SURVEY OF THE PURCHASING DECISION AND OPINIONS REGARDING HERBAL COSMETIC ONE TAMBON ONE PRODUCT (OTOP) PRODUCTS AMONG UNDERGRADUATE STUDENTS IN BANGKOK

FARSAI CHANJARUPORN

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
(HEALTH BUSINESS MANAGEMENT)
FACULTY OF GRADUATE STUDIES
MAHIDOL UNIVERSITY
2005**

ISBN 974-04-5859-9

Thesis
Entitled

SURVEY OF THE PURCHASING DECISION AND OPINIONS REGARDING HERBAL COSMETIC ONE TAMBON ONE PRODUCT (OTOP) PRODUCTS AMONG UNDERGRADUATE STUDENTS IN BANGKOK

Farsai Chanjaruporn
....
Miss Farsai Chanjaruporn
Candidate

....
Lect.Montarat Thavorncharoensap,
Ph.D. (Social and Administrative Pharmacy)
Major-Advisor

....
Assoc.Prof.Cha-onsin Sooksriwong,
Dr.PH. (Public Health Administration)
Co-Advisor

....
Lect.Burim Otakanon,
M.B.A.
Co-Advisor

....
Assoc.Prof.Rassmidara Hoonsawat,
Ph.D.
Dean
Faculty of Graduate Studies

....
Assoc.Prof.Cha-onsin Sooksriwong,
Dr.PH. (Public Health Administration)
Chair
Master of Management Programme in
Health Business Management
Faculty of Pharmacy

Thesis
Entitled

SURVEY OF THE PURCHASING DECISION AND OPINIONS REGARDING HERBAL COSMETIC ONE TAMBON ONE PRODUCT (OTOP) PRODUCTS AMONG UNDERGRADUATE STUDENTS IN BANGKOK

was submitted to the Faculty of Graduate Studies, Mahidol University
for the degree of Master of Management (Health Business Management)
on
7 April, 2005

Farsai Chanjaruporn
....
Miss Farsai Chanjaruporn
Candidate

....
Lect.Montarat Thavorncharoensap,
Ph.D. (Social and Administrative Pharmacy)
Chair

....
Lect.Kusawadee Maluangnon,
Ph.D.
Member

....
Assoc.Prof.Cha-onsin Sooksriwong,
Dr.PH. (Public Health Administration)
Member

....
Lect.Burim Otakanon,
M.B.A.
Member

....
Prof.Liangchai Limlomwongse,
Ph.D.
Director
College of Management
Mahidol University

....
Assoc.Prof.Rassmidra Hoonsawat,
Ph.D.
Dean
Faculty of Graduate Studies
Mahidol University

....
Prof.Ampol Mitrevej,
Ph.D.
Dean
Faculty of Pharmacy
Mahidol University

ACKNOWLEDGEMENTS

The success of this thesis can be attributed to the extensive support and supervision from my major advisor, Dr.Montarat Thavorncharoensap and my co-advisors, Asscoc.Prof.Cha-onsin Sooksriwong and Lect.Burim Otakanon. I wish to express my profound gratitude for their valuable advice and guidance in this research.

Also, I wish to express my profound appreciation to Asst.Prof.Thanaphol Virasa and Lect.Brian Hunt for their kindness in providing useful suggestions for research improvement.

I am very grateful to my external examiner, Dr.Kusawadee Maluangnon for her kindness in providing meaningful suggestions during the defence of my thesis.

Thanks to every university and faculty staffs, especially the representatives for their kindness in facilitating the data collection process.

I would like to thank all my friends and colleagues for their devoting helps, warm supports and sincere friendships during my thesis work.

I would like to express my deepest gratitude to my beloved family, my father, my mother and my younger sister for their endless love, continuous encouragement, entirely care and spiritual support that drove me toward the success of this work.

Finally, I would like to dedicate the usefulness of this research to all teachers who have ever taught me since I first studied in school.

Farsai Chanjaruporn

SURVEY OF THE PURCHASING DECISION AND OPINIONS REGARDING HERBAL COSMETIC ONE TAMBON ONE PRODUCT (OTOP) PRODUCTS AMONG UNDERGRADUATE STUDENTS IN BANGKOK

FARSAI CHANJARUPORN 4637865 MGBM/M

M.M. (HEALTH BUSINESS MANAGEMENT)

THESIS ADVISORS: MONTARAT THAVORNCHAROENSAP, PH.D. (SOCIAL AND ADMINISTRATIVE PHARMACY), CHA-ONSIN SOOKSRIWONG, DR.PH. (PUBLIC HEALTH ADMINISTRATION), BURIM OTAKANON, M.B.A.

ABSTRACT

The purposes of this cross-sectional survey are to examine prevalence of herbal cosmetic One Tambon One Product (OTOP) products purchasing and to survey opinions regarding the products among undergraduate students in Bangkok using self-administered questionnaires.

Of 1,700 questionnaires distributed, 1,188 completed questionnaires were returned. The result indicated that 28% of the respondents had purchased herbal cosmetic OTOP products. Soap/shower cream, shampoo/conditioner, and scrubbing agents were the top three herbal cosmetic OTOP products purchased. The study also revealed that 71.51% of the respondents indicated that they would purchase herbal cosmetic OTOP products in the future.

With respect to opinions regarding the products, most of the respondents had no idea about quality (48.73%), reputation (47.59%) or attractiveness of appearance, packaging and color of the products (37.36%). However, most of them (59.54%) agreed that the price of the products was lower than that of general cosmetics. About 43% of the respondents thought that distribution channels and selling places were not sufficient. In addition, a majority of them (43.63%) thought that there was not enough advertising through various media.

When comparing buyers and non-buyers, the results showed significant differences in age, gender, places of birth, living style, types of university, buying style, perception regarding quality of Thai-made products and frequency of using herbal products. In addition, it was found that buyers had a significantly more positive opinion regarding the product than non-buyers.

These findings suggest that to promote the sales of such products among this population, several strategies should be employed. For example, the government should launch campaigns to increase acceptance of Thai-brand products and establish more distribution channels or selling shops. In addition, quality as well as appearance and packaging of the product should be improved.

KEY WORDS: HERBAL COSMETIC/ OTOP PRODUCT/ UNDERGRADUATE STUDENT/ OPINION/ PURCHASING DECISION

114 P. ISBN 974-04-5859-9

การสำรวจการตัดสินใจซื้อและความคิดเห็นเกี่ยวกับผลิตภัณฑ์เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ของนักศึกษาระดับปริญญาตรีในกรุงเทพมหานคร (SURVEY OF THE PURCHASING DECISION AND OPINIONS REGARDING HERBAL COSMETIC ONE TAMBON ONE PRODUCT (OTOP) PRODUCTS AMONG UNDERGRADUATE STUDENTS IN BANGKOK)

ฟ้าใส จันท์จารุภรณ์ 4637865 MGBM/M

กจ.ม. (การจัดการธุรกิจสุขภาพ)

คณะกรรมการควบคุมวิทยานิพนธ์: มนทรัตม์ ถาวรเจริญทรัพย์, Ph.D. (Social and Administrative Pharmacy), ชะอรสิน สุขศรีวงศ์, DR.PH. (Public Health Administration), บุริม โอทกานนท์, M.B.A.

บทคัดย่อ

การวิจัยครั้งนี้เป็นการวิจัยเชิงสำรวจแบบตัดขวาง มีวัตถุประสงค์เพื่อสำรวจความชุกของการซื้อและความคิดเห็นเกี่ยวกับผลิตภัณฑ์เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ของนักศึกษาระดับปริญญาตรีในกรุงเทพมหานคร โดยให้กลุ่มตัวอย่างตอบแบบสอบถามด้วยตนเอง

จากแบบสอบถามที่แจกให้กลุ่มตัวอย่างจำนวนทั้งสิ้น 1,700 ชุด มีแบบสอบถามที่ได้รับการตอบกลับอย่างครบถ้วน1,188 ชุด จากผลการวิจัยพบว่า ร้อยละ 28 เคยซื้อผลิตภัณฑ์เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ โดยผลิตภัณฑ์ที่มีการซื้อมากที่สุด 3 อันดับแรกคือ สบู่/ครีมอาบน้ำ ยาสระผม/ครีมนวดผม และผงขัดตัว ตามลำดับ โดยร้อยละ 71.51 ตอบว่าจะซื้อผลิตภัณฑ์อีกในอนาคต เมื่อสอบถามถึงความคิดเห็นเกี่ยวกับผลิตภัณฑ์ ส่วนใหญ่ไม่มีความคิดเห็นหรือไม่แน่ใจในเรื่องของคุณภาพของผลิตภัณฑ์ (ร้อยละ 48.73) ชื่อเสียง (ร้อยละ 47.59) และความดึงดูดใจของรูปลักษณ์ สีสัน และบรรจุหีบห่อ (ร้อยละ 37.36) อย่างไรก็ตาม ร้อยละ 59.54 เห็นว่าผลิตภัณฑ์มีราคาถูกกว่าเครื่องสำอางทั่วไป ร้อยละ 43 เห็นว่าช่องทางการจำหน่ายและสถานที่จำหน่ายมีไม่เพียงพอ และ ร้อยละ 43.63 เห็นว่าการโฆษณาผ่านทางสื่อมีน้อยเกินไป เมื่อศึกษาเปรียบเทียบระหว่างผู้ที่เคยซื้อผลิตภัณฑ์และผู้ที่ไม่เคยซื้อพบความแตกต่างกันอย่างมีนัยสำคัญทางสถิติในเรื่อง อายุ เพศ ภูมิลำเนา ลักษณะการพักอาศัย ประเภทของมหาวิทยาลัยที่ศึกษาอยู่ พฤติกรรมการซื้อสินค้า การรับรู้เกี่ยวกับคุณภาพของสินค้าที่ผลิตในประเทศไทย และความถี่ในการใช้ผลิตภัณฑ์สมุนไพร ทั้งนี้ยังพบว่าผู้ที่เคยซื้อมีความคิดเห็นในเชิงบวกต่อผลิตภัณฑ์มากกว่าผู้ที่ไม่เคยซื้อ ดังนั้น การที่จะเพิ่มยอดจำหน่ายผลิตภัณฑ์ในผู้บริโภคกลุ่มนี้ รัฐบาลควรจะรณรงค์เพื่อสร้างการยอมรับสินค้าไทย เพิ่มช่องทางการจำหน่ายและสถานที่จำหน่าย รวมทั้งควรคำนึงถึงคุณภาพมาตรฐานและรูปลักษณ์ สีสัน บรรจุภัณฑ์ที่สวยงามและน่าซื้อเป็นประเด็นสำคัญด้วย

114 หน้า ISBN 974-04-5859-9

CONTENTS

CONTENTS (Continued)

LISTS OF TABLES

LISTS OF TABLES (Continued)

LISTS OF TABLES (Continued)

LISTS OF FIGURES

CHAPTER I
INTRODUCTION

Background and rationale of the study

In 2002, Thai Government had established the “One Tambon One Product” or “OTOP” policy in order to solve the country’s poverty issue, to build the strong economy in the long run, and to facilitate prosperity. OTOP is a project aimed to empower the local villages with the capacity to develop one unique major product of their own that also possesses strong characteristics attribute to each of the local areas. OTOP policy emphasizes on the self-reliance of the community, using its folk wisdom and local resources, and walks of life from generation to generation to generate jobs and income. The slogan of OTOP is “OTOP policy-development from the grass roots to the economic roots” (1).

The Government launched a lot of campaigns and projects to promote OTOP products. Lots of advertising via television, newspaper, radio and various types of media showed the big effort to increase name recognition and to promote the sale. Many OTOP centers in many areas were established in order to provide more convenience for consumers such as Thailand OTOP Plaza at Pratunam Center, OTOP Shops at Thailand Export Mart, and OTOP centers in many provinces such as Chiang Mai, Mae Hong Son, Phetchaburi, Prachuap Khiri Khan, Ubon Ratchathani and Nakhon Sawan (2). Furthermore, many OTOP festivals were established to stimulate sales. Examples of these festivals are OTOP City Fair 1 and 2 at Impact Exhibition Center, Muang Thong Thani, Nonthaburi, which have been established for two consecutive years (3). As the result, starting from October, 2002 to October, 2003, the OTOP products generated the total sales of 33,276 million Baht, which was 166.39% more than expected (4).

Presently, various types of OTOP products are available in the markets. According to the Office of Small and Medium Enterprises (SME) promotion (5), the products are officially classified into six categories, which are food, drinks, garment and clothing, utensil and ornaments, art pieces and souvenirs, and herbal products. Herbal product is quite popular among Thai people. This product can be classified into several categories, such as herbal medicine, herbal cosmetic, herbal food, and herbal drinks. Presently, many promoting campaigns providing knowledge about the advantages of the herbal products are launched via various types of media. Many consumers perceived that by using herbal products, they would experience fewer side effects (6, 7). Some believed that the price of herbal products is not expensive (7). Based on the local wisdom and the non-complicated production technique, various types of herbal products can be produced in the village level.

Among herbal products, herbal cosmetic product is one of the popular products with enormously acceptance among Thai people. Some examples of herbal cosmetic products include herbal hair shampoo, herbal hair conditioner, herbal soap, herbal cream, herbal lotion, and herbal toothpaste. Due to the simple production procedure and low cost of production, these products are produced throughout the country by lots of housewife's associations and OTOP associations. Since these products can be produced and distributed for use in the village levels, moreover they can be used in everyday-life then they are widely used throughout the country. According to the survey of the National Statistic Office (8), 64.4% of the respondents said that they tended to consume this kind of products in the future.

Undergraduate students or people at this age are more likely to be the target of cosmetic products. Moreover, this group of people, especially undergraduate students in Bangkok has been considered as the potential group of customers by cosmetic industry. This people use various types of cosmetic products in everyday-life to promote their good looking and personality. They also tend to seek for a variety of satisfied products. Many studies were conducted to examine behavior on cosmetic purchasing and factors related to cosmetic consumption behavior among undergraduate students (9-10). A few studies examined specifically at herbal cosmetic products. Several surveys were conducted to examine the prevalence of OTOP products purchasing and characteristics of the purchasers. However, no previous research was conducted in order to gather information regarding herbal cosmetic OTOP products among undergraduate students before.

Guided by related literatures (9-27) and Kotler's model of buyer behavior (28), this study is the first research examining the prevalence of herbal cosmetic OTOP products and opinions regarding herbal cosmetic OTOP products among undergraduate students in Bangkok.

Besides the fact that undergraduate students are considered as the new generation, the undergraduate students in Bangkok were also considered as the leader in fashion and in the new trend. They are also considered as the potential group of cosmetic customers. By knowing how they think about the products would be of importance to satisfy their need and, finally, to expand the market of such products among this population. The knowledge gained from this study can be used by producers for product development. Also, they can be used for planning the appropriate marketing strategies to fit the desires and to gain more sales. In addition, the results of this study may generate important benefits to the government because the information and the findings gathered may contribute some ideas about the more effective and efficient approaches to encourage the sales. Finally, if we can promote the use and acceptance of herbal cosmetic products among the young people, the use of such products would be longer sustained in the country.

Research questions

1. What is the prevalence of herbal cosmetic OTOP products purchasing among undergraduate students in Bangkok?
2. What are opinions of undergraduate students in Bangkok regarding herbal cosmetic OTOP products?
3. Are there any differences among those who have ever purchased herbal cosmetic OTOP products and those who have never purchased herbal cosmetic OTOP products before?

Objectives of the study

1. To survey the prevalence of herbal cosmetic OTOP products purchasing among undergraduate students in Bangkok.

2. To survey opinions regarding herbal cosmetic OTOP products.
3. To compare the differences among those who have ever purchased herbal cosmetic OTOP products and those who have never purchased herbal cosmetic OTOP products before.

Hypotheses

H 1: There are significant differences between buyers and non-buyers in their opinions regarding herbal cosmetic OTOP products, specifically;

H 1.1: There are significant differences between buyers and non-buyers in their opinions regarding product of herbal cosmetic OTOP products.

H 1.2: There are significant differences between buyers and non-buyers in their opinions regarding price of herbal cosmetic OTOP products.

H 1.3: There are significant differences between buyers and non-buyers in their opinions regarding selling place of herbal cosmetic OTOP products.

H 1.4: There are significant differences between buyers and non-buyers in their opinions regarding promotion of herbal cosmetic OTOP products.

H 2: There are significant differences between buyers and non-buyers in their characteristics, specifically;

H 2.1: There are significant differences between buyers and non-buyers in their cultural factors.

H 2.2: There are significant differences between buyers and non-buyers in their social factors.

H 2.3: There are significant differences between buyers and non-buyers in their personal factors.

H 2.4: There are significant differences between buyers and non-buyers in their psychological factors.

Scope of the study

1. Only the following categories of herbal cosmetic OTOP products were studied;
    - herbal hair shampoo
    - herbal hair conditioner
    - herbal soap
    - herbal cream and lotion
    - herbal toothpaste
    - herbal scrubbing agents
    - herbal face-masking agents
2. Only the undergraduate students in Bangkok are studied.
3. The time period of the study is starting from September-December, 2004.

Significance of the study

From this study, the government may use the results to evaluate the current promoting strategies whether they are efficient and effective in order to establish more appropriate approaches to encourage the sales of herbal cosmetic OTOP products and to develop more powerful plans to capture this new potential market.

The OTOP producers may gain benefits from this study as well. They may use the findings to get insight into the needs of this group of people. Therefore, they would be able to improve quality of existing products, to design new satisfied products, and to design effective marketing strategy to fit the desires of these consumers.

Operational Definitions

1. OTOP product: A product that has been registered as ‘OTOP’ by the Department of Industrial Promotion, Ministry of Industry.
2. Herbal OTOP Product: OTOP product that is classified as the herbal OTOP product according to the Department of Industrial Promotion, Ministry of Industry.

3. Cosmetic: Preparations designed for use by applying, rubbing, powdering, spraying, or otherwise applying to any part of the body to cleanse or beautify, including skin-care products but excluding ornament and clothing (29).
4. Herbal Cosmetic OTOP product: Herbal OTOP product that designed for use by applying, rubbing, powdering, spraying, or otherwise applying to any part of the body to cleanse or beautify, including skin-care products but excluding ornament and clothing. In this study, this product includes hair shampoo and conditioner, shower soap and cream, cream and lotion, toothpaste, scrubbing agents and face-masking agents.
5. Buyer: The respondents who have ever purchased herbal cosmetic OTOP products.
6. Non-buyer: The respondents who have never purchased herbal cosmetic OTOP products.
7. Intender: The respondents who indicated that they will purchase herbal cosmetic OTOP products in the future.
8. Non-intender: The respondents who indicated that they will not purchase herbal cosmetic OTOP products in the future.

CHAPTER II
LITERATURE REVIEW

1. One Tambon One Product (OTOP)

As Thailand had faced the economic crisis in 1997, both agricultural and industrial sectors were in recession period. Therefore, in 2002, the government had established the "One Tambon One Product" or "OTOP" policy as one of the strategies to solve the country's poverty issue, to build the strong economy in the long run and to facilitate prosperity.

The One Tambon One Product is a project aimed to empower the local villages with the capacity to develop one unique major product of their own that also possesses strong characteristics attribute to each of the local areas. The government is fully confident that the One Tambon One Product Project would facilitate prosperity to the local areas and enable the local people to raise their standards of living, mindful of the production methods that take into account in transforming local resources to value-added products in sustainable manner (30).

The One Tambon One Product (OTOP) was initiated by the inspiration from the One Village One Product, which was originally started in Oita Prefecture in Japan (31). The OVOP aimed to improve upon/refine the locally available resources and produce goods that are acceptable internationally. Therefore, the Thai government has been promoting the local industry through the manufacturing of attractive specialty products based on the abundant native culture, tradition and nature. This campaign is called, One Tambon One Product (OTOP) in Thailand because the target area is the administrative unit called, Tambon, which is the equivalent of village or town in English.

OTOP policy was initiated right along with the supportive policy of the SMEs, both of which are regarded as laying the economic foundation of the country. In essence, the policies of OTOP and SMEs have one goal in common, which is the attempt to strengthen the small business units all over the country for the benefit of country's sustainable economy. The only difference is the OTOP policy stresses the capability of community to be *self-reliance*, to generate job and income by using its folk wisdom and local resources, and to promote future walks of life from generation to generation. The slogan of OTOP is "OTOP Policy-development from the grass roots to the economic roots" (1).

The process of creating income via self-reliance is an approach that focuses on the ability of the local community to generate sustainable income from effective commercialization of unique products that possesses strong geographical attributes. The approach seeks to provide adequate support and to promote local production capacity with the view to ensure that the local people can successfully develop and market their distinctive village products by relying primarily on local expertise, human capital tacit ness, natural resources, as well as creativity. To be self-reliance, it is necessary that the process also strive to enhance the quality of the products to meet the international standard in order to facilitate greater access to the global market.

In brief, policy rationales, objectives, goals and strategies of OTOP are described, as follows (30).

Policy Rationale:

1. Employment and income creation for local community and people
2. Strengthening the capacity of the local community to be self-reliance in areas of local development
3. Promoting traditional knowledge, local resources and manpower utilization
4. Promoting human resource and human capability development
5. Encouraging creativity and innovations of the local community, especially in developing local products in accordance with traditional ways of living and cultures

Objectives:

1. Developing local community capacity to create jobs, employment, income, and better standards of living.
2. Strengthening the capacity of the local community to become self-reliance.

Goals: Enhancing the capacity of the local community in producing high quality-products that are suitable for marketing at the local, national, and international levels.

1. Generating better standard of living and higher income for the people in local villages.
2. Enabling the local villages to become self-reliance.

