

## **Abstract**

Eucerin Q10 is the market leader in licensed pharmacy which ascertains an expert and clinically proven image. Therefore, brand switching behavior is a critical issue for firms to survive in the marketplace and realize how to avoid losing existing customers.

This research focused on: “Determinants of Brand Switching Behavior for Anti-Wrinkle Skin Care”. The research objective is to find out the primary factors influencing customer switching behavior via consideration sets model. The primary factors comprise prior experience, product knowledge, consideration sets size, media search, satisfaction, and retailer search.

Questionnaires were used as the research instrument and they were by 350 women, age 25 or over, who have ever used anti-wrinkle skin care products before, and currently using Eucerin Q10 anti-wrinkle skin care. The respondents live in Bangkok.

The data were processed by SPSS program. Descriptive analysis was applied for analyzing the demographic data via percentage and frequency analysis. Furthermore, Pearson Correlation Coefficient and Spearman's Rho were used to examine the five hypotheses and nine hypotheses; respectively.

The results of the demographic data indicate that 100% are females. In the age group of 25-30 years, with most of them holding

a bachelor's degree. Most of the respondents work in private enterprises, with an average monthly income of lower than 15,000 baht.

Therefore, the results from the eleven hypotheses indicate that prior experience had a positive relationship with product knowledge, but there was no relationship with satisfaction ;Product knowledge had a positive relationship with satisfaction and media search; Satisfaction had a positive relationship with media search; Satisfaction had a negative relationship with consideration sets size, and switching behavior; Media search had a positive relationship with consideration sets size; Consideration sets size had no relationship with retailer search and switching behavior; Retailer search had a positive relationship with switching behavior.

Based on the findings, the researcher would like to recommend that marketers should put more efforts on, first, information which is the most important basic input in the decision process. Second, develop effective communication and also choose the most effective medium to convey the message to customers. Third, retailers or distribution channels should be created the attractive point of purchase and promotional strategies to attract customers to shop their shelves.