Consumer's Purchase Intention Toward Personalized Cosmetics” are summarized and discussed to provide insights into the implications and future research in the field of personalized cosmetics. This chapter is presented in the following sections:

- 5.1 Conclusion
- 5.2 Discussion
- 5.3 Implications
- 5.4 Future Research Directions

#### 5.1 Conclusion

##### 5.1.1 Demographic Information

The demographic information gathered from the study offers valuable insights into the profile of participants involved in the research. The distribution across gender revealed a balanced representation, with 48.1% male and 51.9% female participants, indicating a diverse sample. Age distribution showcased a predominant presence of individuals aged 31-40 years old, comprising 35.0% of the participants, followed by the 41-50 age group at 28.1%. Income levels varied across different ranges, with the majority of participants earning between 40,001 to 60,000 Baht per month (36.4%). Marital status showed a mix of single (35.1%) and married (52.2%) participants, with a smaller proportion categorized as "others" (12.7%). Educational attainment was diverse, with the majority holding a bachelor's degree (52.5%), followed by vocational school (25.7%). In terms of occupation, participants were represented across categories such as students (20.0%), full-time employees (33.0%), part-time employees (24.7%), and self-employed individuals (22.3%).

##### 5.1.2 Level of Each Variable

In examining the levels of each variable, the study provided valuable insights into participants' perceptions and attitudes toward personalized cosmetics in Thailand. The analysis revealed high levels across all variables, including trust, attitude, electronic word-of-mouth (E-WOM), and purchase intention. Specifically, participants exhibited a high level of trust in personalized cosmetic products, indicating confidence and reliability in these offerings. Additionally, their attitudes toward purchasing personalized cosmetics were overwhelmingly positive, reflecting a favorable perception of these products as a civilized behavior and a positive trend.

Moreover, participants demonstrated a high propensity to engage with E-WOM, indicating a strong reliance on other consumers' recommendations and opinions when making purchasing

decisions. This highlights the significant influence of electronic word-of-mouth in shaping consumer behavior in the context of personalized cosmetics.

Furthermore, participants expressed a high purchase intention toward personalized cosmetics, indicating a strong willingness to purchase these products in the future and even pay a premium for them. This suggests a promising market potential for personalized cosmetics among consumers in Thailand.

Overall, the high levels observed across all variables underscore the favorable disposition of consumers toward personalized cosmetics, emphasizing the importance of trust, attitude, and electronic word-of-mouth in driving purchase intention in this market segment. These findings provide valuable insights for marketers and businesses seeking to capitalize on the growing demand for personalized cosmetics in Thailand.

### **5.1.3 Hypothesis Testing**

The hypothesis testing results provided valuable insights into the relationships between trust, attitude, electronic word-of-mouth (E-WOM), and purchase intention toward personalized cosmetics among consumers in Thailand.

Firstly, the analysis revealed that trust positively influences purchase intention toward personalized cosmetics among consumers in Thailand. This finding suggests that consumers who perceive personalized cosmetic products as trustworthy are more likely to express an intention to purchase them. This underscores the importance of establishing trustworthiness in brand-consumer relationships within the cosmetics industry.

Secondly, the results indicated that attitude positively influences purchase intention toward personalized cosmetics among consumers in Thailand. This suggests that consumers with a favorable attitude toward personalized cosmetic products are more inclined to express an intention to purchase them. Thus, cultivating positive attitudes toward personalized cosmetics through effective marketing strategies and product positioning can contribute to higher purchase intentions.

Lastly, the analysis showed that electronic word-of-mouth (E-WOM) positively influences purchase intention toward personalized cosmetics among consumers in Thailand. This highlights the significant role of E-WOM in influencing consumer behavior in the cosmetics market, as consumers rely on the recommendations and opinions of others when making purchasing decisions.

In conclusion, the hypothesis testing results support the hypotheses formulated in this study, providing empirical evidence of the relationships between trust, attitude, E-WOM, and purchase intention toward personalized cosmetics among consumers in Thailand. These findings offer valuable insights for cosmetics brands and marketers seeking to understand and leverage consumer behavior in the rapidly evolving market landscape.