Strategies:

1. Utilizing traditional knowledge, local labor and resources in the production of local products with strong and distinctive local attributes.
2. Focusing on products that do not produce undesirable externalities to the environment and natural resources.
3. Promoting local and regional economic development.
4. Establishing strong network of professional associations.
5. Emphasizing close cooperation and collaboration between central government agencies and local governing bodies in the production process, as well as on the expansion of national and international market bases through retail and internet systems.

Thai Government has taken the OTOP policy seriously with a number of tangible plans, for instances, establishment of the special agencies for assistance in product development to meet the quality standards and marketing requirements, arrangement of the financial sources, business advisory, market promotion, and the promotional official website "www.Thaitambon.com".

Moreover, the government has also developed several projects to support the OTOP policy. These projects are explained, as follow.

1. Immediately grant a grace period for both interest and principle payments for 3 years for individual small farmers. Therefore, theses projects could relief their debt burden as part of a comprehensive reform of the traditional farm economy to be more viable and self sustaining in the long term.
2. Establishment of the Village and Urban Revolving Fund, funded with one million baht each as a loan facility available for individuals and households

of each community to borrow for local investment and supplementary vocations.

3. Establishment of People's Bank to ensure better and improved access to banking facilities and resources for low income citizens to enhance their capacity to increase their income from self employment and thus reduce their dependence on unorganized and punitive money market sources.
4. Establish the Bank for Small-and Medium-sized Enterprise in order to promote existing and to increase the number of entrepreneurs in a systematic manner. The vision of the bank is to expand the national productivity base, to increase additional employment opportunity, to create income, to promote exports, and to serve as the mainstay for future national economic growth and stability.

Figure 1 represents OTOP logos created by the Department of Export Promotion (32). The OTOP logo is a symbol of excellence for grass-root products. It is awarded to those handcrafted items produced in village communities that reach the high standards set by the OTOP National Committee and have good potential for export.

Figure 1: OTOP logos created by the Department of Export Promotion

However, at present, the logo has been changed as shown in figure 2 (33).

Figure 2: Logo of OTOP product at present

Since, there are various types of OTOP products available in the markets. These products could be classified into six categories as follow (5):

1. Food
2. Drinks
3. Garment and clothing
4. Utensils and ornaments
5. Art pieces and souvenirs
6. Herbal products

Herbal OTOP product, one category of OTOP product, is quite well known in Thailand. Herbal OTOP products can be further classified into herbal medicine, herbal food and beverage, and herbal cosmetic. Examples of favorite herbal cosmetic OTOP products are herbal shampoo, herbal hair conditioner, herbal soap, herbal toothpaste, herbal cream and lotion. We can say that the above consumer products have direct and indirect impacts for everybody in the family. At present, Thai people can easily buy herbal product from anywhere. In addition, continuous support from the government made the OTOP products including herbal OTOP products become more popular and also encourage people to buy more. The reasons behind the popularity of herbal products are as follows.

1. Currently, the government has set up the policy to support the use of herbal products as well as Thai Traditional Medicine and folk wisdom. Lots of campaigns were launched to advertise and promote the benefits of them. Therefore, consumers were more aware of using the herbal products. Also, as a result of the promoting campaigns that provided knowledge about the advantages of herbal products, consumers perceived that by using the herbal products, they would experience fewer side effects and that herbal products are safer for use (6, 7).

2. Price of some herbal products is not that expensive (7). In addition, they are widely available in Thailand. Moreover, people in the rural areas have the ability to produce some kinds of herbal products by themselves for using and distributing in the local levels. Examples of popular herbal products among village producers include herbal medicine (e.g. turmeric), herbal cosmetic (e.g. herbal soap, shampoo, hair conditioner, cream, lotion) and herbal food and beverage (e.g. ginger).

The number of total OTOP producers in 2004 is equal to 37,754. Figure 3 shows the number of OTOP manufacturers/ entrepreneurs, in the year 2004, separated by types of products (34).

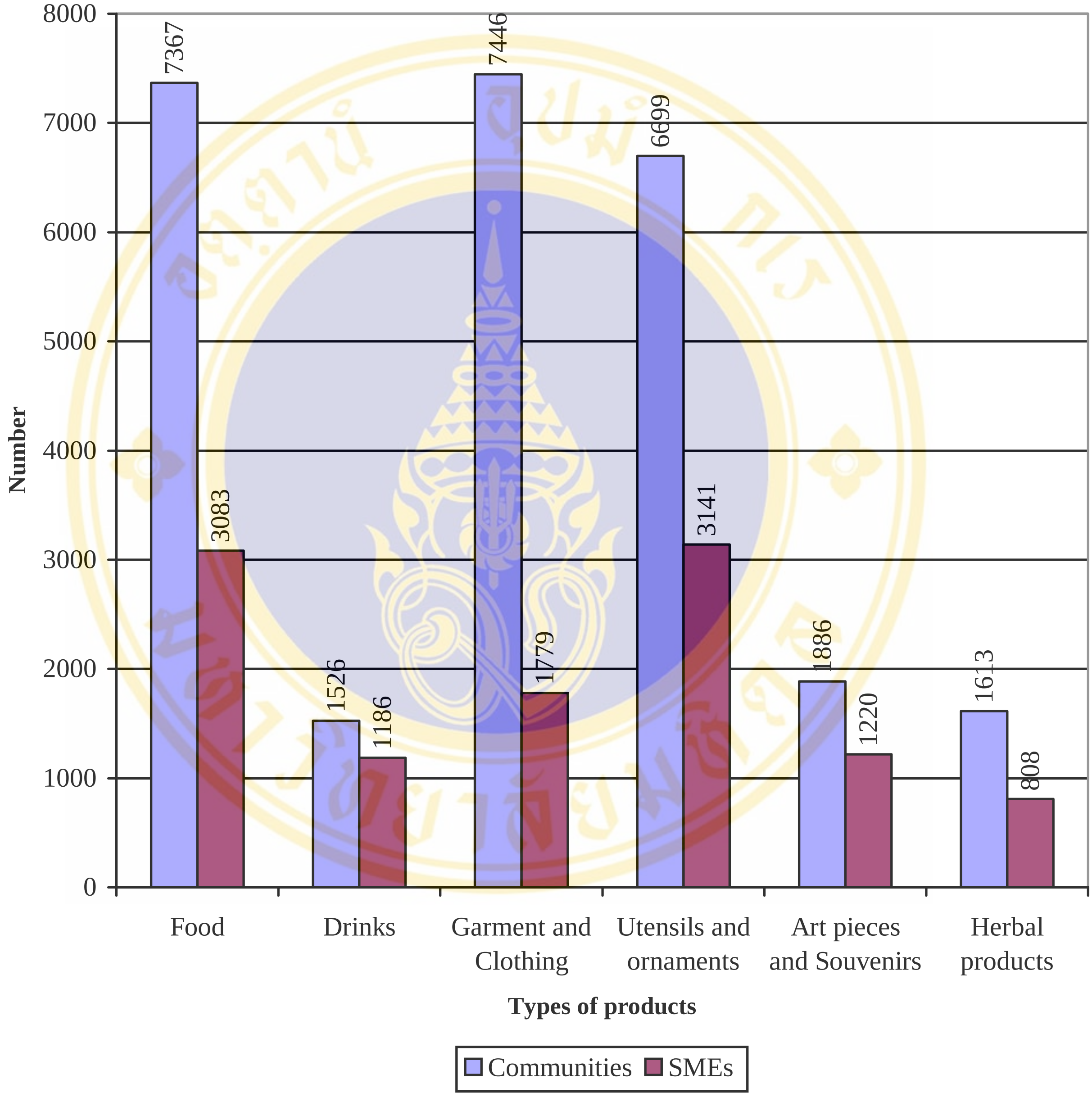

Figure 3: The number of OTOP manufacturers / entrepreneurs, in the year 2004, separated by types of products

Total revenue of OTOP sales as summarized by Bureau of Community Enterprise Promotion, Community Development Department, Ministry of Interior (35-38) is described in table1.

Table 1: Total revenue of OTOP sales

Collection Period / Event	**Revenue (Million Baht)**	**Remark**
Jan-Sep 2002	16,715	-
Oct-Sep 2003	33,277	-
Oct-Sep 2004	46,277	-
OTOP City (21-28 Dec, 2003)	835	Cash Sale only, Excluding purchasing order
OTOP City (18-26 Dec, 2004)	833	Cash Sale only, Excluding purchasing order

There were 29,385 OTOP products from all over the country that took parts in the OTOP product champion contest 2004, held at the Impact Exhibition Center, Muang Thong Thani on November 15, 2004. This figure is greater than last year, which was only about 16,000 products. The number of products applied for the OTOP product champion certification in this contest, in district and sub-district level is shown in table 2 (39).

Table 2: The number of OTOP products that applied for OTOP product champion certification, 2004

No.	Category	Number of products applied in district and sub-district level (Items)
1.	Food	8,041
2.	Garment and clothing	7,567
3.	Utensils and ornaments	7,514
4.	Art pieces and souvenirs	2,373
5.	Drinks	2,077
6.	Herbal Products	1,813
	Total	**29,385**

After the contest finished, there were 28,910 products that received certification, as shown in table 3 (40).

Table 3: The number of products that received certification from the OTOP product contest in 2004

No.	Category	Number of products applied in district and sub-district level (Items)
1.	Food	7,837
2.	Garment and clothing	2,045
3.	Utensils and ornaments	7,476
4.	Art pieces and souvenirs	7,426
5.	Drinks	2,345
6.	Herbal Products	1,781
	Total	**28,910**

Of those 28,910 items, they were classified into 1-5 stars as described in table 4.

Table 4: Classification of OTOP product certification

Category	Number of products (Items)	Percentage
5 Stars Products	2,987	10.33
4 Stars Products	5,240	18.12
3 Stars Products	8,395	29.04
2 Stars Products	10,060	34.80
1 Stars Products	2,228	7.71

For herbal OTOP products, there were 779 items that have been certified as 3-5 stars products. The details are presented in table 5.

Table 5: Classification of herbal OTOP product certification

Category	Number of products (Items)
5 Stars Products	103
4 Stars Products	191
3 Stars Products	485
2 Stars Products	788
1 Stars Products	214
Total	**1,781**

2. Consumer buying behavior

Buying behavior is the decision processes and acts of people involved in buying and using products. Consumer behavior is defined as the study of the buying units and the exchange processes involved in acquiring, consuming, and disposing of goods, services, experiences and ideas (41). Consumer behavior can be defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. The study of consumer behavior is the study of how individuals make decisions to spend their available resources (money, time, effort) on consumption-related items. It includes the study of what they buy, why they buy it, how they buy it, when they buy it, where they buy it and how often they buy it. It is an interdisciplinary science that involved psychology, sociology, social psychology, cultural anthropology and economics concepts (42).

Consumer behavior has several implications for marketing strategy. Knowing consumer buying behavior helps marketer better understand why consumers make the purchases they make, and what factors influence consumer purchases. As the result, marketers can effectively design marketing strategies to promote their products. In addition, marketers are able to better predict how consumers will respond to their marketing strategies by knowing consumer behavior.

While there are many models in consumer behavior theories decision (42, 43), there is a core of information, which is represented. This study will mainly refer to Kotler's theory about consumer's behavior due to his well-known model of buying behavior. This model also explains a large picture of consumer's buying behavior, buying decision process, and factors affecting buying decision. This model is shown in figure 4.

Marketing Stimuli	**Other Stimuli**	**Buyer's Characteristics**	**Buyer's decision process**	**Buyer's decisions**
-Product -Price -Place -Promotion	-Economic -Technological -Political -Cultural	-Cultural -Social -Personal -Psychological	-Problem recognition -Information search -Evaluation of alternatives -Purchase decision -Postpurchase behavior	-Product choice -Brand choice -Dealer choice -Purchase timing -Purchase amount

Figure 4: Model of Buyer Behavior (28)

According to this model, factors that influence buyer's decision can be classified into three main groups:

1. Marketing Stimuli; Product, Price, Place, Promotion
2. Other Stimuli; Economic, Technological, Political, Cultural
3. Buyer's Characteristics; Cultural, Social, Personal, Psychological

Marketing stimuli

Marketing stimuli concerns about the product itself, price of the products, distribution channel, and the promotion strategy used to stimulate sales.

Product: Product characteristics such as quality, reputation, and packaging are needed to be considered when developing and marketing any products.

By knowing characteristics of products that consumers need, we can better develop appropriate goods that fit their desired.

Price: Price of product is very crucial in marketing any product. Consumer will evaluate the price as compare to the value of product before making decision. Therefore, knowing what consumers think about the price will lead to better develop pricing strategy for the product.

Place: In this model, place is related to distribution channel of the products. This factor is also important because the consumers usually buy things at convenient places. Therefore, understanding about the suitable places or locations that provides convenience to the consumers may help generate more sales.

Promotion: Advertising and price discounting are two major factors we need to concern whether they are sufficient and appropriate since these promotion strategies are very powerful tools usually used to enhance sales.

Other stimuli

Besides marketing stimuli, there are also other stimuli that affect buying decision. These stimuli consist of economic, technological, political and cultural.

Buyer's characteristics

Not only the external stimuli that influence buying decision, consumer's purchasing decision is also affected by buyer's characteristics. These characteristics can be classified as cultural, social, personal, and psychological factors.

Cultural: This factor includes culture, subculture, and social class. Culture refers to the set of values, ideas, and attitudes that are accepted by a homogenous group of people and transmitted to the next generation. Culture affects what people buy, how they buy and when they buy. Also, it determines what is acceptable with product marketing and advertising. Culture can be divided into subcultures. On the other hand, social class is an open group of individuals who have similar social rank. Social class does not only influence many aspects of our lives but also determine to some extent, the types, quality, and quantity of products that a person buys or uses.

Social: This factor includes reference group, family, social roles and statuses. Reference groups are the group of people who have a positive or negative influence on a person attitude and behavior. The degree to which a reference group will affect a purchase decision depends on an individual susceptibility to reference group influence and the strength of his/her involvement with the group. Concerning the influences of role, roles determine things you should do based on the expectation of you from your position within a group. According to Kotler's model (28) and several studies (9, 10), reference group, family, social roles and statuses were considered as factors affecting buyer’s decision.

Personal: Personal factor is known as demography of people. It includes personal information such as age, gender, occupation, income, education level, etc. Many studies (26) found that these factors influence the buying decision.

Psychological: Psychological factor includes lifestyle, learning, and belief. Lifestyle is defined as the consistent pattern people follow in their lives. Beside lifestyle, learning and belief are also considered as psychological factors influencing consumer behavior. Previous study (10) found that using experiences have an effect on next buying decision. Also, it was found that information about the products would create belief that may influence buying decision (23, 25).

Buying Decision Process

It is also important to go beyond the various influences on buyers and develop an understanding of how consumers actually make their buying decisions, and the steps in buying process. According to the model, buyer's decision process involved five stages, which are 1) problem recognition, 2) information search, 3) evaluation of the alternative, 4) purchase decision, and 5) post-purchase behavior. These stages are presented in figure 5.

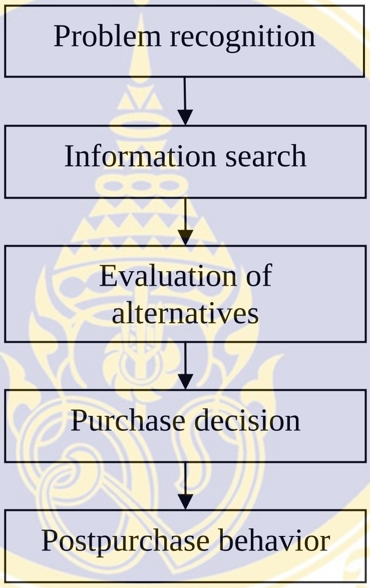

Figure 5: Five-Stage Model of the Consumer Buying Process (28)

According to figure 2, consumers pass through all five stages in buying a product. However, in some cases, consumers may skip or reverse some stages. Each stage is explained as follows.

Problem recognition: The buying process starts when the buyer recognizes a problem or need. The need can be triggered by internal (e.g. hunger, thirst) or external (e.g. television advertisement) stimuli. Interestingly, a need can be triggered by the marketers by several methods including by advertising or distributing product information.

Information search: An aroused consumer will be inclined to search for more information. At the next level, the person may enter an active information search such as looking for reading material, phoning friends, and visiting stores to learn about the product.

Consumer information sources fall into four groups:

- Personal sources: Family, friends, neighbors, etc.
- Commercial sources: Advertising, salespersons, displays, etc.
- Public sources: Mass media, consumer-rating organizations, etc.
- Experiential sources: Handling, examining, using the product, etc.

The relative amount and influence of these information sources vary with the product category and the buyer’s characteristics. It is indicated that consumer receives the most information about product from commercial sources, however, the most effective information comes from personal sources. It is important for marketers to identify the consumer’s information sources and evaluate their relative importance in order to prepare effective communications for the target market. Consumers should be asked how they first heard about the brand, what information came in later, and the relative importance of the different information sources.

Evaluation of alternatives: There are three basic concepts in understanding consumer evaluation processes: First, the consumer is trying to satisfy a need. Second, the consumer is looking for certain benefits from the product solution. Third, the consumer sees each product as a bundle of attributes with varying abilities for delivering the benefits sought to satisfy this need. In this stage, consumer need to establish criteria for evaluation, features they wants or does not want. Then, rank and weigh alternatives.

Purchase decision: After consumer forms preferences among the brands, consumer may also form an intervention to buy the most preferred brand. However, two factors can intervene between the purchase intention and the purchase decision as described in figure 6. These factors are attitude of others and unanticipated situational factors.

- Attitude of others may have an impact on one’s purchasing decision. Degree of influence of attitude of others on purchasing decision depends on the susceptibility of buyers and his/her preference for a product. The influence of others becomes complex when several people close to the buyer hold contradictory opinions and the buyer would like to please them all.

- Unanticipated situational factors may change one’s purchase intention. For example, if a consumer has tendency to be unemployed, his or her purchase intention might be changed. A consumer’s decision to modify, response, or avoid a purchase decision is heavily influenced by perceived risks.

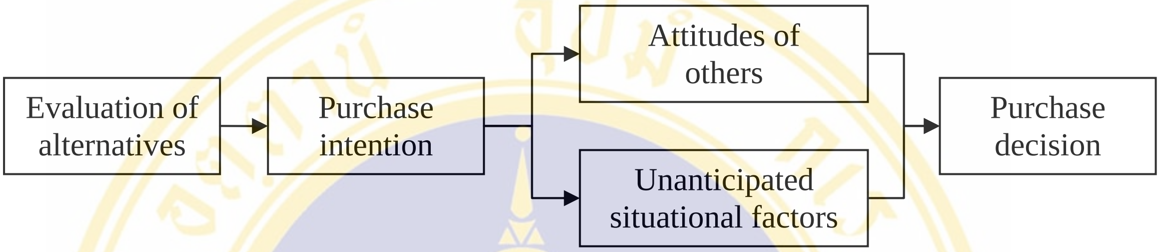

Figure 6: Steps between evaluation of alternatives and a purchase decision (28)

Postpurchase behavior: After purchasing the product, the consumer will experience some levels of satisfaction or dissatisfaction. For marketers, it is important to monitor post purchase satisfaction, postpurchase actions and postpurchase product uses.

- Postpurchase satisfaction

The buyer's satisfaction is a function of the closeness between the buyer's expectation and the product’s perceived performance. If performance is lower than the expectations, the customer is unsatisfied. On the other hand, if it exceeds expectations, the customer is delighted. These feelings can predict whether the customer will buy the product again or will talk favorably or unfavorably about the product to others.

- Postpurchase actions

Satisfaction or dissatisfaction with the product will influence a consumer’s subsequent behavior. If the consumer is satisfied, he or she will exhibit a higher probability of purchasing the product again. The satisfied customer will also tend to say good things about the brand to the others. Marketers say: “Our best advertisement is a satisfied customer”.

Dissatisfied consumers may abandon or return the product. They may seek information that confirms its high value. They may take public action by complaining to the company, going to the lawyer, or complaining to the other groups (such as business, private or government agencies). Private actions include making a decision to stop buying the product (exit option) or warning friends (voice option). In all these cases, the seller has done a poor job of satisfying the customer.

– Postpurchase use and disposal

Marketers should also monitor how buyers use and dispose of the product. If consumers store the product in the closet, the product is probably no very satisfying, and word of mouth will not be strong. If they sell or trade the product, new-product sales will be depressed.

Buyer's decision

According to the model, buyers' decision involved several decisions such as product choice, brand choice, dealer choice, purchase timing, and purchase amount.

3. Previous related research

Rangsiwongs studied behavior on cosmetics purchasing of university students in Bangkok (9) using questionnaire. Data were collected from 393 university students in Bangkok. The study found that quality was an important factor that the student considered when buying cosmetics. Major sources of information about cosmetic distribution channel are the students' own experiences and their friends. It was also found that the respondents mostly bought cosmetics from shopping malls and supermarkets.

Puyakul studied factors related to cosmetic consumption behavior of State university students in Bangkok Metropolis (10). Questionnaires were used to collect data from 400 state university students in Bangkok. The study found that most of the students used shampoo, toothpaste and body cleansing products. Main information sources about cosmetic were television and radio. They asked for information from their friends and family members before buying cosmetic. They looked for good and intact packaging. They also looked for brands as well. They bought cosmetics at shopping centers because there were a lot of brands available and attractive advertising. For post purchasing behavior, they would buy the products again and persuade others to buy the products that they were satisfied with. Television advertising and discounting were also important in their buying decision. These respondents were more likely to buy the same cosmetics as their friends or family. They used cosmetics that they had ever used before because they believed that such cosmetics were harmless.

Termsrisuk studied consumer attitude and behavior for hanging pack cosmetics and factors affecting buying decision (11). The study was conducted in 400 Bangkokians. The study found that quality, price, brand and price discounting influenced purchasing decision on such products.

