

Abstract

Research Title : STUDY MARKETING FACTORS AFFECTING PURCHASING BEHAVIOR OF COSMETICS VIA E-COMMERCE OF CONSUMER IN BANGKOK

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This research aims 1) to study demographic characteristics affecting purchasing cosmetics via E-commerce of consumers in Bangkok 2) to study the marketing factors affecting purchasing cosmetics via E-commerce of consumers in Bangkok 3) to study internet usage behavior affecting purchasing cosmetics via E-commerce of consumers in Bangkok.

The sample consisted of women 400 participants who have purchased cosmetics via internet in Bangkok. The questionnaire was used as a research instrument while statistics used for data analysis included percentage, mean and standard deviation. The independent sample t-test and One-Way ANOVA were used to test hypothesis.

The result of this research revealed that consumers having difference of internet usage behaviors. The most important marketing factors that affecting purchasing behavior of cosmetics via E-commerce is product. The second factor is the promotion, price and distribution channels, respectively.