

ABSTRACT

TITLE : CONSUMER BEHAVIOR RELATED TO DECISION MAKING PROCCESS ON
COSMETIC PRODUCTS: A CASE STUDY OF S.PRONTAVEECHAI WARIN
CHAMPRAP DISTRICT, UBONRATCHATHANI PROVINCE

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KEYWORDS : DECISION MAKING PROCESS, COSMETICS, S. PRONTAVEECHAI

This study aimed to (1) examine consumer behavior and the decision-making process in purchasing cosmetics and (2) investigate the relationship between consumer behavior and the decision-making process in purchasing cosmetics. The population consisted of 250 individuals who had previous purchasing experience at S. Prontaveechai, Warinchamrap District, Ubon Ratchathani Province, for personal or household use. A questionnaire was used for data collection and statistical analyses included frequency, percentage, mean, standard deviation, and correlation analysis.

The majority of respondents were over 35 years old, single, held a bachelor's degree as their highest level of education, were employed in the private sector, and had an average monthly income ranging from 10,001 to 20,000 baht. Regarding consumer behavior, the results indicated that facial skincare products were the most commonly purchased category. The primary reason for purchasing cosmetics was the availability of a wide variety of products, which significantly influenced consumer decisions. In terms of decision-making, most respondents made purchasing decisions independently. Additionally, the findings revealed that the majority of consumers purchased cosmetics monthly. In terms of purchasing decisions, respondents placed the greatest emphasis on evaluating alternatives, while the actual purchase decision was given the least consideration. The hypothesis testing results revealed that certain aspects of consumer behavior were significantly related to the decision-making process for purchasing cosmetics from S. Prontaveechai, Warinchamrap District, Ubon Ratchathani Province. The type of cosmetics purchased, and the individuals influencing the

purchase decision were found to be associated with consumers' buying decisions. However, factors such as reasons for purchasing, frequency of cosmetic purchases, preferred purchasing channels, and payment methods showed no significant relationship with the decision-making process for cosmetic purchases.

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