Chanthasittiporn studied factors influencing buying behavior of men's facial cleansing products (12). Data were collected from 325 people using questionnaires. The study found that the respondents considered quality of the products, distribution channel, which provides convenience to customer as important factors that influenced buying decision.

Pachop studied marketing factors influencing purchasing decision of herbal toothpaste in Sakon Nakhon Municipal in 2004 (13). Data were collected from 400 people. The study found that all four marketing factors, which are product, price, place, and promotion, had an effect on purchasing decision.

Chaloempong et. al. studied herbal cosmetic consumption behavior of working women in Bangkok (14). Data were collected from 405 women age 20-30 years old using questionnaire. The study found that the respondents made their own decision when buying Thai herbal cosmetics. The information source about Thai herbal cosmetics was their friends. Word of mouth was a good approach for using as an attractive media among this group of respondents.

Rujira-apa et. al. studied factors affecting face nourishing cosmetic purchasing decision among women in Bangkok (15). Data were collected from 398 women age 18-60 years old. The study found that buying convenience is the influencing factor that the respondents considered the most when making decision. The respondents also concerned about the expiration date, quality assurance certification of the product and natural material content as influencing factors as well.

Moreover, differences in family income and occupation had lead to different opinion towards factors affecting cosmetic purchasing decision.

Jaidee et. al. studied factors affecting purchasing decision on direct-sale cosmetic (16). Data were collected from 400 people in Bangkok. The study found that the consumers considered quality and safety of the products as important factors. They also concerned about advertising through various media and promotion such as discounting or free gifts. In addition, they concerned about value of money so they looked for the products that have reasonable price. Ordering convenience was also important since direct selling approach did not need permanent stores for walk-in customers. Using famous actors or actresses or popular singers as presenters was also important. Furthermore, demographic factors such as education level, occupation and income were found to be affected brand selection as well.

Boonlom studied consumer behavior on hair conditioning shampoo (17). The study was conducted in Bangkok. It was found that most of the respondents thought that, in general, price of the conditioning shampoo is too high. They thought that the promotion and the availability of the products are appropriate. However, they suggested that the producers should add more ingredients that provided benefits to hair.

Yokpol studied behavior and factors affecting purchasing decision of shampoo in Bangkok (18). The study found that the respondents concerned quality of the products as the first priority and discounting as the most influencing factor in making buying decision.

Benjaratananon studied factors affecting purchasing decision on direct-sale products of consumers in Bangkok and Metropolis (19). It was found that purchasing behavior varied due to different economic and social statuses. Consumers with lower income tended to buy goods by considering price rather than quality whereas those with higher income were focused more on quality. Advertisement on television and reference group such as friends and relatives could influence customers' purchasing decision. Moreover, it was found that consumers tended to buy the products if they had good attitude towards that product.

Buranadit studied impact of television on purchasing decision of energy drink of Port Authority of Thailand's workers, Klongtoey district, Bangkok (20). It was found that worker's beliefs regarding benefits of the products had a great impact on establishing brand loyalty and purchase decision making.

Ploydee studied factors affecting the successfulness and failure of community business (21). The study found that production factor and marketing factor were important factors.

Surachaichotipan et. al. studied factors affecting the implementation of OTOP policy (22). The study found that one problem of implementing this policy was that the communities were lack of knowledge and skills about raw material, marketing, product development, packaging, management, financing, accounting, etc.

Pornprasertsuk studied factors affecting decision making on purchasing of One Tambon One Product (OTOP) in Singburi Province (23). Data were collected from 400 people who purchased OTOP products from 8 stores in Singburi. The study found that shampoo was the forth non-food OTOP product the respondents bought. The reasons of buying OTOP products were the quality of the products that were at standard (60.31%) and cheap price (55.8%). Majority of the respondents received OTOP information from radio (59%), television (56%) and leaflet/brochure (48.5%). Buyers were influenced by their families, themselves and their friends when buying OTOP. The study suggested that OTOP producers should develop better package because some consumers thought that the products were not clean enough and that prices of some products were higher than other products available in the markets. The study also suggested that there should be more distribution channel so the consumers can easily buy OTOP. Besides, price discounting and free gift strategy should be established in order to attract customers.

Survey of Ramkamhaeng Poll about OTOP policy (24) indicated that the most critical problems of OTOP policy were the lack of capital fund, lack of markets to distribute the products, lack of production skill and knowledge and lack of government support. The moderate-level problem was about the quality of the products that does not comply with the standard.

Sanganate studied information exposure and its influence upon purchasing decision of direct-sell cosmetics (25). The study found that marketing communication factors i.e. price and promotion significantly correlated with the decision of purchasing direct-sale cosmetics.

Jansatit studied influence of cosmetic name in English and Thai language on attitudes and purchasing decision in working women (26). The study found that cosmetic name, price as well as quality were main reasons for making decision.

Svastiwat studied exposure to advertisement, attitude and cosmetic purchasing decision (27). The study found that the respondents considered convenient places to buy Thai-brand cosmetics as one of the important factors.

Survey of the National Statistic Office examined opinions of the people age over 18 years old from 4 regions and Bangkok about OTOP project (8). The survey indicated that 56.9% of the respondents had ever consumed OTOP products. In addition, 78% of the respondents indicated that they had intention to use OTOP products in the future. Soap, shampoo, toothpaste and cosmetic were indicated in the second rank of the OTOP products that the respondents had intention to use. About 53% of the respondents indicated that OTOP products were easy to buy. Almost 71% of the respondents indicated that OTOP had good quality. When asking the OTOP producers about their problems, most of them indicated that there were lacks of market to sell their products and also lack of fund.

Rationale of conceptual framework

As described above, there are many theories explaining consumer behavior and factors affecting buying decision (42, 43, 28). These theories are quite similar in terms of their main concepts, whereas, classification of influencing factors may differ. Model of buyer behavior by Kolter (28) is one of the most famous models describing buyer decision. In addition, it has been widely used as a guiding framework in a variety of studies in this area (9, 14). Therefore, the conceptual framework of this study was guided from the model of buyer behavior and the review of related studies, as show in figure 7.

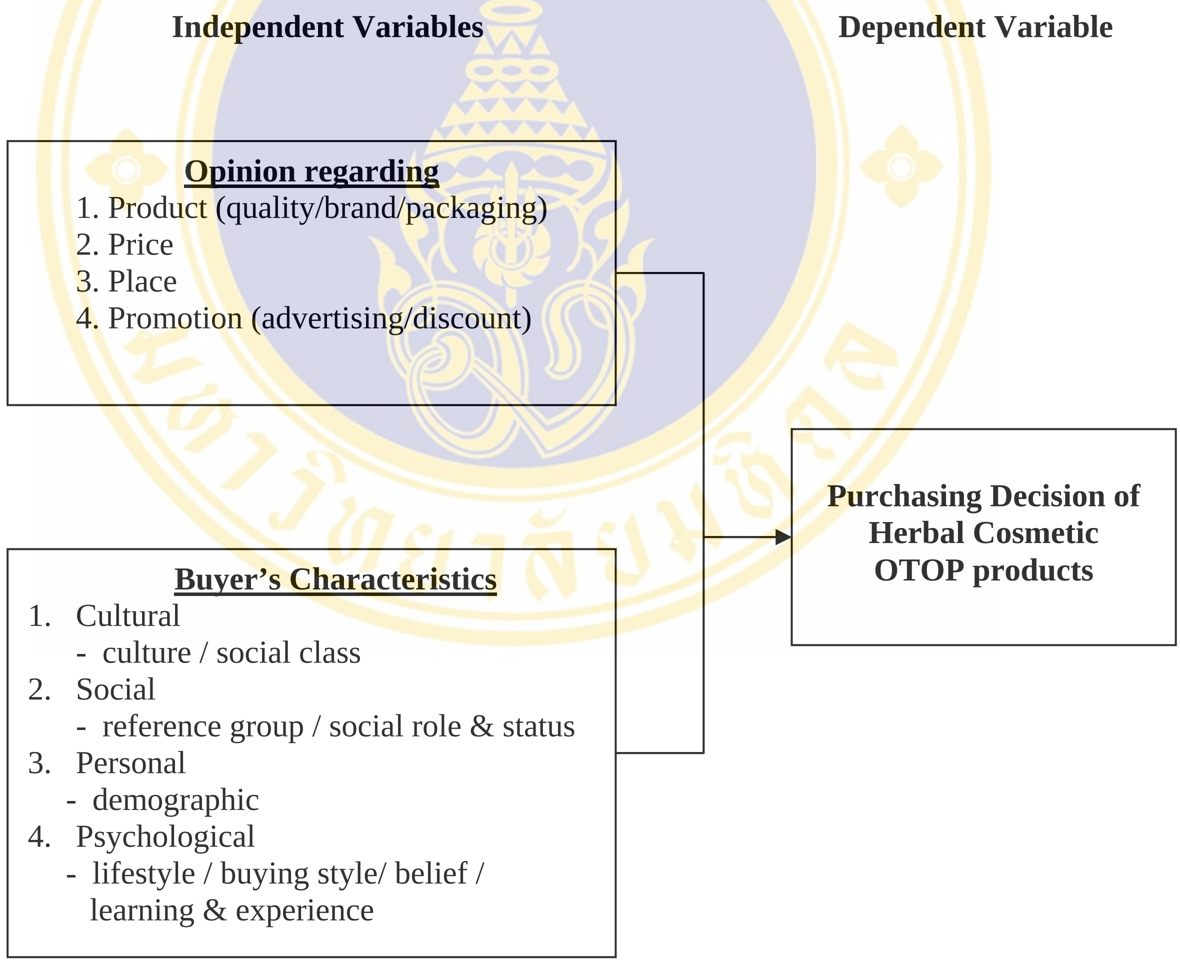

Figure 7: Conceptual framework

According to the conceptual framework, two main factors associated with purchasing decision of herbal cosmetic OTOP products are buyer's characteristics and opinion. The inclusion of these two variables is guided by the model of buyer behavior and the review of related articles.

1. Opinion

According to the model of buyer decision, marketing stimuli are considered as important factor influencing buyer's decision. Marketing Stimuli includes product, price, place, and promotion. In this study, opinions would be, therefore, examined in these 4 areas of marketing stimuli, which are opinion regarding products, opinion regarding price, opinion regarding place, and opinion regarding promotion. Many previous studies indicated that there are the relationship between opinion and the purchasing decision (9, 19). By examining opinions regarding marketing stimuli, we will gain insight in how the samples think about the herbal cosmetic OTOP products so we can effectively market the product among them.

1.1 Opinion regarding product

Product has been considered as the most important factor of all marketing stimuli (12). Study by Rangsiwongs (9) indicated that quality was considered as the first priority when the students make decision on buying cosmetics. Packaging of the product was also found to be an important factor associated with cosmetic purchasing in the study about Factors Related to Cosmetic Consumption Behavior of State University Students in Bangkok Metropolis conducted by Puyakul (10). Brand is found to be the important factors associated with cosmetic purchasing among State university students, Puyakul (10). As suggested from the model of buyer behavior and related literature, opinion regarding product will be examined in 3 areas, which are quality, brand, and packaging of the products.

1.2 Opinion regarding price

According to the Kotler, price is one of the marketing stimuli that have an effect on purchasing decision. Previous studies also found that the buyers considered buying cosmetics that have reasonable price (25, 26).

1.3 Opinion regarding place

Similar to the price, place is also one of the marketing stimuli essential in understanding buyer decision. The studies of cosmetic purchasing behavior, Svastiwat (27) and Chanthasitiporn (12) found that the consumers also considered convenient places to buy cosmetics as one of the important factors.

1.4 Opinion regarding promotion

Promotion has been identified as one of the marketing stimuli in the model of buyer decision. Previous study by Puyakul (10) found that buyers considered advertisement in the television and discounting as influencing factors before buying cosmetics. According to the conceptual framework, this factor will be examined in 2 areas, which are advertisement and price discounting. The advertisement as the part of political campaign of the government is also considered in this study.

2. Buyer's characteristics

Buyer's characteristics are essential and needed to be focused as another main factor because these will be used to explain the reasons why people are different. People are not grown up at the same place or same time so they differ. These factors included cultural, social, personal and psychological differences among people, which will make purchasing decision of individual, vary. According to the conceptual framework, buyer's characteristics include culture, social, personal and psychological factors.

2.1 Cultural

Cultural is one of the buyer's characteristics identified in Kotler's model. It is one of the important factors affecting buyer decision. As mentioned in Kotler, when marketers want to successfully market any products, they need to know the cultural difference in order to establish suitable marketing plans for each group of market. In this study, this factor included culture, and social class, which are different among people. In this study, culture will be determined by the places of birth of the sample, while social class will be determined by income of the sample.

2.2 Social

According to Kotler, this factor includes reference group, family, social roles and statuses which will affect buyer's decision (28). The study of Rangsiwongs

(9) and Puyakul (10) indicated that family and friends had influence on cosmetic buying decision of university students in Bangkok. In this study, references group and social role and status will be examined. Reference group will be examined by asking the influential persons in purchasing decision, while social role and status will be examined by types of universities.

2.3 Personal

Personal is similar to the demographic factors. It includes personal information such as age, gender, occupation, income, education level, etc. Many studies found that these factors influence the buying decision (28, 26). In this study, age, gender and monthly income will be examined.

2.4 Psychological

Psychological is another important factor that has been considered to have an affect on buying decision (28). Study of Puyakul (10) found that using experiences had an impact on the next buying decision of cosmetic among university students in Bangkok. Also, information about the products would create belief that might influence buying decision as found by Pornprasertsuk (23) in the study about factors affecting decision making on purchasing One Tambon One Product in Singburi Province. In this study, learning and belief will be examined as their past-satisfaction, and belief about herbal product and Thai-made products.

3. Purchasing decision of herbal cosmetic OTOP products

In this study, purchasing decision of herbal cosmetic OTOP products is classified as have ever purchased herbal cosmetic OTOP product and have never purchased such products. Those who have ever purchase herbal cosmetic OTOP product are called buyers, while those who had never purchased such products are called non-buyers. Both non-buyers and buyers will also be asked if they would purchase the products in the future.

According to the Model of buyer behavior, besides marketing stimuli, other stimuli are another factors affecting buying decision. These stimuli include economic, technological, political, and cultural stimuli. In this study, political and technological stimuli will be considered as parts of promotion and product factor, respectively. Economic and cultural stimuli will be considered as parts of personal section in buyer's characteristic. Political stimuli will also be examined as opinion about the Government supports and campaign in promotion factor.

CHAPTER III
RESEARCH METHODOLOGY

This chapter was divided into two main parts, which were research design and data analysis. In research design part, the population, the sample, sample size calculation, sampling method, research instrument, pilot study and data collection were described. Data analysis part explained the statistical method used to analyze and interpret the collected data.

Research Design

This study was a cross-sectional survey research. Overall processes of the study were displayed in the flow diagram, as shown in figure 8.

1) Determine Population
↓
2) Calculate sample size
↓
3) Indicate sampling strategy
↓
4) Develop research instrument
↓
5) Conduct pilot study
↓
6) Conduct the survey

Figure 8: Work flow diagram

Population

Undergraduate students, both from public and private universities located in Bangkok, were the target population in this study.

Sample

The sample of this study was undergraduate students randomly selected from public and private universities in Bangkok. Sampling method was described in the sampling section.

Sample size calculation

Sample size was calculated by using the following formula (44);

$$N = \frac{Z^2_{(\alpha/2)} P (1 - P)}{M^2}$$

Where, M = the margin of error in the estimate of the characteristic;

P = the proportion expected to be found

α = type 1 error

By setting α at 0.05, $Z_{(\alpha/2)}$ was equal to 1.96. In this study, the proportion expected to be found (P) was equal to the prevalence of herbal cosmetic OTOP product purchasing expected to be found among undergraduate students in Bangkok. To be conservative, since there was no data available then P was set at 0.5. In this study, M was set at 0.03. According to the above formula, the minimum sample size required in this study was equal to 1,067. To account for the non-response rate, which was assumed to be approximately 40-45 %, the sample size was increased to 1,700. Then, the sample size for the public and private universities was calculated according to the proportion of the number of undergraduate students of each setting. The sample size for each university and each faculty were also calculated in the same way, as described previously.

Sampling method

Stratified multi-stage cluster sampling method was performed.

Sampling procedure

In the first step, 26 universities in Bangkok were stratified based on their ownership into public university and private university. Then, four public universities and four private universities in Bangkok were randomly selected. For each university, randomly selected two faculties. For each faculty, randomly selected students in one year of study.

The sampling diagram and result are shown in figure 9 and table 6, respectively.

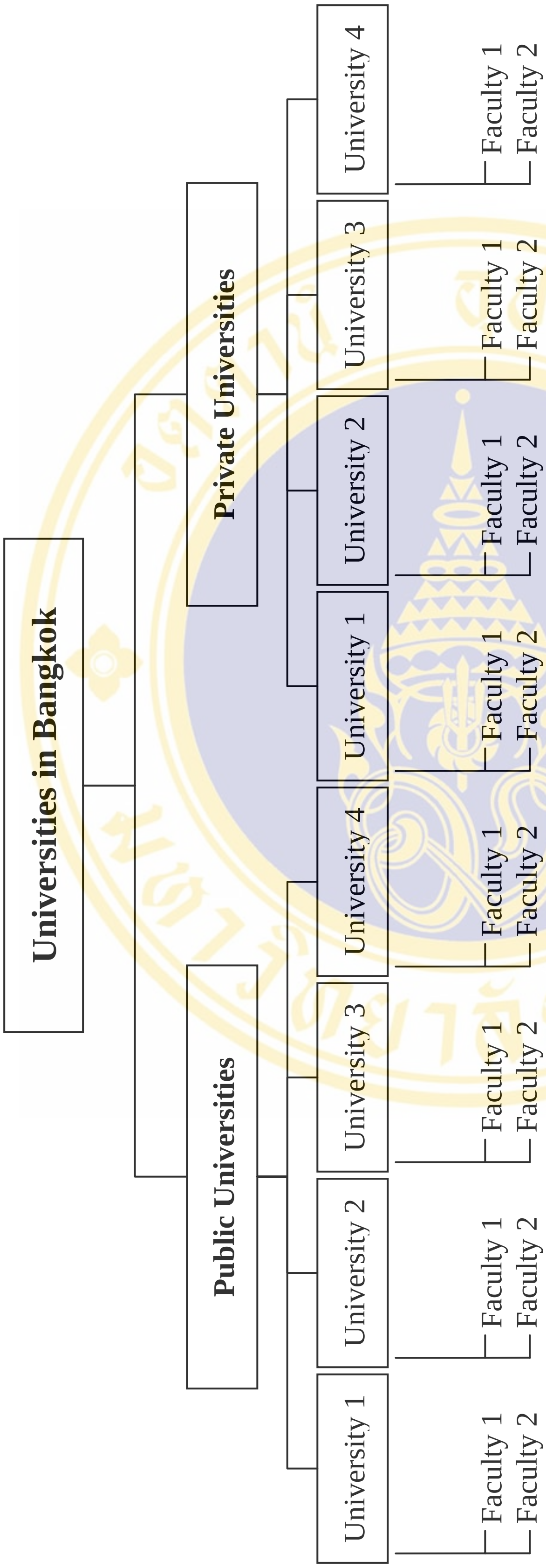

Figure 9: Sampling diagram

Table 6: Sampling result

No.	University	Number of questionnaire distributed	Ownership
1.	**Chulalongkorn University**		Public
	- Faculty of Sciences	150	
	- Faculty of Commerce and Accountancy	145	
2.	**Mahidol University**		Public
	- Faculty of Dentistry	82	
	- Faculty of Public Health	113	
3.	**Rajabhat Chandrakasem University**		Public
	- Faculty of Education	150	
	- Faculty of Sciences	133	
4.	**Kasetsart University**		Public
	- Faculty of Humanities	120	
	- Faculty of Economics	135	
5.	**Kasem Bundit University**		Private
	- Faculty of Laws	80	
	- Faculty of Arts	70	
6.	**Dhurakijpundit University**		Private
	- Faculty of Arts and Sciences	120	
	- Faculty of Communication Arts	125	
7.	**The University of the Thai Chamber of Commerce**		Private
	- Faculty of Business Administration	150	
	- Faculty of Accountancy	97	
8.	**Krik University***		Private
	- Faculty of Business Administration	30	
	Total	1,700	

* For Kirk University, only one faculty was selected due to the small number of sample required.

Research Instrument

In this study, self-administrative questionnaire was used as a tool to collect the primary data from the respondents. The questionnaire consists of four parts as follows,

1. Question 1-15: Buying behavior on general products and beliefs about herbal products
2. Question 16-25: Information regarding herbal cosmetic OTOP products purchasing
3. Question 26-36: Opinions regarding herbal cosmetic OTOP products
4. Question 37-41: Demographic information of the respondents

The first part of the questionnaire contains 15 multiple-choice questions asking about buying behavior on general products and beliefs about herbal products. The second part examined the prevalence of herbal cosmetic OTOP products purchasing, frequency of purchasing, and average expense of the purchasing in multiple-choice questions and open-end questions. The third part consists of 11 questions asking about opinions of the respondents, which focuses on four main categories of factors that assumed to be affecting the purchasing decision of herbal cosmetic OTOP products. In this part, the respondents were asked to mark in the appropriate box that reflects their opinions the most. In the last part, 5 questions concerning demographic information of the respondents such as gender, place of birth, age, and income were asked either in multiple-choice questions or open-end questions.

After the questionnaire was developed, face validity and content validity was assessed by the group of experts. For the reliability of the questionnaire, Cronbach's alpha was calculated. As shown in Appendix B, Cronbach's alpha was equal to 0.7734.

