

ABSTRACT

TITLE : BRAND IMAGE BETWEEN ASIA AND EUROPEAN COSMETICS:
VIEWS OF CONSUMERS IN UBON RATCHATHANI PROVINCE

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This research aims to (1) study the data concerning female consumers residing in Ubon Ratchathani and using either Asian or European cosmetics (2) investigate the consumers' perspectives of the cosmetics brand images, based on Keller's brand association concept (2003). Qualitative research was applied. Data was collected, during April-May 2019, through in-depth interviews with 15 key informants who were working women using high-end Asian and European cosmetics more than 3 months. Content analysis was utilized.

The findings indicate that most of the key informants were single, aged 24-35, and were entrepreneurs and company employees, using Asian and European cosmetics in a similar proportion. From their perspective, brand images between these cosmetics show either similarities or differences concerning 4 categories: attributes, benefits, attitudes and word of mouth. (1) Attributes: Asian cosmetics consumers tend to like the light texture and the colors that well blend with their skins, causing them to look natural when making up. In addition, Asian cosmetics have natural ingredients such as ginseng and green tea, alluring as well as luxurious packages, and their quality is well worth the price. However, European cosmetics consumers are likely to prefer the safety production standards, various color shades and long-lasting, beautiful and unique packages, and the quality is well worth the price. (2) Benefits: Asian cosmetics consumers have a tendency to opt for the relaxing aroma while alleviating skin problems such as acne and "oily face" with appealing imagery. European cosmetics consumers desire for the advantages of wrinkle prevention and self-image reflection in accordance with the powerful brands. (3) Attitudes: Asian cosmetics consumers have positive attitudes towards products that meet their needs and have negative attitudes towards those that cause allergic reactions. European cosmetics consumers in contrast, have very positive attitudes

about products that are unique, reliable, and worthy. (4) Word of mouth: both Asian and European cosmetics consumers look at product reviews on the internet before purchasing and will recommend them to others, and this results in either a positive or negative image of the brand.

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