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## **Factors Affecting the Purchasing Decision Facial Skincare Products of Working Women in Bangkok Metropolis during Economic Recession Period**

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### **Abstract**

The facial skincare products were in group of convenience goods that customers would buy from their wanted not needed so can said that facial skincare products were unnecessary for life. However, the competition in the skincare business was very high. Consumer had a lot of choices to select. This research aimed to study about factors related and affecting purchasing decision facial skincare products of working women in Bangkok Metropolis during Economic Recession Period. The quantitative questionnaires were conducted and also distributed 400 sets of questionnaires to working women who worked or lived in Bangkok, Thailand which were ever bought facial skincare product within 10 months ago. A statistical program was used to analyze the data there is three analyses which are descriptive analysis (frequency, mean and standard deviation), correlation analysis and multiple regression analysis.

Six factors related and affected on purchasing decision consist of product quality, convenience place, promotion, brand, self-image and social norms. After analysis by descriptive analysis and multiple linear regression the result shown only two factors related and affect purchasing decision facial skincare products of working women that were product quality and brand. The result can be explained that 36.9% ( $R^2=.369$ ) of the variation affect in purchasing decision facial skincare products of working women. Others factors consist of convenience place, promotion, self-image and social norms did not had statistical significantly on purchasing decision of working women in Bangkok. The economic recession effect from the COVID-19 made the customers were reduced in total income that affected to spent money less than last pass because of reducing in purchasing power. They had more awareness and more concern about products value benefit compare in own opinion. The researcher suggestion in order to improve businesses strategy to maintain or increase the business revenue that the companies should improve all of sub factor in product quality in good raw material, good result, non-hypoallergenic test and good texture together with brand on three sub factors in brand experience, brand preference and brand image.