Pilot study

The researcher conducted a pilot study in thirty undergraduate students in a university in Bangkok. This step was performed in order to test the clarity, understanding, and reliability of the developed instrument. The respondents in this step were randomly selected from one faculty, which was not selected as the sample in this study. After the pilot study was performed, ambiguous questions were corrected. Also, the questionnaire was adjusted in terms of wording, sequencing and structure.

Data collection

Data collection processes were explained below.

1. After the questionnaire was approved by the groups of experts, the official letters from faculty of pharmacy, Mahidol University were sent to the dean of each faculty in order to request for their cooperation in data collection process.
2. The researcher contacted the official in each faculty.
3. Self-administered questionnaires were distributed to the selected sample by several means, according to each faculty's policy. In some settings, questionnaires were distributed to the faculty's representative and appointment date for collecting the completed questionnaires was set after a certain period of time, however, in some universities, the researcher was asked to distributed and collected the completed questionnaires during a specified time.

Data analysis

Data coding and data entry were performed. After that, data were cleaned before the analysis process. The Statistical Package for the Social Science (SPSS) version 11.0.0 for Windows was used in data analysis process. In the analysis, descriptive statistics such as arithmetic mean, frequency, percentage and standard deviation were used to describe buyer's characteristics, opinions, prevalence of herbal cosmetic OTOP product purchasing, and other factors.

For continuous data, T-test was used to determine the differences between those who have ever purchased and those who have never purchased herbal cosmetic OTOP products. If data were not normally distributed, nonparametric statistics were used.

For categorical data, Chi-square was used to determine the differences between those who have ever purchased and those who have never purchased.

CHAPTER IV
RESULTS

Results of this study were presented in three parts, as follows;

Part 1: Descriptive information of respondents

- Response rate
- Demographic information
- Buying behavior on general products
- Perception, belief, and use of herbal products
- OTOP products and herbal cosmetic OTOP products purchasing
- Opinions regarding herbal cosmetic OTOP products

Part 2: The comparison between herbal cosmetic OTOP product buyers and non-buyers

- Differences between buyers and non-buyers in demographic information
- Differences between buyers and non-buyers in buying behavior on general products
- Differences between buyers and non-buyers in perception, belief, and use of herbal products
- Differences between buyer and non-buyers in sources of information and opinion about the next purchase of herbal cosmetic OTOP products
- Differences between buyers and non-buyers in opinions regarding herbal cosmetic OTOP products

Part 3: The comparison between those who have intention to buy herbal cosmetic OTOP products and those who have no intention to buy such products, and other related results.

Part 1: Descriptive information of respondents

1. Response rate

Of 1,700 questionnaires distributed, 1,188 completed questionnaires were returned, resulting in the response rate of 69.88%. The number of respondents and response rate, classified by academic settings are presented in table 7.

Table 7: The number of respondents and response rate, classified by academic setting

No.	University	Number of questionnaire distributed	Number of questionnaire returned	Response rate (%)
1.	**Chulalongkorn University**			
	- Faculty of Sciences	150	82	54.67%
	- Faculty of Commerce and Accountancy	145	114	78.62%
2.	**Mahidol University**			
	- Faculty of Dentistry	82	65	79.27%
	- Faculty of Public Health	113	73	64.60%
3.	**Rajabhat Chandrakasem University**			
	- Faculty of Education	150	98	65.33%
	- Faculty of Sciences	133	87	65.41%
4.	**Kasetsart University**			
	- Faculty of Humanities	120	94	78.33%
	- Faculty of Economics	135	104	77.04%
5.	**Kasem Bundit University**			
	- Faculty of Laws	80	56	70.00%
	- Faculty of Arts	70	46	65.71%

Table 7: The number of respondents and response rate, classified by academic setting (Continued)

No.	University	Number of questionnaire distributed	Number of questionnaire returned	Response rate (%)
6.	**Dhurakijpundit University**			
	- Faculty of Arts and Sciences	120	101	84.17%
	- Faculty of Communication Arts	125	87	69.60%
7.	**The University of the Thai Chamber of Commerce**			
	- Faculty of Business Administration	150	82	54.67%
	- Faculty of Accountancy	97	75	77.32%
8.	**Krik University**	30	24	80.00%
	- Faculty of Business Administration			
	Total	1,700	1,188	69.88%

According to table 7, it was found that the lowest response rate (54.67%) was found in faculty of sciences, Chulalongkorn University and faculty of business Administration, the University of the Thai chamber of commerce. On the other hand, the highest response rate (84.17%) was found in faculty of arts and sciences, Dhurakijpundit University.

2. Demographic information of the respondents

Demographic information of the respondents was summarized in frequency and percentage, as shown in table 8.

Table 8: Demographic information of the respondents

Demographic information	Frequency	Percentage
Gender (N = 1,167)		
Male	366	31.36
Female	801	68.64
Place of birth (N=1,171)		
Bangkok	540	46.11
Northern region	113	9.65
Southern region	161	13.75
Central region (excluding Bangkok)	250	21.35
Northeastern region	107	9.14
Individual income per month (N=1,162)		
Below 3,000 Baht	253	21.77
3,001-5,000 Baht	584	50.26
5,001-7,000 Baht	201	17.30
7,001-9,000 Baht	59	5.08
More than 9,000 Baht	65	5.59
Living style (N=1,172)		
Living with parents	704	60.07
Not living with parents	468	39.93
Type of university (N=1,188)		
Public	717	60.35
Private	471	39.65

According to table 8, it was found that 366 respondents (31.36%) were male while 801 (68.64%) were female. Most of the respondents (46.11%) were born in Bangkok. Approximately 21.35%, 13.75%, 9.65%, and 9.14% were from Central region, Southern region, Northern region, and Northeastern region, respectively.

About 50% of the respondents had individual income between 3,001 to 5,000 Baht per month. Percentages of the respondents who had individual income below 3,000 Baht and more than 5,000 baht are 21.77% and 27.97%, respectively. When looking at the living style, most of the respondents (60.07%) were living with their parents while 39.93% were not. With respect to type of university, approximately 60 percent of the respondents were studying in public university while about 40 % were studying in private university.

In addition, it was found that the age of the respondents ranged from 17 to 30 years old with an average of 20.33 years old and standard deviation of 1.787.

3. Buying behavior on general products

Table 9: Buying behavior on general products

Buying behavior	Frequency	Percentage
The most favorite shopping place (N=1,050)		
General store	152	14.48
Convenient store	177	16.86
Weekend market	42	4.00
Fresh market	10	0.95
Department store	664	63.24
Others	5	0.48

Table 9: Buying behavior on general products (Continued)

Buying behavior	Frequency	Percentage
The most influential source of information		
(N = 977)		
Television	496	50.77
Radio	49	5.02
Newspaper	11	1.12
Book / Magazine	101	10.34
Banner	42	4.30
Brochure / Leaflet	21	2.15
Word-of-mouth	225	23.03
Internet	22	2.25
Others	10	1.02
The first thing to consider before buying		
(N = 1,093)		
Quality	652	59.65
Price	271	24.79
Packaging	40	3.66
Brand name	60	5.49
Discount / promotion	12	1.10
Advertising	37	3.39
Others	21	1.92
Buying style (N = 1,181)		
Like to try new products	703	59.53
Do not like to try new products	478	40.47
Brand preference (N = 1,081)		
Prefer famous brand product	861	79.65
Prefer general brand product	220	20.35

According to table 9, the study revealed that most of the respondents (63.24%) indicated that the most favorite shopping place was department store. The next two favorite shopping places, indicated by the respondents were convenient stores

(16.86%) and general stores (14.48%), respectively. Approximately 51 percent of the respondents indicated that television was the most influential source of information. Word-of-mouth (23.03%) and books/magazines (10.34%) were the next two media that the respondents indicated as the most influential information source, respectively. When looking at the buying style, quality was the first thing that most of the respondents (59.65%) would consider before buying any products. In addition, price was another factor on which many respondents (24.79%) would focus. Almost 60% of the respondents indicated that they would like to try new products while 40.47% did not think so. Moreover, it was found that about 80% of the respondents considered buying famous brand name products.

Table 10: Reasons for brand preference

Reasons	Frequency	Percentage
Reasons for preferring famous brand products		
(N = 861)		
Trust in high quality of famous brand products	800	92.92
Feel proud when using famous brand products	58	6.74
Other reasons	3	0.34
Reasons for preferring general brand products		
(N = 220)		
Feel indifference in quality between famous and general brand products	122	55.45
Perceive high price of famous brand products	87	39.55
Other reasons	11	5.00

Table 10 presents reasons for brand preference of the respondents. Of 861 respondents who preferred famous brand products, 92.92% believed in high quality of famous brand products while 6.74% felt proud when using such products. On the other hand, of 220 respondents who preferred general brand name products, 55.45% thought that quality of famous brand and general brand products were the same and 39.55% thought that price of famous brand products was very high.

Table 11: Influential people (N=1,188)

Influential people[a]	Frequency	Percentage
Family / Relatives	714	60.10
Friends / Colleagues	801	67.42
Teacher	38	3.20
Couple / boyfriend / girlfriend	286	24.07
Product specialist	227	19.11
Others	5	0.42
No one except himself / herself	320	26.94

a: Can choose more than 1 answer

Table 11 presents the influential people in purchasing decision. According to table 11, when identifying the people who had influence on purchasing decision, the result indicated that friends/colleagues (67.42%) and family/relatives (60.10%) were two main groups of people who played the important role on respondents purchasing decision, respectively. In addition, it was found that about 27% of the respondents indicated that no one had an influence on their purchasing decision except themselves.

Table 12: Factors influencing purchasing decision

Factors	Degree of influence		
	High	Low	Not at all
Past experience (N= 1,185)	785 (66.25%)	386 (32.57%)	14 (1.18%)
Past satisfaction (N= 1,176)	733 (62.33%)	431 (36.65%)	12 (1.02%)
Product information (N= 1,177)	626 (53.19%)	521 (44.27%)	30 (2.54%)
Consumption of the product by family / friends / surrounding people (N= 1,185)	202 (17.05%)	929 (78.40%)	54 (4.55%)

Factors influencing purchasing decision and their degree of influence were displayed in table 12. According to table 12, more than 60% of the respondents thought that past experience and past satisfaction of using the product had high degree of influence on their purchasing decision. Only 1% of the respondents indicated that past experience and past satisfaction had no influence on their purchasing decision. Approximately 53% of the respondents thought that product information they received had high degree of influence on their purchasing decision. However, most of the respondents (78.40%) thought that consumption of the products by their family, friends or surrounding people had low degree of influence on their purchasing decision.

Table 13: Perception regarding quality of Thai-made products

Perception	Frequency	Percentage
Perceive quality of Thai-made products (N= 1,185)		
Higher quality than other products	142	11.98
Lower quality than other products	234	19.75
Same quality as other products	809	68.27

Table 13 displays the perception regarding quality of Thai-made products. According to table 13, most of the respondents (68.27%) perceived that the quality of the products made in Thailand were as same as those made in other countries. It was also found that about 20% of the respondents believed that Thai-made products had lower quality than other products.

4. Perception, belief, and use of herbal products

Table 14: Perception, belief, and use of herbal products

Information	Frequency	Percentage
Frequency of using herbal products (N= 1,187)		
Always	139	11.71
Sometimes	909	76.58
Never	139	11.71
Belief in benefits of herbal products (N= 1,183)		
Great benefits	466	39.39
Little benefits	694	58.67
No benefit at all	23	1.94
Perception about attractiveness of herbal cosmetic (N= 1,187)		
More attractive than general cosmetic	305	25.70
Less attractive than general cosmetic	200	16.85
No difference than general cosmetic	682	57.45

Information regarding herbal products was shown in table 14. According to table 14, most of the respondents (76.58%) sometimes used herbal products, while 11.71% of the respondents had never used any herbal products. About 60% of the respondents believed that herbal products provided little benefits to their health while approximately 40% believed that those products provided great benefits. Approximately 57% of the respondents perceived that in general herbal cosmetics were as attractive as general cosmetics while 25.70% perceived that herbal cosmetics were more attractive than general cosmetics.

5. OTOP products and herbal cosmetic OTOP products purchasing

Table 15: Prevalence of OTOP products and herbal cosmetic OTOP products purchasing

Products	Frequency	Percentage
OTOP product (N= 1,188)		
Have ever purchased	563	47.39
Have never purchased	625	52.61
Herbal cosmetic OTOP product (N= 1,188)		
Have ever purchased	332	27.95
Have never purchased	856	72.05

Prevalence of OTOP products and herbal cosmetic OTOP products purchasing were displayed in table 15. According to table 15, 563 (47.39%) had ever purchased OTOP products. Of those 563 who indicated that they had ever purchased OTOP products, 332 (58.97%) had ever purchased herbal cosmetic OTOP products. The prevalence of herbal cosmetic OTOP products purchasing among the respondents was, therefore, 27.95%.

Among those who have ever purchased herbal cosmetic OTOP products, types of herbal cosmetic OTOP products purchased were shown in table 16.

Table 16: Types of herbal cosmetic OTOP products purchased by the respondents

Types of herbal cosmetic OTOP products[a]	Frequency	Percentage
Soap / Shower cream	176	26.00
Shampoo / Hair conditioner	155	22.90
Cleansing gel / Facial gel	44	6.50
Lotion / Cream	51	7.53
Scrubbing agent (face / body)	146	21.57
Face masking agent	50	7.39
Toothpaste	52	7.68
Others	3	0.43

a: Can choose more than 1 answer

According to table 16, soap/shower cream, shampoo/conditioner and scrubbing agent were the top three herbal cosmetic OTOP products purchased by the respondents. About 26.00%, 22.90% and 21.57% of the products purchased by the respondents were soap/shower cream, shampoo/conditioner, and scrubbing agent, respectively.

Table 17: The number of purchased items and purchasing expense per month

Topics	No. of respondents	Min.	Max.	Mean	SD
The number of purchased items (item per month)	126	1	10	1.88	1.406
Purchasing expense (Baht per month)	121	20	2000	313.38	361.854

The number of purchased items and purchasing expense per month were shown in table 17. According to table 17, the number of herbal cosmetic OTOP products the respondents purchased ranged from 1 to 10 items per month. The average number of purchased per month was 1.88 items. When looking at the purchasing expense, it was found that purchasing expense on herbal cosmetic OTOP products ranged from 20 to 2,000 Baht per month with an average of 313.38 Baht.

Table 18: Sources of information for herbal cosmetic OTOP Products (N = 1,012)

Sources of information	Frequency	Percentage
Television	407	40.22
Radio	53	5.24
Newspaper	37	3.66
Book / magazine	82	8.10
Banner	70	6.92
Brochure / Leaflet	86	8.50
Word-of-mouth	190	18.77
Internet	30	2.96
Others	57	5.63

Sources of information for herbal cosmetic OTOP products were displayed in table 18. The result revealed that approximately 40% of the respondents indicated that television was their important source of information for herbal cosmetic OTOP products. About 18%, 8.50%, and 8.10% of the respondents answered that they mostly received information about herbal cosmetic OTOP products by word-of-mouth, brochure/leaflet, and book/magazine, respectively.

Table 19: Opinion about the next purchase of herbal cosmetic OTOP Products

Topics	Frequency	Percentage
Will you purchase herbal cosmetic OTOP products in the future?		
Will purchase	841	71.51
Will not purchase	335	28.49

Table 19 shows opinions about the next purchase of herbal cosmetic OTOP products. When asking the respondents whether they will purchase herbal cosmetic OTOP products in the future or not, the study showed that 71.51% of the respondents would purchase while 28.49% would not purchase such products in the future.

Table 20: Opinions and information regarding herbal cosmetic OTOP products purchasing

Opinion / Information	Frequency	Percentage
Past satisfaction (N= 329)		
Satisfied with every products	156	47.42
Satisfied with some products	158	48.02
Not satisfied with any product	15	4.56
The most frequent purchasing place (N= 288)		
General store	66	22.92
OTOP exhibition	107	37.15
Supermarket	29	10.07
Drug store	15	5.21
Department store	57	19.79
Convenient store	6	2.08
Others	8	2.78
Frequency of purchasing (N= 331)		
Always	127	37.37
Sometimes	130	39.27
Rarely	74	22.36

Opinions and information regarding herbal cosmetic OTOP products purchasing were presented in table 20. According to table 20, of the 332 respondents who had ever purchased herbal cosmetic OTOP products, 47.42% were satisfied with every product they purchased. About 48.02% were satisfied with some products while 4.56% were not satisfied with any products. In addition, it was found that OTOP exhibition (37.15%) was the most frequent place where the respondents purchased herbal cosmetic OTOP products. General stores (22.92%) and department stores (19.79%) were the next two frequent places, where the respondents purchased the products. When looking at the frequency of purchasing, approximately 39% of the respondents indicated that they sometimes purchased herbal cosmetic OTOP products while 22.36% rarely purchased.

Table 21: Types of herbal cosmetic OTOP products that buyers were satisfied with (N = 99)

Types of herbal cosmetic OTOP products[a]	Frequency	Percentage
Soap / Shower cream	39	39.40
Shampoo / Hair conditioner	24	24.24
Cleansing gel / Facial gel	2	2.02
Lotion / Cream	1	1.01
Scrubbing agent (face / body)	26	26.26
Face masking agents	2	2.02
Toothpaste	4	4.04
Others	1	1.01

a: Can choose more than 1 answer

Table 21 displays types of herbal cosmetic OTOP products that the buyer indicated that they were satisfied with. According to table 21, soap/shower cream (39.40%), scrubbing agents (26.26%), and shampoo/conditioner (24.24%) were the top three herbal cosmetic OTOP products that the buyers indicated they were satisfied with.

6. Opinions regarding herbal cosmetic OTOP product

Table 22: Opinions regarding herbal cosmetic OTOP product

No	Topics	Opinion			Total
		Agree	Disagree	Not sure / Not Know	
1	The quality is high.	530 (44.69%)	78 (6.58%)	578 (48.73%)	1186 (100.00%)
2	The appearance, packaging and color are attractive.	432 (36.52%)	309 (26.12%)	442 (37.36%)	1183 (100.00%)
3	The products have good reputation.	425 (35.99%)	194 (16.42%)	562 (47.59%)	1181 (100.00%)
4	The products provide good benefits to health.	743 (62.91%)	81 (6.86%)	357 (30.23%)	1181 (100.00%)
5	The price is lower than general cosmetics.	705 (59.54%)	145 (12.25%)	334 (28.21%)	1184 (100.00%)
6	The products have reasonable price comparing to their quality.	595 (50.47%)	127 (10.77%)	457 (38.76%)	1179 (100.00%)
7	The products can be easily bought.	387 (32.80%)	383 (32.46%)	410 (34.74%)	1180 (100.00%)
8	The distribution channels and selling places are sufficient.	226 (19.09%)	510 (43.07%)	448 (37.84%)	1184 (100.00%)
9	The advertising campaign and promotion from the government are adequate and appropriate.	480 (40.61%)	362 (30.63%)	340 (28.76%)	1182 (100.00%)

Table 22: Opinions regarding herbal cosmetic OTOP product (Continued)

No	Topics	Opinion			Total
		Agree	Disagree	Not sure / Not Know	
10	Price discounting is an attractive promotion.	714 (60.35%)	211 (17.84%)	258 (21.81%)	1183 (100.00%)
11	The advertising through various medias are sufficient.	327 (27.59%)	517 (43.63%)	341 (28.78%)	1185 (100.00%)

Opinions regarding herbal cosmetic OTOP products were described in table 22. According to table 22, 48.73% of the respondents were not sure or did not know about the quality of herbal cosmetic OTOP products while 44.69% thought that the quality was high. When looking at the appearance, packaging and color of the products, about 37% of the respondent thought that the appearance, packaging and color of the herbal cosmetic OTOP products were attractive while 26.12% did not think so. Approximately 36% of the respondents thought that herbal cosmetic OTOP products had good reputation while 47.59% had no idea about this point. Most of the respondents (62.91%) thought that herbal cosmetic OTOP products provided good benefits to their health while 81 respondents (6.86%) did not think so. When looking at the price of such products, most of the respondents (59.54%) thought that the price of herbal cosmetic products was lower than general cosmetics. However, only 50.47% thought that the price was reasonable when comparing to quality. Almost half of the respondents (43.07%) thought that there were not enough distribution channels and selling places available while some of the respondents (32.80%) thought that the products can be bought easily. Most of the respondents (60.35%) thought that price discounting was an attractive promotion for encouraging sales while only 18% did not think so. Less than half (40%) of the respondents thought the advertising campaign and promotion from the government were adequate and appropriate. In addition, many of them (43.63%) thought that there was not enough advertising about herbal cosmetic OTOP products through various media.

Part 2: The comparison between herbal cosmetic OTOP products buyers and non-buyers

1. Differences between buyers and non-buyers in demographic information

Table 23: Demographic information classified by buying experience

Demographic data	**Number of respondent (%)**		**p-value**[a]
	Have ever purchased	**Have never purchased**	
Gender (N = 1,167)			
Male	83 (25.23%)	283 (33.77%)	0.005*
Female	246 (74.77%)	555 (66.23%)	
Place of birth (N = 1,171)			
Bangkok	109 (33.23%)	431 (51.13%)	<0.001*
Northern region	35 (10.67%)	78 (9.25%)	
Southern region	73 (22.26%)	88 (10.44%)	
Central region	74 (22.56%)	176 (20.88%)	
Northeastern region	37 (11.28%)	70 (8.30%)	
Individual income per month (N = 1,162)			
Below 3,000 Baht	68 (20.99%)	185 (20.08%)	0.514
3,001 – 5,000 Baht	157 (48.46%)	427 (50.95%)	
5,001 – 7,000 Baht	63 (19.44%)	138 (16.47%)	
7,001 – 9,000 Baht	14 (4.32%)	45 (5.37%)	
More than 9,000 Baht	22 (6.79%)	43 (5.13%)	
Living style (N = 1,172)			
Living with parents	170 (51.67%)	534 (63.35%)	<0.001*
Not living with parents	159 (48.33%)	309 (36.65%)	

Table 23: Demographic information classified by buying experience (Continued)

Demographic data	Number of respondent (%)		p-value[a]
	Have ever purchased	Have never purchased	
Types of university (N = 1,188)			
Public university	131 (39.46%)	586 (68.46%)	<0.001*
Private university	201 (60.54%)	270 (31.54%)	

a: Chi – square test, * Significant difference

Table 23 displays the demographic information of the respondents, classified by buying experience. According to table 23, no significant difference in individual income per month was found.

