

Marketing Mix Factors affecting the Purchasing Decision of Beauty Buffet Brand Cosmetics of the Chinese Population

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Abstract— The objectives of this study were to study 1) purchasing decisions of cosmetic brands. Beauty Buffet of the Chinese population 2) Marketing mix factors of the Chinese population who purchase branded cosmetics Beauty Buffet of the Chinese population 3) Comparison of purchasing decisions of cosmetic brands Beauty Buffet of the Chinese population classified by personal data 4) Marketing mix factors influence the purchasing decision of cosmetic brands Beauty Buffet of the Chinese population A sample of 400 people was selected using questionnaires as a study tool. The collected data were analyzed using percentage and mean t-test statistics. ANOVA analysis was performed using F-test, (One-way ANOVA), Correlation and Multiple Regression Analysis.

The results showed that most of the respondents were female, aged 20-30 years, single status, bachelor's degree. Occupation of a private company employee Average monthly income 20,001 – 25,000 baht. Decision to buy cosmetics brands. Beauty Buffet of the Chinese population is of medium importance Marketing mix factors affecting the decision to purchase cosmetics Beauty Buffet brand of the Chinese population Product, price, distribution channel And in terms of marketing promotion, it was found that the overall picture was at a moderate level. Compare the purchase decision of cosmetic brands. Beauty Buffet Of the Chinese population classified by personal data, it was found that personal data, gender, status, educational level Occupation and average monthly income Different affects the decision to buy cosmetics. Beauty Buffet brand of the Chinese population is not different. The difference in age affects the decision to buy cosmetics from the Beauty Buffet brand. of the Chinese population different Marketing mix factors influence the purchase decision of a cosmetic brand. Beauty Buffet of the Chinese population in regards to beautiful packaging, products with clear and accurate price tags,

Categorizing products on the website In order to attract and attract target customers, importing companies or shops have to distribute their products. to customers Affects the decision to buy cosmetics brand beauty buffet of Chinese people statistically significant at the .05 level

Recommendations from the results of the study Product Entrepreneurs should pay attention to the selection of products to sell. Both in terms of style and quality of products that are unique. should be different from products sold through conventional channels and stores with similar products The way to contact the seller and pay Operators should provide channels in Contacts that customers can easily access both online and offline.

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I. INTRODUCTION

Past to present Beauty is something that is with women of all ages. From the maintenance of good skin care (Ribeiro, Estanqueiro, Oliveira, & Sousa Lobo, 2015) the make-up to cover the weaknesses and enhance their own strengths to be beautiful which creates more self-confidence, (Mahamud, 2021). resulting in a good personality It is an impression of the people you meet in everyday life. including the opposite sex Even with some economic downturns, many people need to cut down on their extravagant expenses. but health and beauty It is still essential to most women's lives. (Kachenchart, 2006)

In China, most women when traveling abroad tend to buy fashion items, clothes, shoes, bags, cosmetics as souvenirs. Thailand can sell cosmetic souvenirs. Skin cream is a famous souvenir product. and was told for a long time At present, the cosmetic industry in Thailand is growing. increasing and more competitive Cosmetics brand beauty buffet focuses on variety for ladies. have chosen like buffet restaurant Consists of inexpensive brands, focusing on bright colors. Targeting teenagers and working age customers Opened 239 branches throughout Thailand. and has plans to expand branches in various shopping centers Combining the concept of a buffet restaurant business into with the cosmetic retail business (Rábová, 2015)

Make a difference and stand out By applying the concept of dining, buffet type with food to choose from and try a variety of types, beautifully decorated, attractive and after choosing. Fully tasted Consumers will be able to choose what as much as possible, confidently, as well as with the layout of the beauty buffet shop with a wide variety of products to choose from Focus on colorful decoration and friendly service. so that customers can try make full use of the product Before making a decision to buy the most suitable product for yourself by Beauty Buffet. There will be a unique chef puppet located in front of the shop to attract customers. Which is designed to be in line with the shop's slogan, "The Most Delicious Beauty Shop in Town" or "Beautiful, delicious, buffet style" and in accordance with the concept of buffet, products distributed under the beauty buffet shop. will be presented with a variety

of brands (Multi brands), each brand developed and registered trademarks The trade belongs to the company. including through the selection Determine different identity, price levels, and market positions to cover and meet the needs of the group. Different and different target customers (beauty buffet website) (SIRIWUTTIPAN, 2020)

As mentioned above, the students are interested in studying. Marketing mix factors affecting the purchasing decision of beauty buffet brand cosmetics of the Chinese population to increase the distribution channel of the machine Beauty Buffet brand or for the benefit of doing business selling Thai cosmetics in China.

