

CONSUMER BEHAVIOR AND ATTITUDE TOWARDS DD FOUNDATION CREAM

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Abstract

This Independent study was to investigate the customer behavior and opinion in make-up DD foundation products. The study mainly focused on: 1) regarding to gender; age, education, occupation, and income 2) Customer behavior towards DD cream 3) Identifying the different opinions among customer on the product; using it as a guideline for future marketing development. The study was done through online questionnaire. It showed that the majority of customers agree that the more cutting – edge DD cream is better than the ones they were currently using. The quality of the cream they like has to be easy to apply and non sticky. The most popular type of DD Cream was: oil control, good quality, pore reduction, and concealing ability. The results revealed that price, product, channel of distribution, and marketing promotion play a small role on customer satisfaction on DD Cream at 0.05 significance level. The study is tremendously helpful for business in the industry. In addition, there should be advertisements focusing on satisfying customers' need, price and other delivery options.

Keywords: Foundation Cream, DD Cream, Consumer behavior, Attitude

1. Introduction

Cosmetics is essential for women who love beauty. Although today technology breaks through aiding the skin caring, the cosmetics is still used among people in daily life. Thai people value and judge people from physical appearances; clean and beautiful. Because of this, taking care of facial and body skins are important for women. Therefore, cosmetics is created to serve this social value [1].

In the age of global civilization, the advance in science and technology results in the development of cosmetics to serve needs of customers such as the better quality. In addition, information technology takes part in the marketing strategy such as using Facebook or Instagram as channel of distribution or it can create a job such as beauty blogger that is an person to review and criticize the products in the market.

Putting foundation is the most important step of make up. There are several types of foundation made for different skin condition such as oily, mix, and dry skins. Then the rest to do is the technique to apply and set the cream on the face to aid the next step of make up. Nowadays, the trend of make up is the natural style that means to make up looking like not make up. This is popular among women who want to show their healthy skin. Actually, the foundation has been applied on their skin to conceal the skin problems. DD CREAM is the new innovation from combination of CC cream and BB cream.

DD CREAM, a light mousse foundation, can be used even on sensitive skin because special compositions are mixed. There is SPF 50 PA+++ which boasts to protect the ultra violet from the sun as well as moisturize skin, minimize pores, and lighten the skin from the Whitening without clogging pores. To be short, this cream is suitable for today trend of make up.

Consumer behavior is how people making decision in spending money on a product and expect its good quality. The study of consumer behavior help understand the the market in order to develop the business plan.

Consumer attitude is the consumer's beliefs and feelings about the intentions toward DD cream in the market.

As mentioned, the researcher recognize that the concept of make up and beauty of women is interesting to study in behavior and attitude towards the using of DD cream in Khon Kaen area towards the marketing mix. This could be helpful information to develop the products in the future.

2. Purposes

This independent study was to research the population data varying from gender, age, education, occupation, and income of DD cream consumers in Mueang, Khon Kaen area. Moreover, to study the consumer behavior of DD cream customers and the difference of opinions towards the marketing mix of DD cream .

3. Research Methodology

This research was an applied research with the descriptive design. The collected data

was analyzed and interpreted by using descriptive-analytical method [2]. Descriptive statistics were employed such as variability, frequency, means, and difference from other factors. Inferential Statistics) is used to explain the connection of data and hypothesis and to infer the representativeness of subject [3].

3.1 Conceptual Framework

The conceptual framework of this study is under the factors of DD cream customers in Mueang, KhonKaen such as gender, age, education level, occupation, and income. The questionnaire was a research tool to collect the data. It was created as an application of customer behavior. The results were the information about behavior and satisfaction of customers toward market mix of DD cream products.

3.2 Hypothesis

The DD cream users whose gender, age, occupation, education, and income are different, have behavior and opinion towards DD CREAM indifferently.

3.3 Scope of the Study, Populations, and Subjects

The population involved in the study are people in the area of Mueang, Khon Kaen to be around 403. The size of sample or subject was identified to represent the whole population by sampling by the formula of Taro Yamene; estimating mean at 95% of reliability and 5% [4] of static error. In addition, 400 sets of questionnaires were employed.

3.4 Research Instruments and its Quality

The research instrument were tested and reviewed to meet the content validity by 3 experts; 1) Asst. Prof. Dr.Ruchirat Patanathabutr 2) Ms. Keerata Promchat, a studio manager from Bobbi Brown who is professional in make-up cosmetics and (3) Ms. Jintana Mamay, a Brow Expert from Bobbi Brown, is the make up artists. As mentioned in appendix, the value of IOC at 0.99, which is between the ranges of 0.5-1 that means it is acceptable to be a research instrument [5].

3.5 Data Collection

The subjects in the study were sample with a nonprobability sampling technique, or convenience sampling and the total number is 400 people. The questionnaires were distributed to the cosmetics shops that are registered with the government in Mueang, Khon Kaen area during March to April 2015.

The data was analyzed by using SPSS for Windows Version 19.0 regarding to percentage, mean, standard deviation, T-Test, and ANOVA.

3.6 Condition in Study Decision

There is condition in Study Decision towards hypothesis according to difference comparison whether to accept or deny the Null Hypothesis (H_0)

By comparing Significance, accept the Null Hypothesis (H_0) when computed significance is more than or equal to 0.05 and deny the hypothesis when computed significant is less than 0.05



4. Results

4.1 General Information

The population data of DD cream customers in Mueang, Khon Kaen area was that most of them are female in early adulthood with the age of 20-30 and bachelor degree graduate. The occupations are school or college students, and private company staffs. Their income are 15,001 to 20,000 Baht.