On the contrary, the result shows that there were significant differences in gender, places of birth, living style, and types of university between buyers and non-buyers. It was found that percentage of male who had ever purchased herbal cosmetic OTOP products and those who had never purchased were 25.23% and 33.77%, respectively. On the other hand, the number of female respondents who had ever purchased herbal cosmetic OTOP products and had never purchased the products were 74.77% and 66.23%, respectively. For places of birth, the finding revealed that about half of those who had never purchased herbal cosmetic OTOP products (51.13%) were born in Bangkok. On the other hand, only 33.23% of those who had ever purchased herbal cosmetic OTOP products were born in Bangkok. The results also revealed that those who had ever purchased the products were more likely to born in other regions outside Bangkok. When looking at the living style, it was found that non-buyers were more likely to live with their parents. About 52% of the respondents who had ever purchased the products were living with their parents. On the other hand, 63.35% of those who had never purchased such products were living with their parents. For types of university, it was found that buyers were more likely to study in private university. According to table 23, 60.54% of the respondents who had ever purchased the products were studying in private universities.

Table 24: Age of the respondents classified by buying experience

Characteristics	N	Age (Year)		p-value[a]
		Mean	S.D.	
Buyers	319	20.62	1.655	<0.001*
Non-buyer	841	20.22	1.824	

a: Mann-Whitney U test, * Significant difference

According to table 24, Mann-Whitney U test was used to analyze the difference in age between two groups of the respondents. The study showed that there was significant difference between buyers and non-buyers in age. It was found that the average age of the respondents who had ever purchased herbal cosmetic OTOP products was a bit higher than the respondents who had never purchased before.

2. Differences between buyers and non-buyers in buying behavior on general products

Table 25: Buying behavior classified by buying experience

Buying behavior	Number of respondent (%)		p-value[a]
	Have ever purchased	Have never purchased	
The most favorite shopping place (N= 1,050)			
General store	40 (13.79%)	112 (14.74%)	0.952
Convenient store	45 (15.52%)	132 (17.37%)	
Weekend market	13 (4.48%)	29 (3.82%)	
Fresh market	3 (1.03%)	7 (0.92%)	
Department store	188 (64.83%)	476 (62.63%)	
Others	1 (0.35%)	4 (0.52%)	

Table 25: Buying behavior classified by buying experience (Continued)

Buying behavior	Number of respondent (%)		p-value[b]
	Have ever purchased	Have never purchased	
The most influential source of information (N= 977)			
Television	135 (50.56%)	361 (50.85%)	0.434
Radio	8 (3.00%)	41 (5.78%)	
Newspaper	6 (2.25%)	5 (0.70%)	
Book / Magazine	26 (9.74%)	75 (10.56%)	
Banner	12 (4.49%)	30 (4.23%)	
Brochure / Leaflet	6 (2.25%)	15 (2.11%)	
Word-of-mouth	66 (24.72%)	159 (22.39%)	
Internet	5 (1.87%)	17 (2.39%)	
Others	3 (1.12%)	7 (0.99%)	
The first thing to consider before buying (N= 1,093)			
Quality	200 (66.23%)	452 (57.14%)	0.005*
Price	77 (25.50%)	194 (24.53%)	
Packaging	4 (1.32%)	36 (4.55%)	
Brand name	11 (3.64%)	49 (6.19%)	
Discount / promotion	1 (0.33%)	11 (1.39%)	
Advertising	5 (1.66%)	32 (4.05%)	
Others	4 (1.32%)	17 (2.15%)	
Buying style (N= 1,181)			
Like to try new products	220 (66.87%)	483 (56.69%)	0.001*
Do not like to try new products	109 (33.13%)	369 (43.31%)	
Brand preference (N= 1,081)			
Prefer famous brand product	245 (82.21%)	616 (78.67%)	0.196
Prefer general brand product	53 (17.79%)	167 (21.33%)	

a: Chi – square test, * Significant difference

Table 25 presents the comparison between those who had ever purchased herbal cosmetic OTOP products and those who had never purchased such products in their buying behavior. According to table 25, significant difference in buying style between those who had ever purchased herbal cosmetic OTOP products and those who had never purchased was found. The result showed that those who have ever purchased the products were more likely to be those who liked to try new products. About 67% of the buyers indicated that they liked to try new products while only 56.69% of the non-buyers indicated that they liked to try new products. When asking about the first thing to consider before buying, buyers were more likely than non-buyers to concern with high quality and price. On the other hand, non-buyers were more likely to concern with packaging, brochure, discount and advertising.

No other significant difference in buying behavior was found. The results showed that the most favorite shopping places in the respondents who had ever purchased and had never purchase the products were department store. In addition, the next two favorite shopping places among those who had ever purchased herbal cosmetic OTOP products and those who had never purchased such products were convenient stores, and general stores, respectively. About half of the respondents who had ever purchased and had never purchase herbal cosmetic OTOP products indicated that television was the most influential source of information, followed by word-of-mouth, and books/magazines, respectively. For brand preference, it was found that about 82% of the respondents who had ever purchased and 79% of those who had never purchased the products preferred famous brand products. On the other hand, approximately 18%-21% in both groups of the respondents, buyers and non-buyers preferred general brand products.

Table 26: Reasons for brand preference classified by buying experience

Reasons	Number of respondent (%)		p-value[a]
	Have ever purchased	Have never purchased	
Reasons for preferring famous brand products (N = 861)			
Trust in high quality of famous brand products	229 (93.47%)	571 (92.70%)	0.888
Feel proud when using famous brand products	15 (6.12%)	43 (6.98%)	
Other reasons	1 (0.41%)	2 (0.32%)	
Reasons for preferring general brand products (N = 220)			
Feel indifference in quality between famous and general brand	34 (64.15%)	88 (52.69%)	0.278
Perceive high price of famous brand products	16 (30.19%)	71 (42.51%)	
Other reasons	3 (5.66%)	8 (4.79%)	

a: Chi – square test

When asking about reasons why they preferred famous brand products or general brand products, no significant difference between two groups of the respondents, buyers and non-buyers, was found. For those who had ever purchased herbal cosmetic OTOP products, 93.47% of them considered purchasing famous brand products because they trusted in high quality while 6.12% replied that they felt proud when using famous brand products. Among those who had never purchased herbal cosmetic OTOP products, 92.69% preferred famous brand products because they trusted in quality of such products and 6.98% preferred famous brand because they felt proud when using such products.

When asking the group of respondents who preferred general brand, 64.15% of the respondents who had ever purchased herbal cosmetic OTOP products indicated that they felt indifference in quality between famous brand and general brand while

30.19% replied that the price of famous brand name products were expensive. Among those who had never purchased herbal cosmetic OTOP products, 52.69% thought that the quality of famous brand products was as same as general brand products and 42.51% thought that the price of famous brand products was very high.

Table 27: Influential people classified by buying experience (N = 1,188)

Influential people[a]	**Number of respondent (%)**		**p-value**[b]
	Have ever purchased	**Have never purchased**	
Family / Relatives	199 (59.94%)	515 (60.16%)	0.944
Friends / Colleagues	227 (68.37%)	574 (67.06%)	0.664
Teacher	8 (2.41%)	30 (3.50%)	0.336
Couple/ boyfriend / girlfriend	91 (27.41%)	195 (22.78%)	0.094
Product specialist	81 (24.40%)	146 (17.06%)	0.004*
Others	3 (0.90%)	2 (0.23%)	0.109
No one except himself / herself only	95 (28.61%)	225 (26.29%)	0.417

a: Can choose more than 1 answer, b: Chi – square test, * Significant difference

Table 27 presents the influential people in purchasing decision classified by buying experience. The results showed no significant difference between those who had ever purchased herbal cosmetic OTOP products and those who had never purchased the products in influential people except product specialist. It was found that friends and colleagues played the important role in purchasing decision in both groups of the respondents, buyer and non-buyer. It was found that about 68.37% and 67.06% of the buyers and non-buyers indicated that friends and colleagues were those who have influence on their purchasing decision, respectively. In addition, it was found that about 60% of the buyers and non-buyers indicated that family and relatives were those who have influence on their purchasing decision. About 26.29%-28.61% of the respondents indicated that they made their own decision without influence from others. For product specialist, the result found that 24.40% of the buyers indicated that product specialist was those who have influence on their purchasing decision while only 17.06% of the non-buyers indicated so.

Table 28: Factors influencing purchasing decision classified by buying experience

Factors	Number of respondent (%)		p-value[a]
	Have ever purchased	**Have never purchased**	
Past experience (N = 1,185)			
High	217 (65.56%)	568 (66.51%)	0.796
Low	111 (33.53%)	275 (32.20%)	
Not at all	3 (0.91%)	11 (1.29%)	
Past satisfaction (N = 1,176)			
High	203 (61.70%)	530 (62.57%)	0.630
Low	124 (37.69%)	307 (36.25%)	
Not at all	2 (0.61%)	10 (1.18%)	
Product information (N =1,177)			
High	187 (56.67%)	439 (51.83%)	0.311
Low	136 (41.21%)	385 (45.45%)	
Not at all	7 (2.12%)	23 (2.72%)	
Consumption of the product by family / friends / surrounding people (N = 1,185)			
High	53 (16.01%)	149 (17.45%)	0.654
Low	265 (80.06%)	664 (77.75%)	
Not at all	13 (3.93%)	41 (4.80%)	

a: Chi – square test

Table 28 presents the comparison between two groups of the respondents, buyers and non-buyers. According to table 28, no significant difference in factors influencing purchasing decision was found. The results indicated that past experience had high degree of influence on purchasing decision in both groups. About 65.56% and 66.51% of those who had ever purchased herbal cosmetic OTOP products and had never purchased the products indicated that past experience had high degree of influence on their purchasing decision, respectively. When looking at the past satisfaction, similar result was found. Most of the respondents in both groups, buyers and non-buyers, indicated that past satisfaction of using the product had high degree of influence on their purchasing decision. About 61.70% and 62.57% of those who had ever purchased herbal cosmetic OTOP products and had never purchased the products indicated that past satisfaction had high degree of influence on their purchasing decision, respectively.

When looking at product information, about 51.83%-56.67% of the respondents in both groups thought that information about the product had high degree of influence on their purchasing decision. On the other hand, about 41.21%-45.45% of the respondents in both groups indicated that information about the products had low degree of influence on their purchasing decision. Only few percents of the respondents in both groups indicated that product information had no influence on their purchasing decision at all.

Moreover, 80.06% and 77.75% of those who had ever purchased herbal cosmetic OTOP products and had never purchased the products indicated that consumption of the product by family/friends or surrounding people had low degree of influence on their purchasing decision, respectively.

Table 29: Perception regarding quality of Thai-made products classified by buying experience

Perception	**Number of respondent (%)**		**p-value[a]**
	Have ever purchased	**Have never purchased**	
Perceive quality of Thai-made products (N= 1,185)			
Higher quality than other products	31 (9.37%)	111 (13.00%)	0.004*
Lower quality than other products	50 (15.10%)	184 (21.54%)	
Same quality as other products	250 (75.53%)	559 (65.46%)	

a: Chi – square test, * Significant difference

Perception regarding quality of Thai-made products classified by buying experience was presented in table 29**.** According to table 29, there was significant difference in perception regarding quality of Thai-made products in both groups. It was found that about 76% of the buyers perceived that the quality of Thai-made products was as same as the products made in foreign countries, while only 65% of the non-buyers thought so. Among the respondents who had ever purchased herbal cosmetic OTOP products, 15.11% perceived that the quality of the products made in Thailand had lower quality as compared to 21.54% in non-buyers group.

3. Differences between buyers and non-buyers in perception, belief, and use of herbal products

Table 30: Perception, belief, and use of herbal product classified by buying experience

Information	Number of respondent (%)		p-value[a]
	Have ever purchased	Have never purchased	
Frequency of using herbal products (N= 1,187)			
Always	51 (15.41%)	88 (10.28%)	<0.001*
Sometimes	267 (80.66%)	642 (75.00%)	
Never	13 (3.93%)	126 (14.72%)	
Belief in benefits of herbal products (N= 1,183)			
Great benefits	157 (47.58%)	309 (36.23%)	<0.001*
Little benefits	171 (51.82%)	523 (61.31%)	
No benefit at all	2 (0.60%)	21 (2.46%)	
Perception about attractiveness of herbal cosmetics (N= 1,187)			
More attractive than general cosmetics	119 (35.95%)	186 (21.73%)	<0.001*
Less attractive than general cosmetic	32 (9.67%)	168 (19.63%)	
No difference from general cosmetic	180 (54.38%)	502 (58.64%)	

a: Chi – square test, * Significant difference

Comparison between those who had ever purchased herbal cosmetic OTOP products and who had never purchased such products classified by buying experience was described in table 30. According to table 30, there were significant differences between frequency of using herbal products, belief in benefits of herbal products and perception about attractiveness of herbal cosmetic between two groups of the respondents, buyer and non-buyer.

It was found that the respondents who had ever purchased herbal cosmetic OTOP products frequently used herbal products. About 15.41% of the respondents who had ever purchased herbal cosmetic OTOP product and 10.28% of those who had never purchased the products indicated that they always used herbal products. When looking at belief in benefits of herbal products, it was found that 47.58% and 36.23% of the respondents in buyer group and non-buyer group believed that herbal products provided great benefit to their health, respectively.

When looking at the perception of herbal cosmetics, 35.95%, and 9.67% of the respondents in buyer group perceived that herbal cosmetics were more attractive, and less attractive than general cosmetics, respectively. For those who had never purchased the products, 21.73%, and 19.63% of the respondents perceived that herbal cosmetics were more attractive, and less attractive than general cosmetics, respectively.

4. Differences between buyer and non-buyers in sources of information and opinion about the next purchase of herbal cosmetic OTOP products

Table 31: Sources of information for herbal cosmetic OTOP classified by buying experience (N= 1,012)

Sources of information	Number of respondent (%)		p-value[b]
	Have ever purchased	Have never purchased	
Television	75 (28.85%)	332 (44.15%)	<0.001*
Radio	11 (4.23%)	42 (5.59%)	
Newspaper	4 (1.54%)	33 (4.39%)	
Book / magazine	17 (6.54%)	65 (8.64%)	
Banner	14 (5.38%)	56 (7.45%)	
Brochure / Leaflet	36 (13.85%)	50 (6.65%)	
Word-of-mouth	87 (33.46%)	103 (13.70%)	
Internet	7 (2.69%)	23 (3.05%)	
Others	9 (3.46%)	48 (6.38%)	

a: Chi – square test, * Significant difference

Sources of information for herbal cosmetic OTOP products classified by buying experience were shown in table 31. According to table 31, there was significant difference in sources of information for herbal cosmetic products. Among the respondents who had ever purchased herbal cosmetic OTOP product, word-of-mouth (33.46%), television (28.85%), and brochure/leaflet (13.85%) were found to be the first three most frequent sources of information about herbal cosmetic OTOP products cited by this group of the respondents. Among the respondents who had never purchased herbal cosmetic OTOP product, television (44.15%), word-of-mouth (13.70%), and book/magazine (8.64%) were found to be the first three most frequent sources of information indicated by this group of respondents.

Table 32: Opinion about the next purchase of herbal cosmetic OTOP, classified by buying experience

Topics	Number of respondent (%)		p-value[a]
	Have ever purchased	Have never purchased	
Will you purchase herbal cosmetic OTOP products in the future? (N=1,176)			
Will purchase	298 (90.30%)	543 (64.18%)	<0.001*
Will not purchase	32 (9.70%)	303 (35.82%)	

a: Chi – square test, * Significant difference

Table 32 shows opinions about the next purchase of herbal cosmetic OTOP products. When asking the respondents whether they will purchase herbal cosmetic OTOP in the future or not, the study showed that 90.30% of the respondents who had ever purchased the products before indicated that they would purchase the products again in the future. On the other hand, only 9.70% indicated that they would not purchase such products in the future. Among those who had never purchased herbal cosmetic OTOP products before, 64.18% would purchase herbal cosmetic OTOP products, while 35.82% would not.

5. Differences between buyers and non-buyers in opinions regarding herbal cosmetic OTOP products

Table 33: Opinions regarding herbal cosmetic OTOP product classified by buying experience

Topics	Number of respondent (%) Have ever purchased	Have never purchased	p-value[a]
The quality is high. (N= 1,186)			
Agree	237 (71.39%)	293 (34.31%)	<0.001*
Disagree	15 (4.51%)	63 (7.38%)	
Not sure / Not know	80 (24.10%)	498 (58.31%)	
The appearance, packaging and color are attractive. (N= 1,183)			
Agree	164 (49.55%)	268 (31.46%)	<0.001*
Disagree	102 (30.82%)	207 (24.29%)	
Not sure / Not know	65 (19.64%)	377 (44.25%)	
The products have good reputation. (N= 1,181)			
Agree	167 (50.76%)	258 (30.28%)	<0.001*
Disagree	55 (16.72%)	139 (16.32%)	
Not sure / Not know	107 (32.52%)	455 (53.40%)	
The products provide good benefits to health. (N= 1,181)			
Agree	257 (78.12%)	486 (57.04%)	<0.001*
Disagree	17 (5.17%)	64 (7.51%)	
Not sure / Not know	55 (16.72%)	302 (35.45%)	

Table 33: Opinions regarding herbal cosmetic OTOP product classified by buying experience (Continued)

Topics	Number of respondent (%)		p-value[a]
	Have ever purchased	Have never purchased	
The price is lower than general cosmetics. (N= 1,184)			
Agree	227 (68.58%)	478 (56.04%)	<0.001*
Disagree	41 (12.39%)	104 (12.19%)	
Not sure / Not know	63 (19.03%)	271 (31.77%)	
The products have reasonable price comparing to their quality. (N= 1,179)			
Agree	210 (64.22%)	385 (45.19%)	<0.001*
Disagree	32 (9.79%)	95 (11.15%)	
Not sure / Not know	85 (25.99%)	372 (43.66%)	
The products can be easily bought. (N= 1,180)			
Agree	146 (44.38%)	241 (28.32%)	<0.001*
Disagree	111 (33.74%)	272 (31.96%)	
Not sure / Not know	72 (21.88%)	338 (39.72%)	
The distribution channels and selling places are sufficient. (N= 1,184)			
Agree	98 (29.61%)	128 (15.01%)	<0.001*
Disagree	143 (43.20%)	367 (43.02%)	
Not sure / Not know	90 (27.19%)	358 (41.97%)	

Table 33: Opinions regarding herbal cosmetic OTOP product classified by buying experience (Continued)

Topics	Number of respondent (%)		p-value[b]
	Have ever purchased	Have never purchased	
The advertising campaign and promotion from the government are adequate and appropriate. (N= 1,182)			
Agree	164 (49.70%)	316 (37.09%)	<0.001*
Disagree	84 (25.45%)	278 (32.63%)	
Not sure / Not know	82 (24.85%)	258 (30.28%)	
Price discounting is an attractive promotion. (N= 1,183)			
Agree	228 (68.88%)	486 (57.04%)	0.001*
Disagree	47 (14.20%)	164 (19.25%)	
Not sure / Not know	56 (16.92%)	202 (23.71%)	
The advertising through various medias are sufficient. (N= 1,185)			
Agree	119 (35.95%)	208 (24.35%)	<0.001*
Disagree	137 (41.39%)	380 (44.50%)	
Not sure / Not know	75 (22.66%)	266 (31.15%)	

a: Chi – square test, * Significant difference

Table 33 describs the difference in opinions regarding herbal cosmetic OTOP products between those who had ever purchased herbal cosmetic OTOP products and those who had never purchased the products. According to table 33, opinion about product, price, place and promotion regarding herbal cosmetic OTOP products were analyzed and compared between buyers and non-buyers using Chi-square statistics.

The results revealed that most of the respondents (71.39%) who had ever purchased herbal cosmetic OTOP products agreed that the quality was high. On the other hand, 34.31%, and 58.31% of those who had never purchased before disagreed and were not sure or had no idea about the quality, respectively.

Almost 50% of the respondents who had ever purchased herbal cosmetic OTOP products agreed that the appearance, packaging and color were attractive while 30.82% did not agree. On the contrary, 24.29%, and 44.25% of those who had never purchased the product before disagreed, and were not sure or had no idea about this point, respectively.

More than half (50.76%) of the respondents who had ever purchased herbal cosmetic OTOP products agreed that the products had good reputation, while 16.72% disagreed and 32.52% were not sure or did not know. On the other hand, about 30.28% of those who had never purchased before agreed about this point, 16.32% disagreed and 53.40% were not sure or did not know.

Approximately 78% of the respondents who had ever purchased herbal cosmetic OTOP products agreed that the products provided good benefits to their health while only 5.17% disagreed. On the other hand, 57.04% of those who had never purchased herbal cosmetic OTOP products agreed with this point while about 7.51% disagreed.

For the respondents who had ever purchased herbal cosmetic OTOP products, 68.58% agreed that price of the products was lower than general cosmetics while only 12.39% disagreed. Among those who had never purchased herbal cosmetic OTOP products, 56.04% agreed that the price of the products was lower than general products while only 12.19% disagreed.