II. STUDY OBJECTIVES

To study the decision to buy cosmetics brand Beauty Buffet Chinese population

To study the factors of marketing mix in purchasing beauty buffet brand cosmetics Chinese population.

III. SCOPE OF STUDY IN TERMS OF CONTENT, SCOPE OF STUDY

On the content aspect, the study of marketing mix factors affecting the purchasing decision of beauty buffet brand cosmetics. of the Chinese population based on decision theory and the marketing mix theory of Philip Kotler, consisting of Product, Price, Place, Promotion

Demographics and samples The population used in the study was a Chinese population who purchased branded cosmetics. Beauty Buffet.

A. Marketing mix theory

Marketing Mix Theory: discusses variables or components of marketing mixes. (4P's Consumer Behavior Theory) (Londhe, 2014) Consumer behavior analysis concepts 6W+1H (Kinoshita, & Kinoshita, 2016)

B. Research Methodology

A study of marketing mix factors affecting the purchasing decision of beauty buffet brand cosmetics. of the Chinese population Its purpose is to study decision making. and marketing mix factors to compare purchasing decisions and to study the marketing mix factors affecting the purchasing decision of beauty buffet brand cosmetics of the Chinese population by using the information obtained from this study to improve product quality shop service to meet the needs of consumers as much as possible The methodology for the study was set as follows: (Azimi, Mahmoudi, & Esmaeili, 2018).

IV. CONCLUSION

A study of marketing mix factors affecting the purchasing decision of beauty buffet brand cosmetics. of the Chinese population Objectives to study decision making and marketing mix factors to compare purchasing decisions and to study the marketing mix factors affecting the purchasing decision of beauty buffet brand cosmetics of the Chinese population 400 sets of questionnaires were used as data collection tools and

statistical data were used for data analysis, i.e. percentage, mean, t-test, (One-Way ANOVA) and Multiple Regression Analysis. From the data analysis results, it can be concluded. can be as follows:

A. Personal information

The purpose of this study was to study the factors affecting marketing mix. and marketing mix factors comparing purchasing decisions and to study the marketing mix factors affecting the purchasing decision of beauty buffet brand cosmetics of the Chinese population It was found that most of the respondents were female, aged 20-30 years, single status, bachelor's degree. Occupation of a private company employee Average monthly income 20,001-25,000 baht.

B. Information on the level of importance of marketing mix factors when purchasing Beauty Buffet cosmetics. of the Chinese population

From the study of information about the importance of marketing mix factors, it was found that in terms of price, marketing promotion, in a very important level and distribution channels Product is of medium importance The details are as follows.

Product The results of the study were found to be of moderate importance. The details of importance are at very important level, 1 item is beautifully packaged, and 2 items are moderately important, consisting of products using raw materials and ingredients. in producing quality The product has been certified for standards from government agencies that control imported cosmetics or other international standards organizations. and 2 least important items, consisting of cosmetics of good quality and reputation. Product packaging beautiful and modern

In terms of price, the results of the study were found to be of medium importance. with important details 3 items were at a moderate level, consisting of product items with clear and accurate price tags. The price is reasonable for the quality. And it's cheaper than cosmetics from other countries.

distribution channel The results of the study were found to be in a very important level. The details of importance are at the level of high importance, 2 items, comprising channels for providing information in A website is a medium to provide information from manufacturers to customers in order to attract target audiences. Should categorize products on the website page. in order to be attractive and attract target customers and in the level of medium importance, 1 item is the distribution channel of imported cosmetics online through the page Websites help businesses compete effectively and conveniently.

Marketing Communication The results of the study were found to be in a very important level. The details of importance are at a very important level, 3 items, consisting of an importing company or a store that has distributed products to its members. The importing company or the store has a discount on the product. to customers Use a reliable presenter and is in medium priority, 1 item is an importing company or a

store that offers free trial products to customers

From the study of information on marketing mix factors Make you know the factors of marketing mix There is a level of importance, with the total average being of medium importance.