## 5.2 Discussion

### 5.2.1 Level of Influential Factors

In examining the level of trust among participants, the findings indicate agree to strongly agree level of trust in personalized cosmetics brands. Respondents reported positive opinion across various dimensions of trust, including reliability, performance, and confidence in personalized cosmetic products. The mean scores for trust-related items ranged from 3.792 to 4.083, suggesting a generally positive attitude towards personalized cosmetics brands. These results align with previous research highlighting the importance of trust in influencing consumer behavior (Aaker & Jacobson, 2001). Furthermore, the standard deviation values were relatively low, indicating a narrow dispersion of responses around the mean. This suggests a high level of consensus among participants regarding their trust in personalized cosmetic products. The consistency in responses underscores the robustness of the findings and strengthens the validity of the results (Hair et al., 2019). These findings suggest that consumers in Thailand exhibit a high level of trust in personalized cosmetic products. This trust is likely to play a significant role in shaping purchase intentions and driving consumer behavior in the beauty industry. Building and maintaining trust should, therefore, be a key focus for cosmetics brands seeking to capitalize on consumer preferences for personalized products (Rhee & Jung, 2019).

In examining the level of attitude toward personalized cosmetics, the results indicate a consistently high level of favorable attitude among the respondents. Across various dimensions of attitude, such as liking the idea of purchasing personalized cosmetic products, considering it a positive trend, and having a favorable overall attitude. This suggests a strong positive inclination towards personalized cosmetics among consumers in Thailand. Moreover, the standard deviation values were relatively low, indicating a narrow dispersion of responses around the mean. This further supports the notion of a consistent and uniform positive attitude towards personalized cosmetics among the participants. These findings are in line with previous research highlighting the growing popularity and acceptance of personalized cosmetic products among consumers worldwide (Aaker & Jacobson, 2001; Rhee & Jung, 2019). The positive attitude observed in this study underscores the potential for personalized cosmetics to meet the evolving preferences and needs of consumers in the beauty industry.

In assessing the level of electronic word-of-mouth (E-WOM) towards personalized cosmetic products among consumers in Thailand, the results reveal a notably agreeable level of E-WOM channels. Respondents consistently indicated a strong reliance on E-WOM platforms, such as reading posts from other consumers or friends, to gather information, ensure they make informed purchasing decisions, and gain confidence in their choices. The mean scores for each dimension of E-WOM were high, indicating a significant level of engagement and trust in E-WOM sources. Additionally, the standard deviation values were relatively low, suggesting a consistent pattern of

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engagement across participants, with minimal variation in responses. These findings align with the increasing importance of E-WOM in shaping consumer behavior and purchase decisions, particularly in the context of the beauty and cosmetics industry (Abubakar & Ilkan, 2013; Al-Debei et al., 2013). The high level of reliance on E-WOM platforms underscores the influential role of peer recommendations and social networks in driving consumer perceptions and purchase intentions.

### **5.2.2 Level of Purchase Intention**

In examining the level of purchase intention toward personalized cosmetic products among consumers in Thailand, it becomes apparent that participants exhibit a high level of purchase intention of personalized cosmetic products. This conclusion is drawn from the mean scores and standard deviations, which indicate consistently high scores across all items related to purchase intention (Hair et al., 2019; Sekaran & Bougie, 2016).

Participants expressed a strong intention to purchase personalized cosmetics online in the future, demonstrating a high level of willingness to engage in such transactions (Chang & Liu, 2009). Additionally, the inclination to pay more for personalized cosmetics further underscores the high level of purchase intention among consumers (Alkhadim et al., 2018).

The high level of purchase intention observed in this study aligns with the growing trend of consumers seeking customized and personalized products to meet their specific needs and preferences (Aaker & Jacobson, 2001). It reflects a shift in consumer behavior towards prioritizing products that offer individualized solutions and experiences (Lee et al., 2017).

### **5.2.3 Hypothesis Testing**

Firstly, trust was found to have a significant positive influence on purchase intention. Consumers demonstrated a high level of trust in personalized cosmetic products, perceiving them as reliable and meeting their expectations. This aligns with prior research emphasizing the importance of trust in driving purchase intentions (Al-Debei et al., 2015).

Secondly, consumers exhibited a high level of favorable attitude toward personalized cosmetics, which positively influenced their purchase intentions. The strong inclination toward purchasing personalized cosmetic products reflects the high level of acceptance and positive perception among consumers (Alkhadim et al., 2018).

Thirdly, electronic word-of-mouth (E-WOM) was found to significantly influence purchase intention toward personalized cosmetics, indicating a high level of reliance on peer recommendations and online reviews. This underscores the impact of social influence and the high level of importance placed on the opinions of others in shaping consumer behavior (Abubakar & Ilkan, 2016).