About 64% of the respondents who had ever purchased herbal cosmetic OTOP products agreed that the products have reasonable price as compared to the quality while only 9.79% disagreed. Among those who had never purchased herbal cosmetic OTOP products, 45.19% agreed that the products have reasonable price as compared to the quality while only 11.15% disagreed and 43.27% had no idea about this issue.

Among those who had ever purchased herbal cosmetic OTOP products, 43.20% disagreed that the distribution channels and selling places were sufficient while 29.61% agreed with this point. Among those who had never purchased before, only 15.01% agreed that the distribution channels and selling places were adequate while about 48% of the respondents disagreed. Similarly, most of the respondents who had ever purchased herbal cosmetic OTOP products agreed that the products could be bought easily while most of those who had never purchased herbal cosmetic OTOP products did not sure about this issue.

Almost half of the respondents (49.70%) who had ever purchased herbal cosmetic OTOP products agreed that the advertising campaign and promotion from the government were adequate and appropriate while 25.45% disagreed. Among those who had never purchased before, 37.09% agreed while 32.63% disagreed with this point.

It was found that most of the buyers (68.88%) and non-buyers (57.04%) agreed that price discounting was an attractive promotion. On the other hand, 14.20% and 19.25% of the buyer and non-buyers disagreed that price discounting was an attractive promotion, respectively.

About 41% of the respondents who had ever purchased herbal cosmetic OTOP products disagreed that advertising through various media were sufficient while 35.95% agreed. Among those who had never purchased before, 44.50% disagreed while only 24.35% agreed with this point.

Part 3: The comparison between those who have intention to buy herbal cosmetic OTOP products (intenders) and those who have no intention to buy such products (non-intender), and other related results.

1. The comparison between intenders and non-intenders

Table 34 presents the comparison between those who have intention to buy herbal cosmetic OTOP products and those who have no intention to buy such products in the factors influencing purchasing decision.

Table 34: Factors influencing purchasing decision classified by intention to buy herbal cosmetic OTOP products

Topics	Number of respondent (%)		p-value[a]
	Intenders	Non-intenders	
Past experience (N = 1,173)			
High	552 (65.87%)	223 (66.57%)	0.953
Low	277 (33.06%)	108 (32.24%)	
Not at all	9 (1.07%)	4 (1.19%)	
Past satisfaction (N = 1,164)			
High	502 (60.19%)	222 (67.27%)	0.080
Low	323 (38.73%)	105 (31.82%)	
Not at all	9 (1.08%)	3 (0.91%)	
Product information (N =1,167)			
High	458 (54.79%)	164 (49.55%)	0.225
Low	360 (43.06%)	157 (47.43%)	
Not at all	18 (2.15%)	10 (3.02%)	

a: Chi-square test

According to table 34, no significant difference between intenders and non-intenders in factors influencing purchasing decision was found. The study showed that most of the respondents in both groups (65.87% and 66.57%) indicated that past experience of using the products had high degree of influence on their purchasing decisions.

Similar to past experience, most of the respondents in both groups (60.19% and 67.27%) indicated that past satisfaction of using the products had high degree of influence on their purchasing decisions. In addition, a majority of the respondents in both groups (54.79% and 49.55%) indicated that product information had high degree of influence on their purchasing.

Belief in benefit of herbal products classified by intention to buy herbal cosmetic OTOP products was described in table 35.

Table 35: Belief classified by intention to buy herbal cosmetic OTOP products

Topics	Number of respondent (%)		p-value[a]
	Intender	Non-intender	
Belief in benefits of herbal products (N= 1,171)			
Great benefits	374 (44.68%)	88 (26.35%)	<0.001*
Little benefits	450 (53.76%)	236 (70.66%)	
No benefit at all	13 (1.56%)	10 (2.99%)	

a: Chi-square test, * Significant difference

According to table 35, there was significant difference between intenders and non-intenders in belief in benefits of herbal products. About 45% of the intenders believed that herbal products provided great benefits while 26.35% of the other group believed so.

Buying behavior classified by intention to buy herbal cosmetic OTOP products was shown in table 36. According to table 36, significant difference between those who had intention to buy herbal cosmetic OTOP products and those who had no intention to buy such products in the most favorite shopping place was found. The results showed that the most favorite shopping place in the intender group was department store (64.56%), convenient stores (14.69%), and general stores (14.55%), respectively. On the other hand, non-intender group indicated that department store was the most favorite shopping place (59.26%) followed by convenient stores (22.56%), and general stores (14.48%), respectively.

No significant difference between those who had intention to buy herbal cosmetic OTOP products and those who had no intention to buy such products in the most influential information source was found. In both groups of respondents, television was the most influential source of information, followed by word-of-mouth, and books/magazines, respectively.

Table 36: Buying behavior classified by intention to buy herbal cosmetic OTOP products

Topics	Number of respondent (%)		p-value[a]
	Intender	Non-intender	
The most favorite shopping place (N= 1,039)			
General store	108 (14.55%)	43 (14.48%)	0.031*
Convenient store	109 (14.69%)	67 (22.56%)	
Weekend market	35 (4.72%)	7 (2.36%)	
Fresh market	8 (1.08%)	2 (0.67%)	
Department store	479 (64.56%)	176 (59.26%)	
Others	3 (0.40%)	2 (0.67%)	
The most influential source of information (N= 968)			
Television	347 (50.44%)	144 (51.43%)	0.765
Radio	34 (4.94%)	15 (5.36%)	
Newspaper	8 (1.16%)	3 (1.07%)	
Book / Magazine	71 (10.32%)	30 (10.71%)	
Banner	30 (4.36%)	12 (4.29%)	
Brochure / Leaflet	19 (2.76%)	2 (0.71%)	
Word-of-mouth	160 (23.26%)	63 (22.50%)	
Internet	14 (2.03%)	8 (2.86%)	
Others	5 (0.73%)	3 (1.07%)	

a: Chi-square test, * Significant difference

Sources of information for herbal cosmetic OTOP, classified by intention to buy were presented in table 37. According to table 37, there was significant difference in sources of information for herbal cosmetic OTOP products between intenders and non-intenders. Among the respondents who had intention to buy such products, television (39.49%), word-of-mouth (20.88%), and brochure/leaflet (10.09%) were found to be the first three most frequent sources of information about herbal cosmetic OTOP products cited by this group. Among the respondents who had no intention to buy, television (42.43%), word-of-mouth (13.81%), and book/magazine as well as banner (7.90%) were found to be the first three most frequent sources of information indicated by this group of respondents.

Table 37: Sources of information for herbal cosmetic OTOP classified by intention to buy herbal cosmetic OTOP products in the future
(N= 1,008)

Sources of information	Number of respondent (%)		p-value[a]
	Intenders	Non-intender	
Television	278 (39.49%)	129 (42.43%)	0.002*
Radio	31 (4.40%)	22 (7.24%)	
Newspaper	25 (3.55%)	12 (3.95%)	
Book / magazine	58 (8.24%)	24 (7.90%)	
Banner	46 (6.53%)	24 (7.90%)	
Brochure / Leaflet	71 (10.09%)	15 (4.93%)	
Word-of-mouth	147 (20.88%)	42 (13.81%)	
Internet	20 (2.84%)	10 (3.29%)	
Others	28 (3.98%)	26 (8.55%)	

a: Chi-square test, * Significant difference

2. Other related results

Past satisfaction of using herbal cosmetic OTOP products and frequency of purchasing such products classified by the most favorite shopping place were displayed in table 38. No significant difference between satisfaction with the purchased products and shopping places was found. However, the results indicated that more than half of those who bought the products from general store, department store, and convenient store were more likely to be satisfied with every product. On the other hand, about 60% of those who bought the products from OTOP exhibition indicated that they were satisfied with some products. When looking at the frequency of purchasing, it was found that most of the buyers who bought the products from drugstore (60%), supermarket (48.28%), and department store (49.12%) were those who always buy such products. On the other hand, about 43.92% and 28.98% of the buyers who bought the products from OTOP exhibition indicated that they sometimes bought the products, and rarely bought the products, respectively.

Table 38: Past satisfaction of using herbal cosmetic OTOP products and frequency of purchasing such products classified by the most favorite shopping place

Topic	Number of respondent (%)							p-value[a]
	General store	OTOP exhibition	Super-market	Drug Store	Department store	Convenient store	Others	
Past satisfaction (N= 287)								
Satisfied with every product	41 (62.12%)	42 (39.25%)	13 (44.82%)	6 (40.00%)	29 (51.78%)	3 (50.00%)	3 (37.50%)	0.073
Satisfied with some product	22 (33.33%)	64 (59.81%)	14 (48.28%)	7 (46.67%)	25 (44.65%)	3 (50.00%)	4 (50.00%)	
Not satisfied with any product	3 (4.55%)	1 (0.94%)	2 (6.90%)	2 (13.33%)	2 (3.57%)	0 (0.00%)	1 (12.50%)	
Frequency of purchasing (N=288)								
Always	26 (39.39%)	29 (27.10%)	14 (48.28%)	9 (60.00%)	28 (49.12%)	1 (16.67%)	4 (50.00%)	0.021*
Sometimes	26 (39.39%)	47 (43.92%)	8 (27.59%)	6 (40.00%)	21 (36.84%)	1 (16.67%)	2 (25.00%)	
Rarely	14 (21.22%)	31 (28.98%)	7 (24.13%)	0 (0.00%)	8 (14.04%)	4 (66.66%)	2 (25.00%)	

a: Chi-square test, * Significant difference

CHAPTER V
DISCUSSION

According to the objectives of the study, this chapter was divided into three parts, as follows,

Part 1: Descriptive information of the respondents

Part 2: Comparison between herbal cosmetic OTOP product buyers and non-buyers

Part 3: Limitations of the study

Part 1: Descriptive information of the respondents

Response rate of this study was approximately 70%, which was quite high as compared to that of general survey. In addition, it is about 10-15% higher than expected response rate. This high response may be the result of high co-operation of the academic settings and the samples. When looking at demographic data of the respondents, it was also found that about 60% of the respondents were studying in public universities. This finding was consistent with the fact that the proportion of the number of undergraduate students in public universities in Bangkok was about 60%.

With respect to buying behavior, unsurprisingly, the study found that department store was indicated by most of the respondents as the most favorite shopping place. It might be the case that undergraduate students often go to department stores for many reasons such as buying goods, having meals or meeting friends due to lots of shops and variety of products available. This result was similar to that of the studies concerning cosmetic buying behavior among undergraduate students (9, 10), which found that the respondents mostly bought cosmetics from department stores, and supermarkets. In addition, the study conducted by Puyakul (10) revealed that the respondents mostly bought cosmetics at shopping centers because there were lots of brands available.

As expected, the result showed that the respondents were more likely to be those who liked to try new products. In addition, it was found that the respondents preferred famous brand products and believed in the quality of such products. This finding was consistent with the other findings, which found that the respondents considered quality as the most important thing before buying any products. That could be one reason explaining why they tended to purchase famous brand products. Besides, about 7% indicated that they felt proud when using famous brand products. In addition, department stores would be their favorite shopping places since they could pick up new products of choices from a variety of brands including famous brands. This also could help explaining why department stores were indicated as the famous shopping places among the respondents. Moreover, the possible reason why most of the respondents considered quality as the most important factor rather than price is that this group of population is well educated.

Friends/colleagues were found to be the most influential people in buying decision. This might be the case that people at this age were more likely to belong in the groups of friends and tended to believe in the same idea of what the groups believed. However, family/relatives had been indicated as the second-most influential people also because most of the respondents were still living with their parents. In addition, most of them might be still receiving financial support from their families.

Most of the respondents agreed that herbal cosmetic OTOP products, at least, provided some benefits to their health. This maybe because they were familiar with herbal products, which were widely well-known throughout the country. In addition, there was an increase in the awareness of the use of natural products. Presently, lots of information about benefits of herbal products was introduced via various kinds of media as well as the campaign and lots of promotion from the Thai Government which aimed to encourage the use of herbal products.

Although, most of the respondents (79.58%) indicated that they sometimes used herbal products, only 27.95% had ever purchased herbal cosmetic OTOP products. This might be due to the fact that these respondents were interested in famous brand products as mentioned earlier. However, when asking the respondents whether they would purchase herbal cosmetic OTOP products in the future or not, most of the respondents indicated that they would purchase such products in the future. This result showed the opportunity for the product to be marketed among this target population. However, the marketing strategies would be further discussed later in this chapter and in the recommendation.

The results showed that almost 60% of the respondents who had ever purchased OTOP products indicated that they also had ever purchased herbal cosmetic OTOP products. This might be due to the fact that herbal cosmetic OTOP products were consumer products that involved in everybody’s everyday-life. Also, for these types of products, people could always look for the new brands for their new trials and new experiences. Soap/shower cream, shampoo/conditioner, and scrubbing agents were the top three products that the buyers indicated they were satisfied with. This may be the case that these products were also the top three herbal cosmetic OTOP products purchased.

Concerning opinions regarding herbal cosmetic OTOP product, most of the respondents also indicated that, the price of herbal cosmetic OTOP products was lower than that of general cosmetics, the price was reasonable as compared to quality, and that price discounting was an attractive promotion. However, most of the respondents indicated that there was the lack of distribution channels or selling places. Only 32.80% of the respondents agreed that herbal cosmetic OTOP products were easy to buy. These were similar to the study of Pornprasertsuk (23), which suggested that there should be more distribution channels so the consumers can easily buy OTOP products. In addition, there was only small number of selling places for herbal cosmetic OTOP products in the department stores which were frequently visited by most of undergraduate students. Also, most of them had no idea or were not certain about quality, reputation, and appearance of the products. These might help explaining the reasons of low prevalence of purchase.

Concerning sources of information for herbal cosmetic OTOP products, approximately 50% of the respondents indicated that television was the most influential information source about herbal cosmetic OTOP products. This might be the result of the availability of television and the lifestyle of people at this age.

Part 2: Comparison between herbal cosmetic OTOP product buyers and non-buyers

According to the conceptual framework, as buyer's characteristics were divided into four topics, which were cultural, social, personal and psychological, therefore, the results were discussed in four topics, as mentioned previously.

Concerning cultural topic, this consisted of culture and social class. In this study, culture and social class were determined by place of birth and individual income per month, respectively. According to the results, only place of birth was found to have significant differences between buyers and non – buyers. This result was consistent with the conceptual framework, which speculated that these factors would influence herbal cosmetic OTOP product purchasing. According to the results, buyers were more likely to be born in other regions outside Bangkok. This may be the fact that people who were born and raised in other region were more likely to familiar with herbal products, as compared to those who were born in Bangkok. Therefore, culture was an important factor affecting purchasing decision. On the other hand, individual income was not different between buyers and non-buyers. This result was not similar to the study of Jaidee, et. al. (16). This might be the case that the price of herbal cosmetic OTOP products were not expensive and price was reasonable as perceived by majority of the respondents. Also, range of income of the respondents was not too wide.

With respect to the social topic, which consisted of reference group, social role and status, these factors were determined by influential people and types of university, respectively. As seen in the results, there were significant differences between buyers and non-buyers in these two factors. It was found that product specialists had more influence on buyers' purchasing decision. That might be the case that herbal cosmetic products were the products that were quite new for the consumers therefore, the consumers would be persuaded easily by products specialists. Types of university were also found to be a factor influencing purchasing decision. It might be the case that the students in private university might prefer famous brand products and had different buying behavior, as compared to those in public university. Friends/colleagues and family/relatives were indicated as the first and second most influential people for both groups, respectively. This result was not similar to the studies of Pornprasertsuk (23) and Benjaratananon (19). These might be the case that the undergraduate students tended to belong in groups of friends and believed in the same thing as their friends. Moreover, most of the respondents in both groups were still living with their families.

Concerning personal topics, which consisted of demographic information of the respondents such as age and gender, there were significant differences between buyers and non-buyers in both age and gender. It was found that buyers were more likely to be old as compared to non-buyers. That might be the case that they had received more information about benefits of herbal products as they got older so they were more likely to have better perception toward such products and tended to try these kinds of products. It should be noted that although the significant difference in age was found to be statistically significant, the average age of two groups were approximately only half year differ. Gender was also found significantly differ between buyers and non-buyers. The study showed that female was approximately two to three times more likely to purchase herbal cosmetic OTOP products. That might be the case that female used cosmetics more regularly than male and were more likely to consume many types of cosmetics than male.

For psychological part, this consisted of lifestyle, buying style, belief, and experience. Lifestyle was determined by living style. Belief and experience was determined by belief in benefits of herbal products and past experience of using herbal cosmetic OTOP products, respectively. It was found that there were significant differences between buyers and non-buyers in living style, buying style and beliefs in benefits of herbal products. It was found that buyers were less likely to live with their parents. This might be the results that those most of the buyers were born in other regions. Therefore, they were also less likely to live with their parents since they moved to study in Bangkok. As expected, it was found that buyers were more likely to believe in the quality of Thai-made products, were more likely to be those who liked to try new products, were more likely to believe that herbal products provided great benefits and were more likely to use herbal product more frequently. In addition, it was also found that the respondents who had ever purchased herbal cosmetic OTOP products were more likely to purchase again in the future (90%) as compared to those who had never purchased. Those might be the results that those who had ever purchased herbal cosmetic OTOP products were more likely to have better perception toward such products from past experience.

According to the conceptual framework, as buyer's opinions were divided into four topics, which were opinions regarding product, price, place, and promotion therefore the results were discussed in four topics, as mentioned above. As expected, the results indicated that the buyers were more likely to have positive opinions while the non-buyers were more likely to have no idea or negative opinions toward herbal cosmetic OTOP products.

As opinions regarding product were determined by quality of the herbal cosmetic OTOP products, attractiveness of the appearance, packaging and color of herbal cosmetic OTOP products and the reputation of herbal cosmetic OTOP products, the study found significant differences between buyers and non-buyers in these areas. Most of the buyers thought that the quality of herbal cosmetic OTOP products was high, appearance/packaging/color were attractive and the products had good reputation while most of the non-buyers had no idea toward these three issues. The reasons might be that the non-buyers were the group of people who were not interested in herbal cosmetic OTOP products so they might have no intentions to focus on details about herbal cosmetic OTOP products. These findings were consistent with those of the study by Rangsiwongs (9) who studied cosmetic purchasing behavior of university students in Bangkok and those of the study by Puyakul (10) who studied factors related to cosmetic consumption behavior of State university students in Bangkok Metropolis.

When looking at opinions regarding price, significant differences between buyers and non-buyers were found. Besides, this finding was consistent with the conceptual framework. This result was also similar to that of the study by Jansatit (26) and Sanganate (25). The reasons why the price was considered as factor affecting purchasing decision might be because most of undergraduate students did not worked and most of them still were on financial support from their families so they might be aware of their expense and spending.

With regard to opinion about place, the study also found that there were significant differences between buyers and non-buyers in opinions regarding distribution channel or selling places and buying convenience. Buyers were more likely to agree that herbal cosmetic OTOP products were easy to buy and that the distribution channel or selling places were sufficient. These findings implied that place was an important factor affecting buying decision. The reason explaining why the respondents considered place of buying the products as factor affecting purchasing decision might be because undergraduate students favored buying convenience as seen in the previous study of Chanthasittiporn (12). Also, as found in the study of Rujira-apa, et. al. (15) which revealed that most of the respondents would like to go to department stores because of a lot of brand available and buying convenience.

In addition, it was found that there was significant difference between buyers and non-buyers in opinion regarding promotion. Therefore, it might be concluded that promotion was considered as factor affecting purchasing decision. The reason might be that undergraduate students would like to get more information about such products and promotion campaign as well as advertising about herbal cosmetic OTOP products before making decision. This finding was consistent with the conceptual framework and also was related to the findings of the studies by Puyakul (10) and Jaidee, et. al. (16).

Part 3: Limitation

Some limitations should be addressed. First, this study did not cover all kinds of OTOP or herbal OTOP products because there were limited time and budget. Second, this study was conducted only in Bangkok and targeted only the undergraduate students who were studying in the universities in Bangkok. However, not all universities in Bangkok were included. Only universities that had regular study programs were included. As the result of some universities such as Ramkamhaeng University and Sukhothai Thammathiratch University were excluded. Therefore, generalizability beyond this group of population should be made with caution. Third, this study did not include the actual decision making process. Only opinions and intention to purchase were examined.

CHAPTER VI
CONCLUSION AND RECOMMENDATIONS

Conclusion

This cross-sectional survey was conducted to determine prevalence of herbal cosmetic OTOP product purchasing and to examine opinions regarding the products among undergraduate students. The conclusion of this study was presented in three parts, which are descriptive information of respondents, the comparison between herbal cosmetic OTOP product buyers and non-buyers, and other related results. Recommendation for this study and recommendation for future study were, then, described after the conclusion.

Part 1: Descriptive information of respondents

Of 1,700 questionnaires distributed, 1,188 completed questionnaires were returned resulting in the response rate of 69.88%. Majority of the respondents were female (68.64%). Most of the respondents were born in Bangkok (46.11%) and had individual income between 3,001 to 5,000 baht per month (50.26%). In addition, most of the respondents were living with their parents (60.07%) and studying in public universities (60.35%).

When looking at the buying behavior, department store was the most favorite shopping place indicated by most of the respondents (63.24%) as well as television, which was indicated by 50.77% of the respondents as the most influential source of information. Concerning influential person, it was found that friends/colleagues (67.42%) and family/relatives (60.10%) were two main groups of people who played an important role on most of the respondents' purchasing decision, respectively. Quality was the first thing that most of the respondents (59.65%) would consider before buying any products. Almost 60% of the respondents indicated that they would like to try new products and 79.65% of the respondents preferred purchasing famous brand products. Among those who preferred famous brand name products, 92.92%

indicated that they trusted in high quality of such products. On the contrary, most of the respondents who preferred general brand (55.45%) indicated that they felt that quality of famous brand and general brand did not differ. Past experience (66.25%), past satisfaction of using the product (62.33%) as well as product information (53.19%) was indicated as the important factors influencing most of the respondents' purchasing decision, respectively. On the other hand, most of the respondents (78.40%) indicated that consumption of the product by their family/friends/ surrounding people had low degree of influence on their purchasing decision. When asking about perception regarding the quality of Thai-made products, most of the respondents (68.27%) perceived that Thai-made products and products made in other countries did not differ in term of quality.

