

BRAND EQUITY AND MARKETING EFFECTING SUNSCREEN BUYING DECISION OF WOMEN IN BANGKOK

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Abstract

This research aimed to study the demographics, the marketing mix 4Ps, and the brand equity factors that affect the consumers' purchase decision on sunscreen of women in Bangkok. The sample in this research was the 400-female consumer in Bangkok who purchased decision sunscreen from Thailand (Local Brand) and sunscreen from a foreign country (Inter Brand) from Din Dang district, Ladprao district, Huaykwang district, and Wang Thonglang district, and respondents were selected using purposive sampling. In addition, the reliability test showed the Cronbach's alpha coefficient of these tools was 0.71-0.88. The data was collected by using questionnaires. The statistics of data analysis were mean, frequency, standard deviation, t-test, One Way ANOVA, and multiple regression analysis. The results showed that most of the sample were female, 20-30 years old, employees, had a bachelor's degree, whose single status, with an average monthly income of 10,000 – 20,000 baht. The different demographics in terms of age, profession, education level, and income significantly affect the sunscreen purchase decisions of women in Bangkok. The marketing mix 4Ps in terms of product, price, and promotion significantly affect the sunscreen purchase decision of women in Bangkok. The brand equity in terms of brand perceived quality, brand association, and brand loyalty substantially affects women's sunscreen purchase decisions in Bangkok.

Keyword: Brand Equity, Marketing Mix, Decision, Sunscreen

Significance of the research problems

Currently, numerous businesses relate to cosmetics and skincare products in Thailand, both local and foreign brands. The growth of the cosmetics and skincare business is rapid and constant. Thailand's beauty market value in 2020 was worth more than 218,000 million baht. In 2019, the growth rate of the beauty market in Thailand had increased to 6.7%, and the growth rate of the global beauty market in 2019 had reached 5.5%. The skincare products in the Thai beauty market had a market share of 42% and a growth rate of 7.4% (Euromonitor International, 2020). Sunscreen, which is part of the skincare market in Thailand, is offered in various local and foreign brands. Consequently, the consumers have a vast selection of sunscreen to buy. In 2016, Mistine (2016) found that the sunscreen market in Thailand could be divided up between the share of Thai sunscreen brands at 30-40% and the foreign sunscreen brands at 60-70%. This finding showed the market share of the sunscreen market in Thailand that the foreign sunscreen brands had a larger market size in Thailand than Thai brands. Accordingly, this finding led to how consumers make the purchase/buying decisions between sunscreen from Thai or foreign brands and which factors influence the decision to buy sunscreen.

Therefore, from the background and significance of the problems, this research aimed to study the following factors. Firstly, the independent variables included the demographics, the marketing mix 4Ps, and the brand equity factors. The demographic factor is personal data that affect consumer

behavior, which can be analyzed for target group or market share setting. The marketing mix 4Ps factor is a set of controllable marketing tools that can respond to consumer needs and provide consumer satisfaction. While brand equity is the characteristics that differentiate the products and can be appealing, which will raise consumer perception of the product quality, loyalty, recognition and help maintain the market share. Secondly, the dependent variable was sunscreen buying decisions. The buying or purchase decision is the process that consumers take before deciding to buy the product. The purchase decision process will assist the entrepreneurs, marketing experts, and businesses in adapting the sales strategy that is responsive to the consumers' buying decisions. Although there are various consumer demands, the consumers still have a similar pattern in the purchase decisions. The finding of this research shall provide the guidelines for the entrepreneurs, marketing experts, and businesses to consider and develop Thai sunscreen brands to gain more competitive advantages in the market.

The research objectives

1. To study the demographic factors that affect the sunscreen buying decision of women in Bangkok.
2. To study the marketing mix 4Ps factors that affect the sunscreen buying decision of women in Bangkok.
3. To study the brand equity factors that affect the sunscreen buying decision of women in Bangkok.

