

ABSTRACT

“Cosmetic” is a general term applied externally to substances or objects for beautifying the body. This refers to items for cleansing, softening, nourishing or even coloring. All women around the world as well as Thai women often used cosmetics to express their senses of modern identity and their self-independence. Nowadays, cosmetics are one of the essential factors in Thai women’s lives. The change in women’s role affects their lifestyle, attitudes, and even behavior.

The purpose of this study was to investigate the relationship between product attributes and buying decision of consumers of facial whitening skin care products. The study examined the relationship between product attributes, which are price, brand name, country of origin, packaging, product testing, product safety, and consumer buying decision for facial whitening skin care products. Moreover, this study also examined the differences between demographic factors, which are age, income, education level, occupation, and consumer buying decision of facial whitening skin care products.

Descriptive research design was employed in this study in order to determine the characteristics of consumers of facial whitening skin care products. To identify the sample of this analysis, non-probability was used in this study as the sampling frame cannot be defined and the sample size of this research is 384 samples.

The findings showed that there is a relationship between products attributes and consumer buying decision of facial whitening skin care products. Moreover, demographic factors were found to show significant differences on buying decision of consumers of facial whitening skin care products.