Overall, the findings suggest that trust, attitude, and E-WOM operate at a high level, indicating their substantial impact on purchase intention toward personalized cosmetics among

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consumers in Thailand. By recognizing and leveraging these influential factors, brands can effectively engage consumers and drive purchase intentions in the competitive cosmetics market.

### 5.3 Implications

1. Establishing trust is crucial for fostering positive consumer perceptions and increasing purchase intention towards personalized cosmetics among consumers in Thailand. By prioritizing transparency, reliability, and consistency in product quality and customer service, brands can build trust with their target audience. Implementing strategies such as transparent communication, providing customer testimonials, and offering guarantees can instill confidence in consumers and reassure them of the value and reliability of personalized cosmetic products. Additionally, cultivating long-term relationships with customers through personalized interactions and responsive support can further strengthen trust and loyalty, ultimately driving purchase intention.

2. Shaping positive attitudes towards personalized cosmetics is essential for influencing purchase intention among consumers in Thailand. Brands can achieve this by highlighting the unique benefits and features of personalized cosmetic products, such as customization options, tailored formulations, and superior efficacy. Through effective marketing strategies that evoke positive emotions and resonate with consumer preferences, brands can cultivate favorable attitudes towards personalized cosmetics. Leveraging social proof and user-generated content to showcase real-life success stories and testimonials can further reinforce positive attitudes and create a sense of excitement and anticipation among consumers, ultimately driving purchase intention.

3. Harnessing the power of electronic word-of-mouth (E-WOM) is instrumental in shaping consumer perceptions and influencing purchase intention towards personalized cosmetics among consumers in Thailand. Brands can encourage satisfied customers to share their experiences and recommendations on social media platforms and review websites, amplifying positive E-WOM and increasing visibility and credibility. By actively monitoring and responding to consumer reviews and comments, brands can address concerns, mitigate negative sentiment, and maintain a positive online reputation, thereby fostering trust and confidence in personalized cosmetic products. Collaborating with influencers or beauty experts who have a strong following and credibility can also amplify positive E-WOM and stimulate purchase intention among their audience, further expanding brand reach and impact.

### 5.4 Future Research Directions

Exploring future research directions in the realm of personalized cosmetics offers promising avenues for advancing knowledge and understanding consumer behavior in the beauty industry. Firstly, investigating cultural influences on consumer perceptions and purchase intentions across different regions or countries can shed light on the role of culture in shaping preferences for

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personalized beauty products. Secondly, exploring innovations in personalization technology, such as artificial intelligence and augmented reality, can provide insights into enhancing the customization process and improving product efficacy. Longitudinal studies tracking consumer behavior over time can offer valuable insights into the evolving attitudes towards personalized cosmetics. Additionally, examining sustainability and ethical considerations, the impact of influencer marketing, cross-channel marketing strategies, and the effectiveness of consumer education initiatives can contribute to a deeper understanding of consumer behavior and preferences in the personalized cosmetics market.



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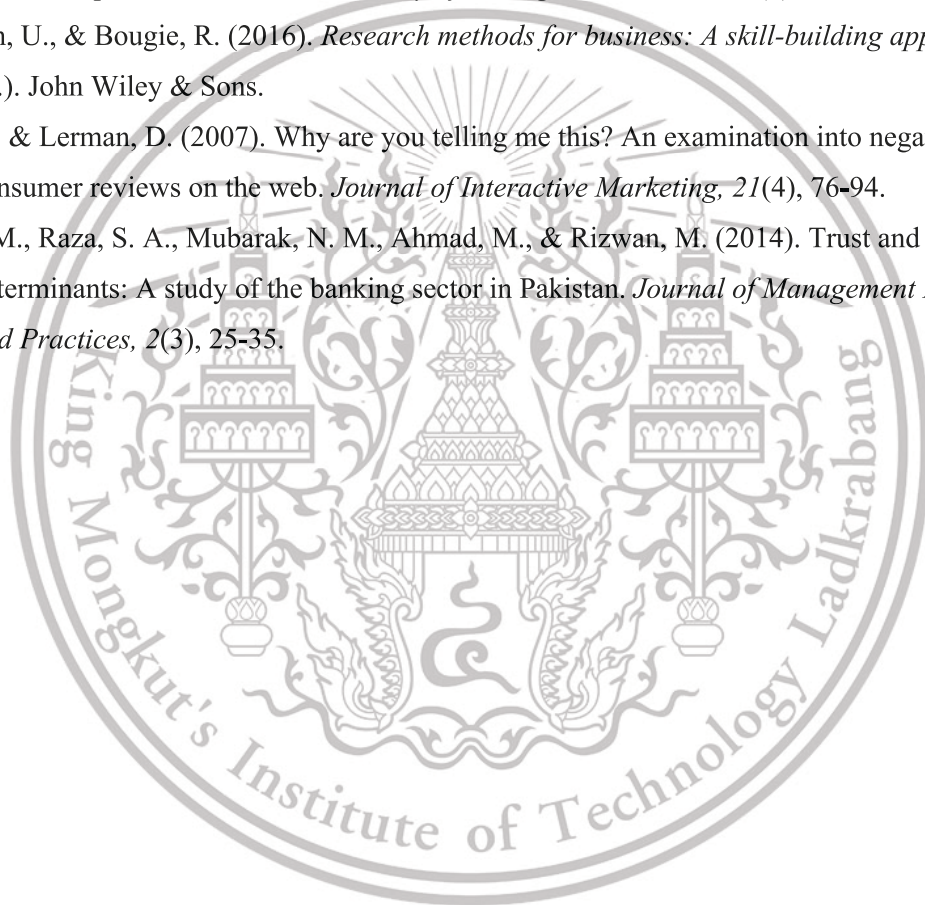
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# Questionnaires