C. Information on purchasing decisions of beauty buffet brand cosmetics of the Chinese population

From the study of information about the decision to buy cosmetics brand Beauty Buffet. of the Chinese population

found that the decision to buy cosmetics brands Beauty Buffet of the Chinese population In the overview of the decision to buy cosmetics brand Beauty Buffet. of the Chinese population is of medium importance The details are as follows.

and considering the level of opinion At the level of very agree, 1 item is choosing to buy cosmetics because they have received products that have been tried and liked. At the moderate level, 2 items consisted of choosing cosmetics taking into account price and quality and buying cosmetics taking into account product reviews.

From the study of information about the level of opinions about the buying behavior of beauty buffet brands of the Chinese population Make them know the level of opinions about the behavior of buying beauty buffet brands. of the Chinese population as a whole is at a moderate level.

D. The compare purchasing decisions of beauty buffet brands of the Chinese population according to personal information

Hypothesis 1: Different personal data influences the purchasing decision of beauty buffet brand cosmetics. different chinese population

From the study, it was found that personal data in terms of gender, status, education level Occupation and average monthly income Different affects the decision to buy beauty buffet brands. Of the Chinese population, there was no difference. The difference in age affects the decision to buy cosmetics from the Beauty Buffet brand. of the Chinese population different statistically significant at the .05 level.

E. To study the factors of marketing mix that affect the purchasing decision of cosmetic brands. Beauty Buffet of the Chinese population

Hypothesis test results

Hypothesis 2: Marketing mix factors influence product purchase behavior of beauty buffet brands. of the Chinese population

The study found that Marketing mix factors in the issue Beautiful packaging, clear and accurate price tags, product classification on the website. In order to attract and attract target customers, importing companies or shops have to distribute their products. to customers Affects the decision to buy cosmetics brand beauty buffet of Chinese people statistically significant at the .05 level.

F. Discussion of results

From the study of marketing mix factors affecting the

purchasing decision of beauty buffet brand cosmetics of the Chinese population The students had issues to discuss as follows:

Marketing mix factors affecting the purchase decision of beauty buffet brand cosmetics From the study of factors of products, prices, and distribution channels and marketing promotion, it was found that the overall level was at a moderate level. It was found that the Chinese population, female, aged 20-30 years, were interested in purchasing beauty buffet cosmetics. That would be a group of school age or early work. which has little experience of consumption There is not much of one's own identity. by using products according to friends or social trends. It comes from the dominant behavior that is always looking for new things. by being highly influenced by the media especially social media They also like good quality products. But still not attached to a new brand. Start taking care of health according to trends Shop by looking at price and value. and also often consumed according to the habit For a product or marketing that will motivate a group of people, it must be a variety of products. have fun socialize with friends in the social media world.

G. Recommendations received from the study

The study authors have the following suggestions to be useful:

In doing this research, we know the factors of marketing mix. and the decision to buy cosmetics brand Beauty Buffet to be used as a guideline for entrepreneurs to improve Developed to meet the needs of consumers the most from the marketing mix as follows

1. Product side Entrepreneurs should pay attention to the selection of products to sell. both in terms of form and quality of the product Because customers are popular with products that are exotic. It has a modern design. It is unique, therefore, the product should be different from the product sold through normal channels. and stores with similar products Including the quality of the product, which is a fundamental factor that customers still attach importance to number one

2. The way to contact the seller and pay Operators should provide channels in Contacts that customers can easily reach Because there are many communication channels both online and offline. coupled with the behavior of customers who like convenience, speed and dislike waiting Having few or inconvenient contact channels can lead to missed sales opportunities. Including payment channels should be prepared in several ways. To support the needs of customers such as payment through various payment systems, payment on delivery or payment via ATMs or mobile apps, etc., there should be multiple banks for customers to choose to pay for products. for customer convenience would result in customers making a quick purchase decision. Because there may be channels that are used regularly and do not have to worry about fees.

V. SUGGESTIONS FOR THE NEXT STUDY

More studies should be done on the issue of consumer

satisfaction with brands. This is to know more about the needs of consumers.

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