

Factors Influencing Customer's Choice for D Cash Brand Hair Color Cream

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Abstract— The study of factors influencing customer's choice for D Cash brand hair color cream aimed to study consumer behavior and marketing factors which have impact on customer's choice for D cash brand hair color cream. 110 samples were drawn from the population that was consumer group who chose D Cash brand hair color cream. Questionnaires were used as mode of data collection and data assessment was conducted using descriptive statistics including percentage and mean. Inferential statistic was used to analyze the data. The study indicated that most questionnaire respondents were female, age 31-45, graduate Bachelor's degree, own beauty salon, monthly income higher than 20,000 Baht. Most of the respondents prefer red color shade of hair color cream because of long lasting. Most customers spent more than 10,000 Baht to buy D cash brand hair color cream through dealers. The reason to choose is because of movie stars presenter, and the purchase frequency is once in 3 months. They are satisfied with the product at the highest level. Marketing mix factors that influence the selection of D Cash brand hair color cream is found to be marketing promotion as first priority, then product, price, and place respectively. Hypothesis test results indicated that demographic factors including age, occupation, education, and monthly income do not have influence on buying decision of D Cash brand hair color cream while gender has effect on the buying decision. Price is found to have impact on buying decision of D Cash brand hair color cream at a significance level of 0.05.

Keywords— Consumer means buyers of D Cash brand hair color cream.

I. INTRODUCTION

Hair dying is one of the well known methods to cover grey hair or change the whole color of hair as one wants. It helps for better appearance and confidence of the user which is an important issue in everyday life for people in the whole world. People in very gender and every age can use the product according to suitability. Hair coloring is divided into 2 types including chemical and natural solutions. While market is still growing, this type of product has to keep adjusting to respond to fashion. In this current year, this market is expected to grow more than 5% from last year with the domestic market value of 2,300-2,400 million Baht. From the above information, researcher is curious to know significant variables that affect customer choice for hair color cream by conducting case study of famous brand like D Cash hair color cream which has long been very popular in Thailand market.

Objectives

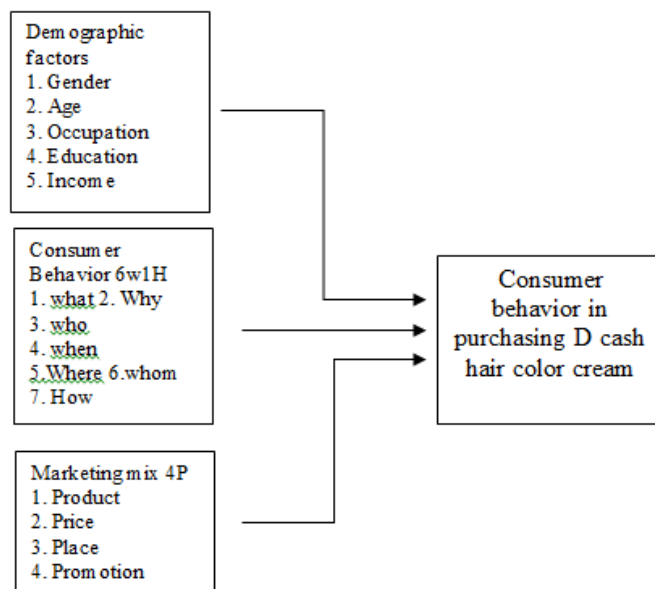
1. To study consumer behavior that influences the choice for D Cash brand hair color cream.
2. To study effect of marketing mix on the purchase of D Cash brand hair color cream.

Hypothesis

1. Demographic factors have impact on customer's decision to buy D Cash brand hair color cream.
2. Marketing mix has influences on customer's decision to buy D Cash brand hair color cream.

Conceptual framework

For this study, researcher applied consumer behavior theory 6w1H and 4P marketing mix theory together to form conceptual framework as follows.



Benefits from the Study

1. Explanation of consumer behavior regarding the purchase of D Cash brand hair color cream.
2. Explanation for influences of marketing mix on consumer's choice to buy D Cash brand hair color cream.
3. Application of derived data in marketing plan to respond to customer's needs.

II. LITERATURE REVIEW

For the study of factors influencing customer's choice for D Cash brand hair color cream, researcher has reviewed related theories and literatures including concept of consumer behavior 6w1H containing 1. What 2. Why 3. Who 4. When 5.

Where 6. Whom 7. How and the 4 P marketing mix theory containing 1. Product 2. Price 3. Place 4. Promotion and demographic factors containing gender, age, occupation, education, and income.

III. RELATED RESEARCHES

Patcharin Ratchawat (2011) studied factors affecting the buying decision for hair color liquid of consumers in shopping center in Pathumwan area, Bangkok. The study indicated that consumers who responded to the questionnaires were male and female in an equal proportion; age between 20-22; mostly studying in undergraduate program; earning income of 10,001-15,000 Baht; making the buying decision on their own; purchasing was done through websites; value of each purchase was between 201-300 Baht. Marketing mix that had impact on buying decision of hair color liquid was product with continuous development; variety of colors is available; different price levels; reasonable price matching with the brand image; availability of the products covering wide areas; marketing promotion that was price discount when newly launched and discount when buying big volume as well as advertisement on television media and magazine.