Conceptual framework

This research consisted of the conceptual frameworks including the demographic factors (Hanna & Wozniak, 2001, Schiffman & Kanuk, 1994), marketing

mix 4Ps factors (Kotler & Keller, 2012), and brand equity factors (Aaker, 1991) that affected the buying decisions (Kotler & Keller, 2012), as shown in Picture 1.

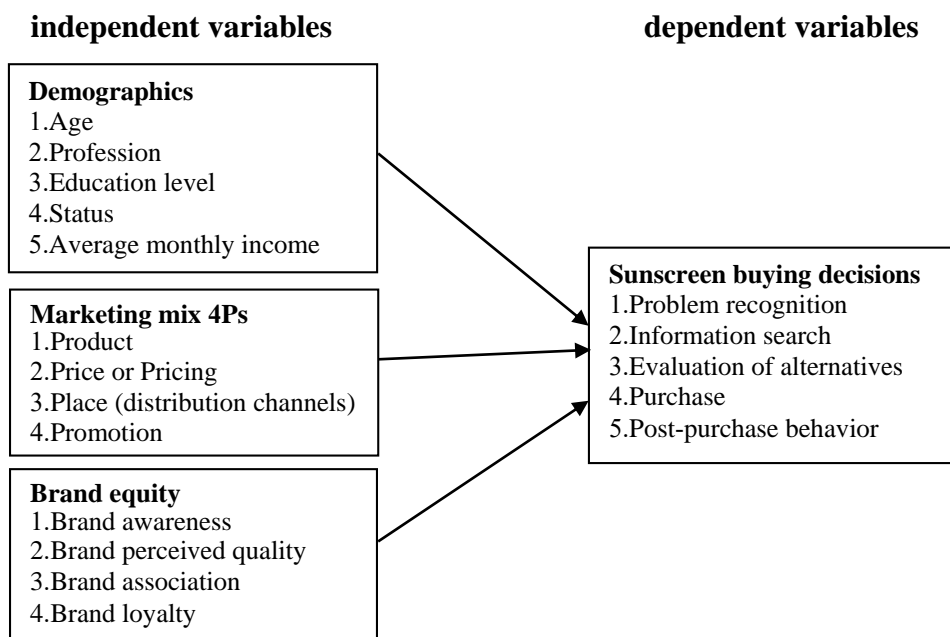


Figure 1 Conceptual framework

Research methodology

This research is quantitative research with the following research methodology.

Population and sample group

The population and sample group is the female consumers in Bangkok that selected and purchased sunscreen. The sample group was chosen by purposive sampling. The sample size was calculated using W.G. Cochran's unknown population formula (1941) and set a reliability value at 95% with the

margin of error at 5%. The sample group consisted of 385 people, but the actual data collection had obtained all 400 complete questionnaires.

Validation of the research instruments

1. The test on content validity from 4 experts.
2. Validation on reliability using Cronbach's alpha coefficient found that the marketing mix variables had reliability values as followed: a product



variable was 0.818, a pricing variable was 0.815, a place variable was 0.710, and a promotion variable was 0.887. The brand equity variables had reliability values as followed: a brand awareness variable was 0.839, a brand perceived quality was 0.813, a brand association was 0.816, and brand loyalty was 0.877. The variable of sunscreen purchase decision had a reliability value of 0.801.

The protection of the data subjects and data collection

Before the data collection, the researcher asked the data subjects for consent to provide useful data for this research in advance. The questionnaire did not have or show any data that can identify the identity of the data subjects. All data collected from the data subjects was stored by the researcher on the computer with security password protection to prevent unauthorized access to the collected data. The Research Ethics Committee of the Business Administration Graduate School, University of the Thai Chamber of Commerce, had considered and excluded this research from the ethics in human research review by the international standard because this research fell within the scope of review exemption. For the data collection, the researcher distributed the questionnaire among the target group within Bangkok.

Data analysis

In this research, the researcher had analyzed the statistical data as followed.

5.1 Descriptive statistics were analyzed, including mean, frequency, percentage, and standard deviation.

5.2 Inferential statistics were analyzed by the Independent Sample t-test, One Way ANOVA, and multiple regression analysis.