Concerning herbal products, it was found that most of the respondents (76.58%) sometimes used herbal products. Only 11.71% of the respondents indicated that they had never used herbal products before. Moreover, most of the respondents (58.67%) believed that herbal products provided little benefits to their health. In addition, most of the respondents (57.45%) perceived that herbal cosmetics were as attractive as general cosmetics.

About prevalence of OTOP product purchasing, the study found that 47.39% of the respondents had ever purchased OTOP products. Only 28% had ever purchased herbal cosmetic OTOP products. It was found that of those 563 who indicated that they had ever purchased OTOP products, 58.97% of them had ever purchased herbal cosmetic OTOP products. When looking at types of herbal cosmetic OTOP products purchased by the respondents, it was found that soap/shower cream (26.00%), shampoo/conditioner (22.90%), and scrubbing agents (21.57%) were the top three herbal cosmetic OTOP products purchased. About the frequency of purchasing, almost 40% of the respondents sometimes purchased herbal cosmetic OTOP products while 37.37% always purchased such products. The results also revealed that the number of herbal cosmetic OTOP products the respondents purchased ranged from 1 to 10 items with an average of 1.88 items per month. Purchasing expense on herbal cosmetic OTOP products ranged from 20 to 2,000 Baht with an average of 313.38 Baht per month. About 47% of the respondents were satisfied with every product they purchased. On the contrary, approximately 48% were satisfied with some products.

Soap/shower cream, scrubbing agents and shampoo/conditioner were the top three herbal cosmetic OTOP products that the buyers indicated they were satisfied with. OTOP exhibitions were the most frequent purchasing place indicated by most of the respondents (37.15%). Television was the most frequent source of information about herbal cosmetic OTOP products indicated by most of the respondents (40.22%). When asking the respondents whether they would purchase herbal cosmetic OTOP product in the future or not, the study showed that 71.51% of the respondents would purchase while 28.49% would not purchase such products in the future.

When examining opinions of the respondents regarding herbal cosmetic OTOP products, most of the respondents were not sure or had no idea about the quality (48.73%), the reputation (47.59%) or the attractiveness of the appearance, packaging and color of the herbal cosmetic OTOP products (37.36%), respectively. However, most of the respondents (62.91%) agreed that herbal cosmetic OTOP products provided health benefit. Concerning opinion regarding product price, most of the respondents (59.54%) agreed that the price of herbal cosmetic OTOP products was lower than that of general cosmetics and that the price was reasonable as compared to their quality (50.47%). Most of the respondents (60.35%) agreed that price discounting was an attractive promotion for encouraging sales. However, most of the respondents (43.07%) thought that the distribution channels and selling places were not sufficient. As the result, only 32.80% of the respondents agreed that herbal cosmetic OTOP products could be bought easily.

About opinions regarding advertising campaign and promotion, most of the respondents (40.61%) agreed that the advertising campaign and promotion from the government were adequate and appropriate. However, a majority of them (43.63%) thought that there was not enough advertising about herbal cosmetic OTOP products through various media.

Part 2: Comparison between herbal cosmetic OTOP product buyers and non-buyers

When comparing two groups of the respondents, those who had ever purchased and those who had never purchased herbal cosmetic OTOP products, in their demographic information, the study showed no significant difference in individual income per month. On the other hand, the results revealed that there were significant differences in age, gender, places of birth, living style and types of university. The study found that the average age of the respondents who had ever purchased herbal cosmetic OTOP products was a bit higher than the respondents who had never purchased before. In addition, it was found that female were more likely to purchase herbal cosmetic OTOP products than male. With respect to place of birth it was found that those who had ever purchased the products were more likely to be born in other regions outside Bangkok. About half of those who had never purchased herbal cosmetic OTOP products (51.13%) were born in Bangkok. The results also indicated that approximately 63.35% of those who had never purchased herbal cosmetic OTOP products were more likely to live with their parents, while 51.67% of those who had never purchased the products were living with their parents. Buyers were more likely to study in private universities (60.54%) while almost 70% of the non-buyers studied in public universities.

When looking at the differences between those who had never purchased and those who had ever purchased herbal cosmetic OTOP products on their buying behavior. It was found that there was no significant differences in favorite shopping place, influential information source and brand preference. However, the results showed that there was significant difference between buyers and non-buyers in buying style. It was found that those who have ever purchase the products were more likely to be those who liked to try new products. About 67% of the buyers indicated that they liked to try new products while only 56.69% of the non-buyers indicated so. The study also revealed that there were significant differences between buyers and non-buyers in the first thing to consider before buying and influential people. It was found that the buyers were more likely to be those who consider quality as the first thing before buying any products while 57.14% of the non-buyers thought so. However, non-buyers were more likely to concern with packaging, discount/promotion, and advertising, as compare to buyers. With respect to influential people, product specialists had more influence on buyers than non-buyers.

When comparing factors influencing purchasing decision, the study revealed that past experience, past satisfaction, product information and consumption of the product by family/friends/surrounding people had the same degree of influence on purchasing decision in buyers and non-buyers. Nevertheless, it was found that there was significant difference between these two groups of respondents in their perception regarding quality of Thai-made products. Buyers were more likely to believe than non-buyers that quality of Thai-made products was similar to other products. On the other hand, buyers were less likely to perceive that quality of Thai-made product was lower than other products.

Concerning information regarding herbal products, the results showed that there were significant differences in frequency of using herbal products, belief in benefits of herbal products and perception about attractiveness of herbal cosmetic. It was found that herbal cosmetic OTOP product buyers used herbal products more frequently than those who had never purchased herbal cosmetic OTOP products. Moreover, 35.95% of herbal cosmetic OTOP product buyers perceived that herbal cosmetics were more attractive than general cosmetics while only 21.73% of those who had never purchased herbal cosmetic OTOP products perceived it that way. In addition, when determining respondents' beliefs in benefits of herbal products, it was found that about 47% of the buyers believed that herbal products provided great benefit while about 36% of the non-buyers believed so.

The results revealed that there was significant difference between buyers and non-buyers in sources of information for herbal cosmetic OTOP products. Word-of-mouth (33.46%), television (28.85%), and brochure/leaflet (13.85%) were found to be the first three most frequent sources of information cited by the buyers. On the other hand, television (44.15%), word-of-mouth (13.70%), and book/magazine (8.64%) were found to be the first three most frequent sources of information indicated by the non-buyers.

In addition, the study also found that there was significant difference between buyers and non-buyers in their opinion about next purchase of herbal cosmetic OTOP products. Among the respondents who had ever purchased herbal cosmetic OTOP products, over 90% (90.30%) of the respondents indicated that they would purchase herbal cosmetic OTOP products in the future as compared to 64.18% of the respondents, who had never purchased herbal cosmetic OTOP products before.

When comparing two groups of the respondents, buyers and non-buyers, in their opinions regarding herbal cosmetic OTOP products, the results revealed that there were significant differences between buyers and non-buyers in every opinion.

It was found that there was significant difference between buyers and non-buyers in their opinions regarding quality of herbal cosmetic OTOP products. Among the buyers, 71.39% agreed that the quality was high while only 34.31% of the non-buyers agreed with this point. In addition, it was found that there was significant difference between buyers and non-buyers in their opinions regarding the attractiveness of product’s appearance, packaging and color. A majority of the buyers (49.55%) agreed that herbal cosmetic OTOP products’ appearance, packaging and color were attractive while only 31.46% of the non-buyers thought in the same way. Regarding opinion about the reputation of herbal cosmetic OTOP products, approximately 50% and 30.28% of the buyers and non-buyers agreed that herbal cosmetic OTOP products had good reputation, respectively. When determining opinion about the health benefits of herbal cosmetic OTOP products, it was found that there was significant difference between buyers and non-buyers in opinion about health benefits of herbal cosmetic OTOP products. Almost 80% and 57.04% of buyers and non-buyers agreed that herbal cosmetic OTOP products provided good benefits to their health, respectively. Also, it was found that there were significant differences between buyers and non-buyers in opinion regarding price of herbal cosmetic OTOP products. Among buyers, 68.58% and 64.22% of them agreed that the price of herbal cosmetic OTOP products was lower than general cosmetics and the product had reasonable price compared to its quality, respectively. On the other hand, among the non- buyers, 56.04% of them agreed that the price was lower and 45.19% agreed that the price was reasonable.

The result also showed significant difference between buyers and non-buyers in their opinions about the convenience of purchasing. The result revealed that among those who had ever purchased herbal cosmetic OTOP products, 44.38% agreed that the herbal cosmetic OTOP products could be bought easily as compared to 28.32% of those who had never purchased herbal cosmetic OTOP products. The study also indicated that there was significant difference between buyers and non-buyers in their opinion about the adequacy of distribution channel of herbal cosmetic OTOP products.

Although, a majority of the buyers (43.20%) and non-buyers (43.02%) agreed that the distribution channels and selling places were not sufficient, buyers were more likely than non-buyers to indicate that channels of distribution were sufficient.

Concerning promotion and advertising campaign, the study showed that there was significant difference between buyers and non-buyers in their opinion regarding government support on promotion and campaign. It was shown that almost half of the respondents (49.70%) who had ever purchased herbal cosmetic OTOP products agreed that the advertising campaign and promotion from the government were adequate and appropriate while 25.45% disagreed. On the other hand, only 37.09% of those who had never purchased before, agreed and 32.63% disagreed with this point.

The study also found significant difference between buyers and non-buyers in opinion regarding price discounting. The results showed that a majority of both groups, 68.88% of buyers and 57.04% of non-buyers, agreed that price discounting was an attractive promotion for encouraging sales. On the contrary, 14.20% and 19.25% of the buyers and non-buyers disagreed with this point, respectively.

Furthermore, the study found that there was significant difference between buyers and non-buyers in their opinion regarding the adequacy of advertising through various media. It was found that both groups of the respondents, buyers and non-buyers, agreed that advertising through various media were not sufficient, 41.39% and 44.50%, respectively. Among the non-buyers, only 24.35% of the respondents agreed that advertising through various media was sufficient, as compared to 35.95% of those who had ever purchased herbal cosmetic OTOP products.

Part 3: Other related results

When comparing intenders and non-intenders, no significant differences in factors influencing purchasing decision and influential source of information were found. On the other hand, there were significant differences between intenders and non-intenders in their most favorite shopping place, and sources of information regarding herbal cosmetic OTOP products. Also, it was found that intenders were more likely to believe in benefits of herbal products. When looking at the past satisfaction of using the products among those who bought the products from various places, no significant difference in past satisfaction was found. However, it was found that those who bought the products from drug store, department store, and supermarket were more likely to be those who always bought the product. On the other hand, those who bought the products from OTOP exhibition indicated that they sometimes bought the products or rarely bought the products.

Recommendations

According to the findings, although current prevalence of herbal cosmetic OTOP product purchase was about 27.95%, there was a potential opportunity to increase market share among this group of respondents. The study revealed that approximately 72% indicated that they would buy such product in the future. In addition, most of the buyers revealed that they were satisfied with the products. It was also found that buyers were more likely to indicate that they would buy the product again in the future. In order to promote the sales of such product among undergraduate students in Bangkok, the followings are recommendations from the study.

As shown in the study that most of the respondent considered quality as the first thing before buying any products, however, most of the non-buyers as well as non-intenders had no idea or were not sure about quality of herbal cosmetic OTOP products. Therefore, it is a good idea to take quality in consideration. The government should establish higher, better and tougher standard of quality for each type of herbal cosmetic OTOP products in order to increase trusts of the people and urge all producers to comply with the standard. In addition, the government should regulate more strictly to guarantee that the herbal cosmetic OTOP products are in high quality. Moreover, the government should establish policies that aim to promote and support the development of herbal products seriously as well as set up sufficient budget to support the studies concerning quality of herbal products. Also, the government should establish training courses regarding research and development and marketing strategies for any producers who need helps on these issues. In the same time, the herbal cosmetic OTOP product producers should try their best on producing good quality products.

Also, the study revealed that the non-buyers were less likely to think that the appearance, packaging and color of the products were attractive. Therefore, to promote the sales of such products, the producers should improve the appearance, packaging and colors of herbal cosmetic OTOP products to be more attractive. Moreover, the herbal cosmetic OTOP product producers should try to create new versions of products and launch new products more frequently because most of undergraduate students would like to try new products.

While most of the respondents indicated that they were more likely to buy famous brand products, the result showed that non-buyers and non-intenders had no idea or were not sure about the reputation of herbal cosmetic OTOP products. Also, most of the respondents especially non-buyers thought that the advertising through various media was not sufficient. Therefore, it should be the responsibility of the government to provide information and increase the name recognition of the products through various media. According to the study, it was found that the most influential sources of information among this population were television and word-of-mouth. It was found that the most influential people in their purchasing decision were friends and colleagues. Besides providing more information on television, word-of-mouth from their friends and colleagues could be used as effective strategies to provide information about the products and increase name recognition of the products. In addition, to maintain existing customers and to gain benefits from word-of-mouth by satisfied customers, the herbal cosmetic OTOP product producers should take into account on customer relationship management such as establishment of pre-sale and post-sale programs, collecting customer database and offering membership, etc.

The results showed that buyers and intenders were more likely to be those who believed in quality of products made in Thailand. Therefore, it would be better if the government launch any campaigns to establish sense of “Thai” in order to help increase acceptance of Thai-brand products. Also, the result showed that buyers and intenders were more likely to be those who believed in benefit of herbal products and were more likely to be those who used herbal products more frequently. Therefore, to promote the use of herbal cosmetic OTOP products, the government and related organizations should promote the use of herbal products and provide more information about the benefit of herbal products among this population.

The herbal cosmetic OTOP product producers may consider using free samples/free trial/free coupon as a marketing strategy in order to attract new customers because the result found that those who had ever used the products were more likely to buy such products again in the future. In addition, it was found that past experiences of using the product had high influences on their purchasing decision. Furthermore, this group of respondents was more likely to be those who would like to try new products.

It was found in the study that one important problem of low prevalence of herbal cosmetic OTOP product purchasing was the lack of distribution channel and selling places. Therefore, there should be more distribution channels or selling shops for herbal cosmetic OTOP products, especially in department stores and convenient stores because these places were indicated as the first two most favorite shopping places among the respondents. Furthermore, the government should establish more OTOP centers and launch OTOP exhibition more frequently in order to provide buying convenience to the people.

REFERENCES

1. The Office of Small and Medium Enterprises Promotion. OTOP policy [Online]. Available from: http://www.sme.wethai.com/OTP/otop_policy.html [Accessed 2004 Oct 15].
2. Anonymous. OTOP Displays and Sell Centers or OTOP Center [Online]. Available from: http://www.thaitambon.com/OTOPCenter/Summary.htm [Accessed 2005 Feb 11].
3. Anonymous. OTOP City 2 Fair (2004) [Online]. Available from: http://www.thaitambon.com/OTOP/OTOPCity2004/P1.htm [Accessed 2005 Feb 11].
4. กองสนเทศเศรษฐกิจ กรมเศรษฐกิจระหว่างประเทศ กระทรวงการต่างประเทศ. OTOP (One Tambon One Product) [Online]. Available from: http://www.mfa.go.th/business/page37.php?id=11363 [Accessed 2005 Feb 19].
5. The Office of Small and Medium Enterprise Promotion. OTOP Champion [Online]. Available from: http://www.sme.wethai.com/OTP/OTOP_champion.html [Accessed 2004 Oct 20].
6. วรพรรณ หาญวงศ์ไพบูลย์, สินีนุช นิมิตรดี. ปัจจัยที่เกี่ยวข้องกับการตัดสินใจใช้สมุนไพรหรือผลิตภัณฑ์เพื่อสุขภาพที่เป็นผลิตภัณฑ์ภายในประเทศ. โครงการพิเศษปริญญาเภสัชศาสตรบัณฑิต. กรุงเทพมหานคร: คณะเภสัชศาสตร์ มหาวิทยาลัยมหิดล; 2539.
7. จิราภรณ์ พวงสมบัติ, พจนา รวยลาภ. การสำรวจความรู้และทัศนคติต่อการใช้สมุนไพรที่อยู่ในบัญชียาหลักแห่งชาติของนักศึกษาในเขตกรุงเทพมหานคร. โครงการพิเศษปริญญาเภสัชศาสตรบัณฑิต.กรุงเทพมหานคร: คณะเภสัชศาสตร์ มหาวิทยาลัยมหิดล; 2547.
8. สำนักงานสถิติแห่งชาติ.รายงานผลการสำรวจความคิดเห็นของประชนเกี่ยวกับโครงการหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) พ.ศ. 2547 [Online]. Available from: http://www.nso.go.th/thai/stat/summary/otop/sr_v_otop47.pdf [Accessed 2004 Oct 20].

9. Maetee Rangsiwangs. Behavior on Cosmetics Purchasing of university in Bangkok. Independent study Master of Business Administration (Business Administration). Bangkok: Faculty of Graduate Studies Kasetsart University; 2001.

10. Saowanee Puyakul. Factors Related to Cosmetic Consumption Behavior of State University Students in Bangkok Metropolis. Master's thesis Master of Arts (Home Economics Education). Bangkok: Faculty of Graduate Studies Kasetsart University; 1997.

11. Thitima Termsrisuk. A study of Consumer Attitude and Behavior for Hanging Pack Cosmetics a Case Study of Bangkok Metropolis. Independent Study Master of Science (Business Economics). Bangkok: Faculty of Graduate Studies Kasetsart University; 1999.

12. Surapong Chanthasittiporn. Factors that Influence Buying Behavior of Men's Facial Cleansing Products. Independent study Master of Business Administration (Business Administration). Bangkok: Faculty of Graduate Studies Kasetsart University; 2003.

13. Kongsri Pachop. The Marketing Factors Influencing on Purchasing Decision of Herbal Toothpaste in Sakon Nakhon Municipal. Independent study Master of Business Administration (Business Administration). Bangkok: Faculty of Graduate Studies Kasetsart University; 2004.

14. กฤติยา เฉลิมพงษ์, ศรินทิพย์ กิตติวงศ์โสภณ, สมยศ วรรธนะศิรินทร์. พฤติกรรมการบริโภคเครื่องสำอางสมุนไพรไทยของผู้หญิงทำงานในเขตกรุงเทพมหานคร. รายงานการศึกษาค้นคว้าอิสระ ปริญญาการจัดการมหาบัณฑิต สาขาการจัดการทั่วไป. กรุงเทพมหานคร: วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล; 2545.

15. ณัฐสุดา รุจิระอาภา, ดารา ยศสุนทร, วิวรรณ ทรัพย์สินพันธ์. ปัจจัยที่มีผลต่อการตัดสินใจในการเลือกซื้อเครื่องสำอางบำรุงผิวหน้าของสตรี ในเขตกรุงเทพมหานคร. รายงานการศึกษาค้นคว้าอิสระ ปริญญาการจัดการมหาบัณฑิต สาขาการจัดการทั่วไป. กรุงเทพมหานคร: วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล; 2545.

16. วันทนารี ใจดี, วิลัยลักษณ์ อุ่นแก้ว, สุจิตรา สิทธิบุตร. ปัจจัยที่มีผลต่อการตัดสินใจเลือกซื้อเครื่องสำอางขายตรง. รายงานการศึกษาค้นคว้าอิสระ ปริญญาการจัดการมหาบัณฑิต สาขาการจัดการทั่วไป. กรุงเทพมหานคร: วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล; 2545.
17. Somchai Boonlom. Consumer Behavior on Hair Conditioning Shampoo. Master's Thesis. Bangkok: Faculty of Graduate Studies Siam University; 1993.
18. Somkit Yokpol. Behavior and factors affecting purchasing decision of shampoo in Bangkok. Independent study Master of Business Administration (Business Administration). Bangkok: Faculty of Graduate Studies Kasetsart University; 2002.
19. Ratchada Benjaratananon. Factors affecting purchasing decision on direct-sale products of consumers in Bangkok and Metropolis. Master's Thesis. Bangkok: Faculty of Communicaton Arts Chulalongkorn University; 1998.
20. Jaichanok Buranadit. Impact of television on purchasing decision of energy drink of Port Authority of Thailand's workers, Klongtoey district, Bangkok. Master's Thesis Master of Arts (Mass Communication). Bangkok: Faculty of Graduate Studies Thammasart University; 1991.
21. ใจมานัส พลอยดี. ปัจจัยที่มีผลต่อความสำเร็จและความล้มเหลวของธุรกิจชุมชน เปรียบเทียบระหว่างภาพรวม และภาพย่อย กรณีศึกษา อำเภอเขื่อนคำแก้ว จังหวัดยโสธร และอำเภอลานสภา จังหวัดนครศรีธรรมราช. วิทยานิพนธ์เศรษฐศาสตรมหาบัณฑิต. กรุงเทพมหานคร: บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย; 1997.
22. บุษบา สุรชัยโชติพันธ์ และคนอื่นๆ. ปัจจัยที่มีผลต่อการนำนโยบาย หนึ่งตำบลหนึ่งผลิตภัณฑ์ไปปฏิบัติ กรณีศึกษาเขตพื้นที่อำเภอสารภี จังหวัดเชียงใหม่. รายงานการวิจัยคณะรัฐประศาสนศาสตร์ หลักสูตรปริญญาโทภาคพิเศษ. กรุงเทพมหานคร: สถาบันบัณฑิตพัฒนบริหารศาสตร์; 2001.
23. Pornchai Pornprasertsuk. Factors Affecting Decision Making on Purchasing One Tambon One Product in Singburi Province. Independent study Master of Sciences (Business Economics). Bangkok: Faculty of Graduate Studies Kasetsart University; 2004.
24. ผลโพลรามฯ. (29 เม.ย.-5 พ.ค. 2545). สำรวจปัญหาการดำเนินงานหนึ่งตำบล หนึ่งผลิตภัณฑ์ของอบต. ข่าวรามคำแหง. 12.

