

## ABSTRACT

Nowadays female consumers in Thailand are concerned with their beauty more than in the past. Therefore facial skin care has an important role in their life. Market value of facial skin care has increased from 300-400 million baht in year 2000 to 5,000-6,000 million baht in year 2006. Brands are important for the consumer market. They are the interface between consumers and the company and consumers may develop commitment and buying decision on brands. The relationship between a brand and the consumers can be seen as a type of bond or pact. Brands are the means of differentiating a company's product from its competitors and they have a great potential for increasing the ability of a company to compete as well as generating their growth and profitability.

The main aim of the research is to find the impact of brand credibility and commitment toward buying decision of OLAY facial skin care brand. This research explores and explains the relationship between brand characteristic, customer characteristics and product performance to the brand credibility. The brand characteristic consists of brand reputation. The customer characteristics consist of customer's self-concept and customer satisfaction. Similarly the relationship of brand credibility with the personal and functional connection is also explained. It also studies the relationship of personal and functional connection and commitment with buying decision. The research is conducted with the OLAY facial skin care female consumers aged from 18 to more than 35 years old who currently use the OLAY products more than one month and reside in Bangkok. The research data is acquired from 400 respondent questionnaires and analyze by using the Statistical Package for Social Science (SPSS). This study applies Pearson Product Moment Correlation as a statistic tool to test the hypothesis.

The analysis result indicates that brand reputation, customer's self-concept, customer satisfaction and product performance have a positive relationship with brand credibility. Brand credibility has a positive relationship with personal and functional

connections. Personal and functional connections have positive relationships with commitment. The commitment is strongly and positively related to buying decision. The most important factor which is related to buying decision is product performance, brand credibility, personal connection and commitment.

Based on these findings, the researcher recommends that P&G Company should improve product's ingredient and create marketing communication such as advertising to support brand credibility. They should use experiential marketing and relationship marketing for developing customer's commitment leading to the buying decision.