Research findings

1. The results of personal data analysis by the calculation of maximum frequency, percentage and, personal data found an age of 252 subjects was around 20-30 years old (63.00%), a profession of 158 subjects was company employee (39.50%), an education level of 295 subjects was Bachelor's degree/High Vocational Certificate (73.75%), a status of 336 subjects was single (84.00%), an average salary of 150 subjects was about 10,000-20,000 baht (37.50%).

2. The results of the descriptive statistics analysis using mean, standard deviation, and satisfaction level were as followed.

2.1 The overall result of data analysis on the marketing mix 4Ps variables was at the highest level, with the mean was at 4.34 and the standard deviation was at 0.48. The analysis on each variable found that a product variable had a mean of 4.61 and a standard deviation of 0.43. A pricing variable had a mean of 4.23 and a standard deviation of 0.61. A place variable had a mean of 4.54 and a standard deviation of 0.55. A promotion variable had a mean of 3.97 and a standard deviation of 0.73. The results are shown in Table 1.

Table 1 shows the analysis result on the marketing mix 4Ps variables/factors by calculating the mean, standard deviation, and satisfaction level.

Marketing Mix 4Ps Variables	\bar{X}	S.D.	Satisfaction
Product	4.61	0.43	Highest
Pricing	4.23	0.61	Highest
Place	4.54	0.55	Highest
Promotion	3.97	0.73	High
Total	4.34	0.48	Highest

2.2 The overall result of data analysis on the brand equity variables was at the highest level, with the mean was at 4.32, and the standard deviation was at 0.55. The analysis on each variable found that a brand awareness variable had a mean of 4.40 and a standard deviation of 0.58. A

brand perceived quality variable had a mean of 4.42 and a standard deviation of 0.57. A brand association variable had a mean of 4.23 and a standard deviation of 0.65. A brand loyalty variable had a mean of 4.21 and a standard deviation of 0.71. The results are shown in Table 2.

Table 2 shows the analysis result of the brand equity variables/factors by calculating the mean, standard deviation, and satisfaction level.

Brand Equity Variables	\bar{X}	S.D.	Satisfaction
Brand awareness	4.40	0.58	Highest
Brand perceived quality	4.42	0.57	Highest
Brand association	4.23	0.65	Highest
Brand loyalty	4.21	0.71	Highest
Total	4.32	0.55	Highest

2.3 The overall result of data analysis on buying decisions was at the highest level, with the mean was at 4.18 and standard

deviation was at 0.67, as shown in Table 3.

Table 3 shows the analysis result of the sunscreen buying decision by calculating the mean, standard deviation, and satisfaction level.

Sunscreen Buying Decisions	\bar{X}	S.D.	Satisfaction
Plan before buying the sunscreen	3.88	1.07	High
Research the sunscreen information from reliable sources before purchasing	4.31	0.77	Highest
Read up and make a comparison between sunscreen products before making a purchase decision	4.39	0.68	Highest
Intend to buy sunscreen at a shopping mall or through online channel	4.60	0.67	Highest
Intend to buy sunscreen from a nearby place	3.73	1.18	High
Total	4.18	0.67	High

3. The results of hypothesis testing

3.1 The research showed personal data analysis results, which tested the difference in sunscreen purchase decision-making. The test was conducted using One Way ANOVA with a Sig. greater than 0.05. The personal data

analysis on an age factor found that a Sig. equaled 0.000, a profession factor had a Sig. of 0.019, an education level factor had a Sig. of 0.000, a status factor had a Sig. of 0.507, and an average salary had a Sig. of 0.000. The results were shown in Table 4.

Table 4 shows the analysis result on personal data analyzed by One Way ANOVA.