## Determinants of Consumer's Purchase Intention Toward Personalized Cosmetics

### Personal Information (Single choice)

#### 1. Gender

Male

Female

#### 2. Age

Under 20 years old

21-30 years old

31-40 years old

41-50 years old

51-60 years old

60 years old or older

#### 3. Monthly income (Baht)

Less than 20,000

20,000-40,000

40,001-60,000

60,001-80,000

80,001-100,000

100,001-150,000

150,000 and above

#### 4. Marital Status

Single

Married

Others

#### 6. Education

High School or lower

Vocational School

Bachelor's degree

Master's degree

Doctoral degree

#### 7. Occupation

Student

Employed full-time

Employed part-time

Self-employed

Retired

Unemployed

Others

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## Part 2: Influential Factors

Please complete the questionnaire honestly based on your genuine thoughts and opinions. Indicate your level of agreement by marking a check (√) in the corresponding column. Please provide responses for all the questions to ensure completion of the questionnaire. The options provided represent the degree to which you agree with your actual experiences and attitudes, ranging from strongly agree to strongly disagree.

Influential Factors	Opinion				
	Strongly Agree	Agree	Moderately Agree	Disagree	Strongly Disagree
<b>Trust</b>					
Personalized cosmetic products tailored to my needs will help me obtain effective results.					
I trust personalized cosmetic products that are tailored to fit customer needs.					
I believe in the quality of personalized cosmetic products that are tailored to fit customer needs.					
I feel confident using personalized cosmetic products that are tailored to fit customer needs.					
I trust the technology used in personalized cosmetic products to meet my needs.					
<b>Attitude</b>					
Having personalized cosmetic products tailored to customers' needs is a good thing.					
Personalized cosmetic products tailored to customers' needs have a promising trend in the market.					

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Influential Factors	Opinion				
	Strongly Agree	Agree	Moderately Agree	Disagree	Strongly Disagree
I have a positive attitude toward personalized cosmetic products tailored to customers' needs.					
I want there to be various types of personalized cosmetic products tailored to customers' needs in the market.					
Purchasing personalized cosmetic products tailored to customers' needs is worth the money spent.					
<b>E-WOM</b>					
I often read online comments to ensure that I purchase the right cosmetics products.					
I often read online comments to learn about cosmetics products that impress other consumers.					
I often read online comments to gather information about cosmetics products.					
I often read online comments to increase confidence in deciding to buy cosmetics.					
I often read online comments to learn about innovations in popular cosmetics among other consumers.					

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### Part 3: Purchase Intention

Please complete the questionnaire honestly based on your genuine thoughts and opinions. Indicate your level of agreement by marking a check (✓) in the corresponding column. Please provide responses for all the questions to ensure completion of the questionnaire. The options provided represent the degree to which you agree with your actual experiences and attitudes, ranging from strongly agree to strongly disagree.

Purchase Intention	Opinion				
	Strongly Agree	Agree	Moderately Agree	Disagree	Strongly Disagree
I tend to purchase personalized cosmetic products in the future.					
I am willing to purchase personalized cosmetic products through various channels.					
I have plans to continuously purchase personalized cosmetic products.					
I am willing to recommend personalized cosmetic products to others whom I know.					
I want to purchase personalized cosmetic products.					

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