25. Kanoknard Sanganate. Information exposure and its influence upon purchasing decision of direct selling cosmetics. Master Thesis Master of Arts (Development Communication). Bangkok: Faculty of Graduate Studies Chulalongkorn University; 1998.

26. ศิริเพ็ญ จันทรสาธิต. อิทธิพลของชื่อเครื่องสำอางภาษาอังกฤษและภาษาไทย ที่มีต่อทัศนคติและการตัดสินใจซื้อโดยผู้หญิงวัยทำงาน. วิทยานิพนธ์ปริญญาศิลปศาสตรมหาบัณฑิต สาขาภาษาอังกฤษเพื่อการสื่อสาร. กรุงเทพมหานคร: บัณฑิตวิทยาลัย มหาวิทยาลัยรามคำแหง; 2540.

27. สิทธิโชค สวัสดิวัตน์, ม.ล. การเปิดรับโฆษณา ทัศนคติ และการตัดสินใจซื้อเครื่องสำอาง. วิทยานิพนธ์นิเทศศาสตรมหาบัณฑิต. กรุงเทพมหานคร: บัณฑิตวิทยาลัย จุฬาลงกรณ์มหาวิทยาลัย; 2541.

28. Philip Kotler. Marketing Management. 11th ed. New Jersey: Pearson Education, Inc; 2003.

29. Anonymous. Cosmetic Act B.E. 2535 (1992) [Online]. Available from: http://www.fda.moph.go.th/fda-net/html/product/cosmetic/cosmetic/dat/hta.htm [Accessed 2004 Dec 16].

30. The Office of Small and Medium Enterprises Promotion. What's OTOP project [Online]. Available from: http://www.sme.wethai.com/OTP/what_otop.html [Accessed 2004 Oct 16].

31. Japan International Cooperation Agency. One-Village-One-Product Movement that crosses borders [Online]. Available from http://www.jica.go.jp/branch/kic_e/ohita_e.html [Accessed 2005 Feb 2].

32. The Office of Small and Medium Enterprises Promotion. The OTOP logo [Online]. Available from http://www.sme.wethai.com/OTP/The_OTOP.html [Accessed 2004 Oct 16].

33. Anonymous. OTOP logo [Online]. Available from http://www.thaitambon.com/otoplogo/index.htm [Accessed 2005 Feb 2].

34. Department of Export Promotion. OTOP Information 2004 [Online]. Available from http://www.thaitambon.com/OTOP2547/Info2004B.htmg [Accessed 2005 Feb 9].

35. กรมการพัฒนาชุมชน กระทรวงมหาดไทย. รายงานผลการจำหน่ายสินค้าตามโครงการหนึ่งตำบลหนึ่งผลิตภัณฑ์ ประจำปี 2545-2546. กรุงเทพมหานคร: บริษัทเอทีเอ็น โปรดักชัน จำกัด; 2546.

36. กรมการพัฒนาชุมชน กระทรวงมหาดไทย. รายงานผลการจำหน่ายสินค้าตามโครงการหนึ่งตำบลหนึ่งผลิตภัณฑ์ ประจำปี 2547. กรุงเทพมหานคร; 2547.

37. กรมการพัฒนาชุมชน กระทรวงมหาดไทย. สรุปผลการจัดงานเมืองแห่งภูมิปัญญาไทย (OTOP City) ครั้งที่ 1. กรุงเทพมหานคร; 2546.

38. กรมการพัฒนาชุมชน กระทรวงมหาดไทย. สรุปผลการจัดงานเมืองแห่งภูมิปัญญาไทย (OTOP City) ครั้งที่ 2. กรุงเทพมหานคร; 2547.

39. Bureau of Community Enterprise Promotion, Community Development Department, Ministry of Interior. ข่าวประชาสัมพันธ์ OPC 47 [Online]. Available from http://www.cdd.go.th/news/471116/4711161.htm [Accessed 2005 Feb 9].

40. กรมการพัฒนาชุมชน กระทรวงมหาดไทย. ตารางเปรียบเทียบผลการคัดสรรสุดยอดหนึ่งตำบลหนึ่งผลิตภัณฑ์ไทย ปี พ.ศ. 2547 ระดับอำเภอ/กิ่งอำเภอ/เขต กทม. กับระดับจังหวัด/กทม. เอกสารประกอบการประชุมการคัดสรรสุดยอดหนึ่งตำบลหนึ่งผลิตภัณฑ์ไทย ปี พ.ศ. 2547 ระดับประเทศ ครั้งที่ 2/2547.

41. John C. Mowen and Michael Minor. Consumer Behavior. 5th ed. New Jersey: Prentice-Hall, Inc; 1998.

42. Leon G. Schiffman and Leslie Lazar Kanuk. Consumer Behavior. 4th ed. New Jersey: Prentice-Hall, Inc; 1991.

43. Wayne D. Hoyer and Deborah J. MacInnis. Consumer Behavior. Boston: Houghton Mifflin Company; 1997.

44. Bland, M. (Ed.). An Introduction to Medical Statistics. 2nd ed. New York: Oxford University Press; 1995.

APPENDIX

APPENDIX A
QUESTIONNAIRE

แบบสอบถาม

ชื่อเรื่อง **การสำรวจการตัดสินใจซื้อและความคิดเห็นเกี่ยวกับผลิตภัณฑ์เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) ของนักศึกษาระดับปริญญาตรี ในกรุงเทพมหานคร**

วัตถุประสงค์ เพื่อประกอบการทำวิทยานิพนธ์ ของนักศึกษาปริญญาโท สาขาวิชาการจัดการธุรกิจสุขภาพ วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล

ผู้วิจัยใคร่ขอความกรุณาจากท่านในการตอบคำถามให้ครบถ้วนตามความเป็นจริง
เพื่อประโยชน์ทางการศึกษา และขอขอบพระคุณอย่างสูงในความร่วมมือมา ณ โอกาสนี้

คำชี้แจง แบบสอบถามชุดนี้ประกอบด้วย 4 ตอน คือ

ตอนที่ 1 พฤติกรรมการซื้อสินค้าโดยทั่วไป และความเชื่อเกี่ยวกับผลิตภัณฑ์สมุนไพร
ตอนที่ 2 การซื้อเครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP)
ตอนที่ 3 ความคิดเห็นเกี่ยวกับเครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP)
ตอนที่ 4 สถานภาพทั่วไปของผู้ตอบแบบสอบถาม

ตอนที่ 1 **พฤติกรรมการซื้อสินค้าโดยทั่วไป และความเชื่อเกี่ยวกับผลิตภัณฑ์สมุนไพร**

คำชี้แจง กรุณากาเครื่องหมาย ✓ ลงใน ❑ ที่เหมาะสม หรือตอบคำถามลงในช่องว่างที่เว้นไว้ให้

1. นอกจากตัวท่านแล้ว ใครมีส่วนในการตัดสินใจของท่านในการเลือกซื้อสินค้า **(ตอบได้มากกว่า 1ข้อ)**

❑ ครอบครัว / ญาติพี่น้อง ❑ เพื่อน / เพื่อนร่วมงาน
❑ ครู / อาจารย์ ❑ แฟน / คนรัก
❑ ผู้เชี่ยวชาญเกี่ยวกับสินค้านั้นๆ ❑ ตัดสินใจด้วยตนเอง โดยไม่มีส่วนร่วมจากผู้อื่น
❑ อื่นๆ ระบุ...

2. การที่คนในครอบครัว คนรอบข้าง หรือ เพื่อนของท่านใช้สินค้า มีส่วนทำให้ท่านตัดสินใจใช้สินค้าด้วยหรือไม่

❑ มีส่วนอย่างมาก ❑ มีส่วนบ้าง ❑ ไม่มีส่วนเลย

3. สถานที่ใดที่ท่านนิยมไปซื้อสินค้า**มากที่สุด**

❑ ร้านค้าทั่วไป ❑ ร้านสะดวกซื้อ ❑ ตลาดนัด
❑ ตลาดสด ❑ ห้างสรรพสินค้า ❑ อื่นๆ ระบุ ....

4. ปกติแล้ว ก่อนที่ท่านจะตัดสินใจซื้อสินค้า สิ่งที่ท่านจะคำนึงถึงเป็น **อันดับแรก** คืออะไร

❑ คุณภาพ ❑ ราคา ❑ บรรจุภัณฑ์ หีบห่อ ❑ ยี่ห้อ
❑ การลดราคา ❑ การโฆษณา ❑ อื่นๆ ระบุ ....

5. ท่านเป็นผู้ที่ชอบทดลองสินค้าหรือผลิตภัณฑ์ใหม่ๆ ใช่หรือไม่

❑ ใช่ ❑ ไม่ใช่

6. ปกติแล้ว ท่านเลือกซื้อสินค้าโดยพิจารณาจากยี่ห้อหรือผู้ผลิตที่มีชื่อเสียงเป็นที่รู้จัก ใช่หรือไม่

❑ ใช่ เพราะเหตุใดมากที่สุด
  ❑ มั่นใจในคุณภาพ
  ❑ รู้สึกภาคภูมิใจเมื่อได้ใช้สินค้านั้นๆ
  ❑ อื่นๆ ระบุ ....
❑ ไม่ใช่ เพราะเหตุใดมากที่สุด
  ❑ คุณภาพสินค้าของแต่ละยี่ห้อไม่น่าจะแตกต่างกัน
  ❑ สินค้าเหล่านั้นมีราคาสูง
  ❑ อื่นๆ ระบุ ....

7. ท่านคิดว่า ประสบการณ์ที่ท่านเคยใช้สินค้ามาก่อน มีส่วนช่วยให้ท่านตัดสินใจในการเลือกซื้อสินค้าในครั้งต่อไปหรือไม่

❑ ช่วยได้อย่างมาก ❑ ช่วยได้บ้าง ❑ ช่วยไม่ได้เลย

8. การที่ท่านรู้สึกพอใจ หรือไม่พอใจในสินค้าที่เคยใช้มานั้น มีผลต่อการซื้อครั้งต่อไปหรือไม่

❑ มีผลอย่างมาก ❑ มีผลบ้าง ❑ ไม่มีผลเลย

9. แหล่งข้อมูลใดที่มีอิทธิพลต่อการตัดสินใจซื้อสินค้าของท่านมากที่สุด

❑ โทรทัศน์ ❑ วิทยุ ❑ หนังสือพิมพ์

❑ หนังสือ / นิตยสาร ❑ แผ่นป้ายโฆษณา ❑ แผ่นพับ / ใบปลิว

❑ การพูดปากต่อปาก ❑ อินเทอร์เน็ต ❑ อื่นๆ ระบุ................

10. การที่ท่านได้รับข้อมูลเกี่ยวกับสินค้ามากขึ้นมีส่วนช่วยในการตัดสินใจซื้อสินค้าของท่านหรือไม่

❑ ช่วยได้มาก ❑ ช่วยได้บ้าง ❑ ช่วยไม่ได้เลย

11. ท่านคิดว่า สินค้าที่ผลิตในประเทศ โดยทั่วไปแล้ว มีคุณภาพเป็นอย่างไรเมื่อเทียบกับสินค้าที่ผลิตจากต่างประเทศ

❑ มีคุณภาพดีกว่า ❑ มีคุณภาพพอๆ กัน ❑ มีคุณภาพน้อยกว่า

12. ท่านมีความเชื่อในคุณประโยชน์ของสมุนไพร หรือผลิตภัณฑ์สมุนไพรหรือไม่ มากน้อยเพียงใด

❑ เชื่อถือว่ามีคุณประโยชน์มาก ❑ เชื่อถือว่ามีคุณประโยชน์บ้าง ❑ ไม่เชื่อถือเลย

13. ท่านคิดว่าเมื่อใช้ผลิตภัณฑ์สมุนไพรแล้ว จะได้ประโยชน์หรือไม่

❑ ได้ประโยชน์มาก ❑ ได้ประโยชน์บ้าง ❑ ไม่ได้ประโยชน์เลย

14. โดยปกติแล้ว ท่านใช้ผลิตภัณฑ์ที่ทำจากสมุนไพรบ่อยเพียงใด

❑ เป็นประจำ ❑ เป็นครั้งคราว ❑ ไม่เคยใช้เลย

15. ท่านคิดว่า เครื่องสำอางที่ผสมสมุนไพร มีความน่าใช้เพียงใดเมื่อเทียบกับเครื่องสำอางทั่วไป

❑ น่าใช้มากกว่า ❑ น่าใช้พอๆกัน ❑ น่าใช้น้อยกว่า

ตอนที่ 2 การซื้อเครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP)

คำชี้แจง กรุณากาเครื่องหมาย ✓ ลงใน ❑ ที่เหมาะสม หรือตอบคำถามลงในช่องว่างที่เว้นไว้ให้

หมายเหตุ **คำว่า "เครื่องสำอางสมุนไพร" ในแบบสอบถามนี้ หมายถึง สบู่ แชมพู ครีมนวดผม โลชั่นทาผิว ครีมทาผิว เจลล้างหน้า ครีมล้างหน้า ยาสีฟัน ผงพอกหน้า ผงขัดตัว ผงขัดหน้า ที่มีสมุนไพรเป็นส่วนผสม**

16. ท่านเคยซื้อ สินค้าหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) หรือไม่

❑ เคย (ทำข้อ 17 ต่อไป) ❑ ไม่เคย (ข้ามไปตอบข้อ 24)

17. ท่านเคยซื้อ เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) หรือไม่

❑ เคย (ทำข้อ 18 ต่อไป) ❑ ไม่เคย (ข้ามไปตอบข้อ 24)

18. ท่านเคยซื้อ เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) ประเภทใดบ้าง (ตอบได้มากกว่า 1 ข้อ)

❑ สบู่ ❑ แชมพู และครีมนวดผม ❑ เจล / ครีมล้างหน้า

❑ โลชั่น / ครีมทาผิว ❑ ผงขัดตัว-หน้า ❑ ผงพอกหน้า

❑ ยาสีฟัน ❑ อื่นๆ ระบุ ....

19. โดยรวมแล้ว ท่านรู้สึกพอใจกับ ผลิตภัณฑ์เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) ที่เคยซื้อมาใช้หรือไม่

❑ พอใจทุกผลิตภัณฑ์ที่เคยซื้อมาใช้ ❑ พอใจบางผลิตภัณฑ์ ได้แก่ ....

❑ ไม่พอใจผลิตภัณฑ์ทุกชนิดที่เคยซื้อมาใช้

20. ท่านซื้อ เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) จากที่ใดบ่อยที่สุด

❑ ร้านค้าทั่วไป ❑ ร้านค้าในงานแสดงสินค้า OTOP

❑ ซุปเปอร์มาร์เก็ต ❑ ร้านขายยา

❑ ห้างสรรพสินค้า ❑ ร้านสะดวกซื้อ (เช่น เซเว่นอิเลฟเวน)

❑ อื่นๆ ระบุ ....

21. ท่านซื้อ เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) บ่อยเพียงใด

❑ เป็นประจำ (ทำข้อ 22 ต่อไป) ❑ เป็นครั้งคราว (ข้ามไปตอบข้อ 24)

❑ นานๆครั้ง (ข้ามไปตอบข้อ 24)

22. โดยเฉลี่ย ท่านซื้อ เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP)

จำนวนประมาณ................ชิ้นต่อเดือน (รวมทุกประเภท)

23. โดยเฉลี่ย ท่านมีค่าใช้จ่ายในการซื้อ เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP)

เป็นจำนวนเงินประมาณ..............................บาทต่อเดือน (รวมทุกประเภท)

24. ท่านได้รับข้อมูลเกี่ยวกับ เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) จากที่ใด มากที่สุด

❑ โทรทัศน์ ❑ วิทยุ ❑ หนังสือพิมพ์

❑ หนังสือ / นิตยสาร ❑ แผ่นป้ายโฆษณา ❑ แผ่นพับ / ใบปลิว

❑ การพูดปากต่อปาก ❑ อินเทอร์เน็ต ❑ อื่นๆ ระบุ....................

25. ท่านคิดว่า ในอนาคตจะซื้อ เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) มาใช้หรือไม่

❑ ไม่คิดจะซื้อมาใช้ ❑ คิดจะซื้อมาใช้

ตอนที่ 3 **ความคิดเห็นเกี่ยวกับเครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP)**

คำชี้แจง ไม่ว่าท่านจะเคยใช้ เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) หรือไม่เคยใช้ก็ตาม ท่านเห็นด้วยกับข้อความเหล่านี้หรือไม่ กรุณากาเครื่องหมาย ✓ ลงในตารางด้านล่างตามความคิดเห็นของท่าน

ข้อที่	ความคิดเห็น	ความคิดเห็น		
		เห็นด้วย	ไม่เห็นด้วย	ไม่แน่ใจ/ไม่ทราบ
26	เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) มีคุณภาพดี			
27	รูปลักษณ์ สีสัน และบรรจุหีบห่อของ เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) มีความสวยงาม ดึงดูดใจให้ซื้อ			
28	เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) มีชื่อเสียงเป็นที่ยอมรับ			
29	เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) มีประโยชน์ต่อสุขภาพ			
30	เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) มีราคาถูกกว่าเครื่องสำอางทั่วไป			
31	เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) มีราคาเหมาะสมกับคุณภาพ			

ข้อที่	ความคิดเห็น	ความคิดเห็น		
		เห็นด้วย	ไม่เห็นด้วย	ไม่แน่ใจ/ไม่ทราบ
32	เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) สามารถหาซื้อได้ง่าย สะดวก			
33	จำนวนร้าน หรือสถานที่จำหน่าย เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) มีอย่างเพียงพอ			
34	รัฐบาลมีการประชาสัมพันธ์เพื่อกระตุ้นให้ประชาชนซื้อเครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) อย่างเพียงพอและเหมาะสม			
35	การลดราคา เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) เป็นหนึ่งในการส่งเสริมการขายที่น่าสนใจ			
36	การประชาสัมพันธ์ผ่านทางสื่อต่างๆเกี่ยวกับ เครื่องสำอางสมุนไพรหนึ่งตำบลหนึ่งผลิตภัณฑ์ (OTOP) มีมากเพียงพอแล้ว			

ตอนที่ 4 สถานภาพทั่วไปของผู้ตอบแบบสอบถาม

คำชี้แจง กรุณากาเครื่องหมาย ✓ ลงใน ❑ ที่เหมาะสม หรือตอบคำถามในช่องว่างที่เว้นไว้ให้

37. เพศ ❑ ชาย ❑ หญิง

38. อายุ ....ปี

39. ภูมิลำเนา

❑ กทม. ❑ ภาคเหนือ ❑ ภาคกลาง (ยกเว้น กทม.)

❑ ภาคอีสาน ❑ ภาคใต้

40. รายได้ส่วนตัวต่อเดือน

❑ ต่ำกว่า 3,000 บาท ❑ 3,001-5,000 บาท ❑ 5,001-7,000 บาท

❑ 7,001-9,000 บาท ❑ มากกว่า 9,000 บาท

41. ลักษณะการพักอาศัยของท่านในขณะนี้

❑ อยู่ร่วมกับผู้ปกครอง / ญาติพี่น้อง ❑ ไม่ได้อยู่ร่วมกับผู้ปกครอง / ญาติพี่น้อง

APPENDIX B
RELIABILITY TEST

Reliability

****** Method 1 (space saver) will be used for this analysis ******

R E L I A B I L I T Y   A N A L Y S I S - S C A L E (A L P H A)

		Mean	Std Dev	Cases
1.	A26	2.0406	.9671	1157.0
2.	A27	2.0078	.8580	1157.0
3.	A28	2.1115	.9087	1157.0
4.	A29	1.6707	.9082	1157.0
5.	A30	1.6785	.8806	1157.0
6.	A31	1.8833	.9371	1157.0
7.	A32	2.0173	.8212	1157.0
8.	A33	2.1893	.7285	1157.0
9.	A34	1.8799	.8237	1157.0
10.	A35	1.6154	.8203	1157.0
11.	A36	2.0069	.7464	1157.0

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
A26	19.0605	22.5344	.4114	.7584
A27	19.0933	23.3286	.3839	.7609
A28	18.9896	22.5622	.4470	.7534
A29	19.4304	22.9340	.4010	.7592
A30	19.4226	23.3134	.3714	.7625
A31	19.2178	21.9560	.5024	.7462
A32	19.0838	22.8796	.4700	.7510
A33	18.9118	23.6462	.4333	.7559
A34	19.2213	23.2486	.4179	.7569
A35	19.4857	23.5943	.3739	.7619
A36	19.0942	23.3121	.4686	.7521

Reliability Coefficients

N of Cases = 1157.0 N of Items = 11

Alpha = 0 .7734

BIOGRAPHY

NAME	Miss Farsai Chanjaruporn
DATE OF BIRTHDAY	August 16, 1981
PLACE OF BIRTH	Bangkok, Thailand
INSTITUTIONS ATTENDED	Mahidol University, 2002: Bachelor of Science in Pharmacy Mahidol University, 2004: Master of Management (Health Business Management)
POSITION & OFFICE	Food and Drug Administration, Ministry of Public Health, Nonthaburi, Thailand Position: Pharmacist Tel. 0-2590-7172 E-mail: farinosae@yahoo.com, farsaic@hotmail.com
HOME ADDRESS	100/320 Amornphan Village, Soi Senanikhom, Ladprao, Bangkok, Thailand 10230 Tel. 0-1890-4137