Descriptive	n	\bar{X}	S.D.	F	Sig.
Age	400	4.18	0.67	7.979	0.000
Profession	400	4.18	0.67	2.987	0.019
Education level	400	4.18	0.67	10.134	0.000
Status	400	4.18	0.67	0.680	0.507
Average salary	400	4.18	0.67	8.247	0.000
Total	400	4.18	0.67		

3.2 The analysis of the marketing mix 4Ps independent variables as analyzed by multiple regression analysis with the statistical significance level at 0.05, found that a product variable had a Sig. of 0.000. A price variable found a Sig. equaled to 0.009, and a promotion

variable had a Sig. of 0.000. At the same time, a distribution place variable had a Sig. equaled to 0.586, which did not influence the sunscreen buying decisions of women in Bangkok. The results were shown in Table 5.

Table 5 shows the analysis results on the marketing mix 4Ps variables using multiple regression analysis.

Independent Variables	B	S.E.	Beta	t	Sig.
Constant	-0.280	0.262		-1.069	0.286
Product (X_1)	0.537	0.072	0.347	7.412	0.000
Price (X_2)	0.159	0.061	0.145	2.612	0.009
Place (X_3)	0.031	0.058	0.026	0.544	0.586
Promotion (X_4)	0.295	0.046	0.322	6.446	0.000

3.3 The analysis results of the brand equity independent variables, analyzed using multiple regression analysis with the statistical significance level at 0.05, found that a brand perceived quality variable had a Sig. equaled to 0.001, a

brand association variable had a Sig. of 0.000, and a brand loyalty variable had a Sig. of 0.001. At the same time, brand awareness had a Sig. equaled to 0.310, which did not influence the sunscreen buying decisions of women in Bangkok.

Table 6 shows the analysis results of the brand equity variables using multiple regression analysis.

Independent Variables	B	S.E.	Beta	t	Sig.
Constant	0.622	0.205		3.031	0.003
Brand awareness (X_1)	0.066	0.065	0.058	1.017	0.310
Brand perceived quality (X_2)	0.221	0.066	0.187	3.350	0.001
Brand association (X_3)	0.377	0.067	0.364	5.595	0.000
Brand loyalty (X_4)	0.165	0.048	0.175	3.415	0.001

Conclusion

From the research on the brand equity factors that affect sunscreen buying decisions of women in Bangkok, the results are as followed.

1. The different demographic factors in age, profession, education level, and average salary, affect sunscreen buying decisions of women in Bangkok differently, with a statistical significance level at 0.05. The different statuses do not influence sunscreen buying decisions of women in Bangkok, with a statistical significance level at 0.05.
2. The marketing mix 4Ps factors in a product, pricing, and promotion affect sunscreen buying decisions of women in Bangkok with a statistical significance level at 0.05. However, a distribution place factor does not affect sunscreen buying decisions of women in Bangkok, with a statistical significance level of 0.05.
3. The brand equity variables in brand perceived quality, brand association, and brand loyalty influence sunscreen buying decisions of women in Bangkok with a statistical significance level of 0.05. But a brand awareness does not affect sunscreen buying decisions of women in Bangkok, with a statistical significance level of 0.05.

Discussion

The demographic variables include age, education level, and average salary. The research finds that the different demographic factors in age affect women's sunscreen buying decisions in Bangkok differently, with the statistical significance level at 0.05. Therefore, the conclusion is an accepted hypothesis. The result coincides with the research of Kungsananon & Sampanwattanachai (2017) that studied the Factors Affecting the Customers Purchase Decision Making towards Imported Cosmetics in Bangkok and found that the different demographic factors in age, education level, and average salary affected imported cosmetics purchase decisions of consumers in Bangkok differently with the statistical significance level at 0.05. Nowadays, there is a variety of sunscreen or other products to choose from that respond to the various consumer demands, including age, information that consumers received, or the appropriate price range.