Kamolwat Thamraksa (2010) studied brand value and integrated marketing communication(IMC) which have effect on selection of hair color solution in Bangkok area and found that consumers were 314 females, age 26-30, income 10,001 Baht and above, Bachelor's degree of education; single status; and work for private company. Product factor included specification of hair color liquid and its physical appearance. For quality of the product, most consumers emphasized on having variety of color shades for selection, easy to use, and safety to the skin. For marketing promotion, most consumers were aware of the product through integrated marketing communication via television advertisement.

Thaweesab Amnuayworachai¹ Kraitsada Kittikowittana (2009: Abstract) studied buying behavior of working woman in Bangkok area for herbal hair fall control product. Questionnaire was used as mode of data collection from 400 samples. The study found that marketing mix had impact on buying decision of herbal hair fall control product at a high level with the mean of 4.06. Product aspect had the highest effect on buying decision, then price, promotion, and distribution channel respectively.

IV. RESEARCH METHODOLOGY

For the study of factors influencing customer's choice for D Cash brand hair color cream, researcher applied questionnaire as tool for data collection. Population and sample selection was from group of 110 consumers who bought D cash brand hair color cream.

Tool used in this study was questionnaire which could be divided into 3 parts as follows.

- Part1: Demographic data
- Part2: Data on buying behavior for D Cash brand hair color cream.
- Part3: Data on marketing mix effects on buying decision of D Cash brand hair color cream.

Descriptive statistics including Percentage and Mean were used to explain the demographic data and inferential statistics including T-test, One-way ANOVA, and Regression were used to test the hypothesis.

Findings

The study of factors influencing customer's choice for D Cash brand hair color cream has indicated the followings.

For gender, most of the samples were female which was in accordance with the research of Kamolwat Thammaraksa (2010) that found most samples to be female. For age, most samples were found to be between 31-45 years of age. For education, it was shown that most of the samples graduated Bachelor's degree or equivalent which was similar to the study of Kamolwat Thammaraksa (2010) and Patcharin Ratchawat (2011) that found most of sample to graduate Bachelor's degree. For occupation, most samples were found to run beauty salon shop and earn average monthly income higher than 20,000 Baht.

Marketing mix factor that affect consumer's buying behavior for D Cash brand hair color cream was found that for product/service customers paid attention to variety of colors. This finding was similar with the research of Kamolwat Thammaraksa (2010) that found most consumers to focus on variety of color shades. For price, customers paid highest attention to price discount and cumulative coupon promotion. This is in accordance with Kotler, 1997, pp. 61-63 claiming that most effective price element is cash discount which is reduction of price for the purchase with cash payment. For distribution channel, consumers preferred convenient place to access. This is similar to the research of Patcharin Ratchawat (2011) that found the samples to emphasize on availability of products in as many areas as possible. For marketing promotion, consumers rate high level of importance to marketing promotion and gave first priority to promotion event at point of sale such as having salesperson to recommend the products. This finding matched with the study of Patcharin Ratchawat (2011) which suggested that samples preferred discount during newly launching period, discount when buying in big volume, and advertisement on television media and magazine.

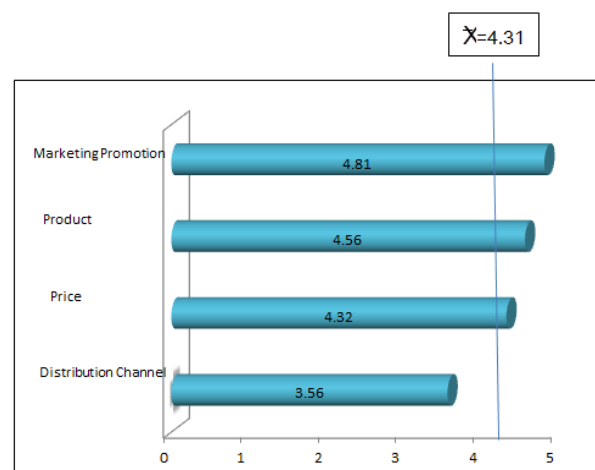


Fig. 1. shows significance level of marketing mix factors.

The study found that general mean of significance level of marketing mix affecting buyer's choice to buy D Cash brand hair color cream to be in a high level with $\bar{x} = 4.3$ consisting of : marketing promotion = 4.81 product = 4.56 price = 3.73 and distribution channel = 3.56 respectively.

TABLE I. Shows hypothesis test results.

Analysis Results	Accept H_0	Accept H_1
Hypothesis 1 Demographic factor has effect on buying decision for D cash brand hair color cream.		
Gender has effect on buying decision for D cash brand hair color cream.		✓
Age has effect on buying decision for D cash brand hair color cream.	✓	
Occupation has effect on buying decision for D cash brand hair color cream.	✓	
Education has effect on buying decision for D cash brand hair color cream.	✓	
Income has effect on buying decision for D cash brand hair color cream.	✓	
Hypothesis 2 Marketing mix has effect on buying decision for D cash brand hair color cream.		
Marketing mix factor "Price" has effect on buying decision for D cash brand hair color cream		✓

Hypothesis test results showed that gender and price have effects on buying decision for D cash brand hair color cream at a statistical significance level of 0.05.

V. CONCLUSION

The study of factors influencing customer's choice for D Cash brand hair color cream will utilize the results to adapt and develop the service that match consumer's needs as much as possible. It also suggested that manufacturers of hair color cream should make available variety of color shades. Pricing should be reasonably set and competitive comparing to the

others. Distribution channels should be expanded to make the products available in most area to maintain convenience for customers and can help to reach more number of customers. Marketing promotion activities should be carried out to attract customers maybe by cooperation with department store or shops seasonally or when they organize events.

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