4.2 Consumer Behavior in DD Cream Purchase.

Consumer behavior is how people making decision in spending money on a product and expect its good quality. The study of consumer behavior help understand the the market in order to develop the business plan.

The study showed that the consumer made decision to buy the product by themselves. Their needs influence buying decision. The most regnognizign brand is Cathy Doll which is sold by the agent. There is a reason for buying a DD cream as a replacement because the new ones is better in quality. Also they prefer buying in the big pack. There is no exact time for them to buy the products. Before purchasing the DD cream, the comparision between shop will be taken. There are many types of the cream but the Cream Foundation is the most popular one. Interestingly the customers will not purchase the unsatisfied ones if there are many choices available; they prefer the not stick one with the price around 200-5000 Baht. Cash payment is popular among them. They sometimes like the the price with delivery fees included and 3 days in the acceptable length for shipment to be delivered. The shipment is always through EMS- the expedite one. The things that influencing the buying decison is the products answering their needs, the frequency of their purchase, they are not going to refill cream in the old. Beauty Blogger is the most influencing person to persuade and also the word of mouth of friends, which it is told sometimes by people and users to share their experience.

4.3 The Attitude towards marketing mix of DD cream Customers.

Consumer attitude is the consumer's beliefs and feelings about the intentions toward DD cream in the market varying in several aspects;

The significance in each factor are very high ranging from low to high; price, products, channel of distribution, and marketing promotion respectively.

For products, the importance influenng the buying decision is the highest for reasons; for instance, not clogging pores, ease to apply, well oil controlling, online popularity, long lasting of concealing, and modern packaging.

Considering the price, the degree of importance towards buying decision is the highest in the quality and price appropriateness, or the quantity are reasonable with the price.

According to the channel of distribution, it is important in only high level such as regular shipping, expedite shipping depending on the need of customers, the promise date of delivery is also important. Moreover, the products should be available in general stores. There are many options to madke an order and it should be 24/7.

For marketing promotion, high importance are shown; for example, enough information and introduction are given, free extra item promotion, seasonal or special day discounts, and promotion advertisement in websites.

5. Conclusion, Discussions, and Recommendations

The questionnaires are taken by DD cream customers in Mueang, Khon Kaen area in which that most of them are female in early adulthood with the age of 20-30 and bachelor degree graduate. The occupations are school or college students, and private company staffs. Their income are 15,001 to 20,000 Baht.

In the product factor, consumers are concerned with the review on the Internet according to the study of Chuensuksri, 2013 and the importance from result of using products as of Khongngam, 2006. The frequency of purchase is uncertain which is similar to Pattarakhampravit, 2013. Most of the consumers buy the old brand or if they buy the new brand is that because the new one is better in quality. Also they emphasize on the marketing mix in price, product, channel of distribution, marketing promotion (Chaksri, 2012): customers spend 200-500 Bath a time when they buy DD cream, and they consider of the quality and reasonable of price in priority which is similar to Sirawattananon, 2010. The consumers prefer the reasonableness of price and product quantity and also the price tag should inform this according to Chaksri, 2012. The consumers' oneself is the person who made decision as Khongngam said in 2006. For channel of distribution, the consumers like the availability of products in general stores (Chaksri, 2012). In the marketing promotion, customers are happy with the free cosmetics testers (Chuensuksri, 2013) There are many types of media to promote the products Sirawattananon, 2010.

4. Marketing Strategies

Products

Consumers are concerned with the review on the Internet according to the study of Chuensuksri, 2013 and the importance from result of using products as of Khongngam, 2006. The buying decisions; for instance, not clogging pores, ease to apply, well oil controlling, online popularity, long lasting of concealing, and modern packaging. If the products are reviewed many times, the sales will be increased.

Price

The price of the product should not be too much and affordable because according to studies, the customers spend 200-500 Bath a time for DD cream (Sirawattananon, 2010) and their income is only 15,001-20,000. Most of them compare the price of products in different places and the quantity of cream and the price (Chaksri, 2012)

Channel of Distribution

The majority of customers prefer various options to purchase such as through an agency which is similar to Khongngam, 2006 and Facebook or other online platforms are becoming popular since it is very convenient to make an order (Chaksri, 2012) The business should have accessible channels of distribution such as department stores, general stores as mentioned in Chuensuksri, 2013. Moreover, there should provide delivery service with different type such as regular, expedite or EMS.



Marketing promotion

Most of customers like the discounts in many seasons or celebrations or extra item giveaway and there should be also testers for them Chuensuksri, 2013. There should be advertisement of promotion on website to update information of the products as well as on the social networks because today online media has play key role in buying desicion (Sirawattanon, 2010)

5.3 Recommendation for this study

5.3.1) This study guides the market plan in the future to develop plan to satisfy the changing condition in the market.

5.3.2) Questionnaires should be given cosmetic website because they are the right targets and it has a lot of visitors.

5.4 Recommendations for Further Studies

5.4.1) There should be study with cosmetics in drug stores or chain stores such as Boots, Watson.

5.4.2) This study aimed only at the females, other genders should be included because makeup and using of foundation is not only found in females.

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