Next, the research result finds the different demographic factor in profession affects sunscreen buying decisions of women in Bangkok differently with the statistical significance level at 0.05. Thus, the hypothesis is accepted. Nevertheless, the result conflicts with the research of Khatiraksit (2017) on the Factors

Influencing Purchase Decisions for Sunscreen Products in the Bangkok metropolitan area, Thailand that found the different professions did not affect different sunscreen products purchase decisions of consumers in the Bangkok metropolitan area with the statistical significance level at 0.05. The careers are more diverse, with varying working hours and periods affecting the various demands and expectations on sunscreen or product effectiveness. Consequently, the consumer needs on purchasing sunscreen or other products will be different. Moreover, there are different sunscreen or other products in the current market that respond to various needs of consumers. Therefore, the demographic factor in the profession that did not affect different buying decisions in the past would affect sunscreen or other consumer products buying decisions differently now.

In addition, the research finds that the different demographic factor in status does not affect sunscreen buying decisions of women in Bangkok differently with the statistical significance level at 0.05. The conclusion of this result rejects the hypothesis. This result corresponds with Traikulnipat's (2016) research that studied the Factors Influencing Consumer Choice of Sun Screen Products in the Bangkok Metropolitan Area and found the different statuses did not affect different sunscreen purchase decisions of consumers in the Bangkok Metropolitan area with the statistical significance level at 0.05. This result shows that no matter which statuses the consumers are in, they still have the demands to buy products and use them for similar purposes such as self-cares, in which they recognize the importance of sunscreen as a daily

necessity that will assist effectively with the beauty, self-care, and health care.

On the marketing mix factors 4Ps in a product, the sample group mainly focused on the safety of use with the mean at 4.84 and the highest level of satisfaction. For the marketing mix factor in pricing, the sample group mainly emphasized the appropriate value for the price with the mean of 4.70 and the highest level of satisfaction. The research result finds that the product and pricing affect sunscreen buying decisions of women in Bangkok, with the statistical significance level at 0.05. Thereby, the conclusion is an accepted hypothesis. The result coincides with Kungsananon & Sampanwattanachai's (2017) research that studied the Factors Affecting the Customers Purchase Decision Making towards Imported Cosmetics in Bangkok and found the marketing mix factors in product and pricing affected imported cosmetics purchase decisions of consumers in Bangkok with the statistical significance level at 0.05. Now, the consumers emphasize the product and price, such as the quality, the product's effectiveness, the reasonable price for the products, etc. But the result conflicts with the research of Poonyarith (2016) that studied the Marketing Mix and Brand Equity Affecting the Distributor's Buying Decisions of AGELOC Products at Nu Skin Enterprises (Thailand) Limited in Bangkok and found the marketing mix factors in product and pricing did not affect the distributor's buying decisions of AGELOC products at Nu Skin Enterprises (Thailand) Limited in Bangkok with the statistical significance level at 0.05. In the past, the marketing mix factors like product and pricing may not influence consumers' purchase decisions because there was no

wide selection of the products and prices or no significant differentiator for the consumers.

Another variable of the marketing mix 4Ps is promotion. The sample group emphasized the promotional campaigns (discounts, exchanges, giveaways, freebies) with the mean at 4.34 and the highest level of satisfaction. The result finds the marketing mix factor in promotion affects sunscreen buying decisions of women in Bangkok, with the statistical significance level at 0.05. Therefore, the research accepts the hypothesis. This result also corresponds with the past study of Sudsawatt (2010) on the Factors of Marketing Mix and Brand Equity that have an effect on how the Bangkok university's college student decide to buy the Korean cosmetics that the marketing mix factor in promotion affected imported Korean cosmetics buying decisions of Bangkok university's college students with the statistical significance level at 0.05. The marketing mix factor in promotion not only provides consumers with the values for the money but also provides an exciting strategy to entice the consumers and increases the confidence of products, whether through advertising or promotional campaigns.

Moreover, on the marketing mix factor in distribution place, the sample group gave importance to the availability of the products at the hypermarkets, supermarkets, shopping malls, or online channels with the mean at 4.72 and the highest level of satisfaction. Yet, the research finds the marketing mix factor in distribution places does not affect sunscreen buying decisions of women in Bangkok, with the statistical significance level at 0.05. Thus, the hypothesis is

rejected. This result conflicts with Sudsawatt's (2010) research on the Factors of Marketing Mix and Brand Equity that have an effect on how the Bangkok university's college student decide to buy the Korean cosmetics that found the marketing mix factor in distribution place affected imported Korean cosmetics buying decisions of Bangkok university's college students with the statistical significance level at 0.05. In the past, the product logistics services were not as extensive or effective. In contrast, present-day logistics services can deliver the products rapidly and more effectively with product status tracking ability. Therefore, the current distribution channels no longer affect sunscreen or other product buying decisions. There are many distribution channels to purchase products, such as hypermarkets, shopping plazas, or online. The amount of time the consumers need to travel to buy the products and the amount of time the consumers need to wait for the online orders are also similar short.

For the brand equity factor in brand perceived quality, the sample group primarily emphasized the brands of sunscreen that influenced the consumers' perception of the reliable product quality, with the mean at 4.50 and the highest level of satisfaction. On the brand equity factor in brand loyalty, the sample group mainly emphasized the consumers' pride in telling other people that they have used the sunscreen of the brands they bought from, with the mean at 4.38 and the highest level of satisfaction. The research finds that the brand equity factors in brand perceived quality and brand loyalty affect sunscreen buying decisions of women in Bangkok, with the statistical significance level at 0.05. Therefore, the

hypothesis is accepted. This result coincides with the study of Kungsananon & Sampanwattanachai (2017) on the Factors Affecting the Customers Purchase Decision Making towards Imported Cosmetics in Bangkok and found the brand equity factors in brand perceived quality and brand loyalty affected imported cosmetics purchase decisions of consumers in Bangkok with the statistical significance level at 0.05. Now, there are many brands of sunscreen and other products, which may attribute to the consumers' perception of the brand quality that will lead to brand differentiation. The brand perceived quality will then lead to the consumers' confidence and loyalty to the brand. However, this result conflicts with the research by Kalyanavichai (2014) on the Brand Equity and Personal Values Affecting the Foreign Tourists' Making Decision to Purchase Brand Name Products at the Shopping Malls in Bangkok and found the brand equity factors in brand perceived quality and brand loyalty did not affect brand name products purchase decisions of foreign tourists in the shopping malls in Bangkok with the statistical significance level at 0.05. In the past, the brand equity factor in brand perceived quality might not affect consumers' purchase decisions because there were not many product brands as in the present day. There were no significant development or improvement in the brand perception or appearance to differentiate from each other. In comparison, the brand equity factor in brand loyalty might not affect the consumers' decision to buy products in the past because there was no emphasis on securing the customer base, whether it was the membership program or

promotional campaign to build brand loyalty.

On the brand equity factor in brand association, the sample group emphasized the selected sunscreen product brands generally accepted among the consumers, with the mean at 4.46 and the highest level of satisfaction. The research finds the brand equity factor in brand association affects sunscreen buying decisions of women in Bangkok, with the statistical significance level at 0.05. Thus, the research accepts the hypothesis. This result corresponds with Vichit & Thongjeen's (2018) research on the Marketing Mixed, Brand Equity, and Trust Affecting Purchasing Decisions of Supplementary Vitamins in Bangkok and found the brand equity factor in brand association affected supplementary vitamins purchase decisions in Bangkok with the statistical significance level at 0.05. Because of the large variety of products or merchandise that are now distinguished, the consumers can associate themselves with certain elements the brands offer, such as when the brands hire influential persons as the brand ambassadors, etc., which can increase consumers' brand awareness. Nonetheless, this finding conflicts with the study of Kalyanavichai (2014) on the Brand Equity and Personal Values Affecting the Foreign Tourists' Making Decision to Purchase Brand Name Products at the Shopping Malls in Bangkok and found the brand equity factor in brand association did not affect brand name products purchase decisions of foreign tourists in the shopping malls in Bangkok with the statistical significance level at 0.05. As in the past, the products or other merchandise were not as diverse as today's market, so the

brand association might not be necessary for consumers' buying decisions.

Moreover, the research found that on the brand equity factors in brand awareness, the sample group mainly emphasized buying the sunscreen based on the liking of the brands, with the mean at 4.49 and the highest level of satisfaction. The result finds the brand equity factor in brand awareness does not affect sunscreen buying decisions of women in Bangkok, with the statistical significance level at 0.05. Therefore, the hypothesis is rejected. This result coincides with the research of Poonyarith (2016) that studied the Marketing Mix and Brand Equity Affecting the Distributor's Buying Decisions of AGELOC Products at Nu Skin Enterprises (Thailand) Limited in Bangkok and found the brand equity factor in brand awareness did not affect the distributor's buying decisions of AGELOC products at Nu Skin Enterprises (Thailand) Limited in Bangkok with the statistical significance level at 0.05. Brand awareness can be raised through advertisement, word of mouth, etc., and generally can be seen. The consumers may not place importance on brand awareness but focus more on the other factors that emphasize the quality, effectiveness of the products or merchandise, pricing, appearances, the relationship between the consumers and the brands, etc., that related to the consumers' benefits more. This result does not correspond with the research of Kungsananon & Sampanwattanachai (2017) that studied the Factors Affecting the Customers Purchase Decision Making towards Imported Cosmetics in Bangkok and found the brand equity factor in brand awareness affected imported cosmetics purchase decisions of consumers in Bangkok with the

statistical significance level at 0.05. In Kungsananon & Sampanwattanachai's (2017) research, they studied the factors affecting the imported cosmetics from foreign countries of consumers in Bangkok, which emphasized the imported cosmetic products from foreign countries. There was a possibility that the import of foreign cosmetic products into Thailand had increased the consumers' confidences, so the consumers placed importance on the brand awareness such as the advertisement to boost the brand's reliability or the words of mouths that increase the confidence in trying out the products, which affect the consumers' buying decisions.

Recommendation on adopting the research findings and the future researches

Recommendation on adopting the research findings

1. On the marketing mix factors, the entrepreneurs should emphasize the quality, safety of the product, packaging, or new technologies that apply to the products. They should design the product and set the pricing appropriated with the quantity, packaging, quality, and effectiveness of sunscreen products, such as developing the sunscreen products in various sizes or forms at different price points. There should be a promotion on discounts, exchanges, giveaways, or freebies, such as giving discount codes or coupons. On the marketing strategy, there should be advertisements, creating pictures or short videos on the brand's sunscreen products that display vital information such as the product textures, instruction on how to use, ingredients, technologies, that will provide the

knowledge for the consumers to be aware and pay more attention to the brands.

2. On the brand equity factors, there should be an encouragement for the consumers to write the product reviews, which are the reviews from the actual users, or create the collaboration with the market's influencers as the mediums for spreading the information relating to the sunscreen, which will increase the awareness of the brands and give consumers accurate information about the products. These recommendations will increase the consumers' interests, reliability, and quality perception that will be factors for buying products. Additionally, the brands should emphasize connecting with the attitude and lifestyles, such as hiring the market's influencers to help advertise the products. The influencers in marketing may be the persons with lifestyles that encounter the sunlight, dust, pollution, or have personal interests such as outdoor activities, which will help the consumers associate themselves unconsciously with the brand. There should be more emphasis on relationship building with

the customers, whether using membership cards or reward cards, to collect points through the purchases. Moreover, the entrepreneurs or marketing experts should focus more on responding, listening to, and resolving the problems for consumers through all available channels, which will help raise the consumers' confidence and loyalty toward the brands.

Recommendation on the future researches

In the subsequent researches, the researchers can adopt the conceptual framework of this study to be applied to the other businesses, which share similar characteristics. There should be a study on other areas such as consumer satisfaction or behaviors that affect the buying decision. In addition, there should be an expansion of the sample group for better data analysis which will cover more areas and provide more clarity to the research findings that would be utilized as a development approach to increase the competitive advantages within the market.

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