

AN ANALYSIS OF THE COMPONENTS OF AN ONLINE STORE THAT AFFECTS CONSUMER'S COSMETIC PURCHASING BEHAVIOR

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Introduction

Statement and Significance of the Problem

Consumers today do not have balance in their lives, including living from stress and worry in various fields. Whether it is psychological that consumers' lives are still exposed to stress from fake news from fraudulent phones. Economic aspects of online shopping the fast-paced economy creates financial stress as it makes it more difficult for consumers to control their expenses. changing social aspects in study, work and life styles. The environment visibility of customer stress and communicating to release those stresses is something that marketers can apply to their business. Such as in the telecom industry, customer stress may be about the phone bill caused by the package. And make customers wonder where this expense came from. What can be done is to explain to customers that the amount of money in the package comes from using the mobile phone. IKEA conducts ASMR Marketing (Autonomous Sensory Meridian Response Marketing) through communications that show customers that sleeping on IKEA furniture. How to make customers sleep better?. In addition, with the high stress of Thai consumers, they want to communicate positively. The spread of COVID-19 also affects the income of consumer which most consumers are concerned about the uncertainty that will occur. This behavior has caused a small trend called affordable luxury. That is customers still want products and services to satisfy their lifestyle needs to pamper themselves. We will see that many brands that are mid-level brands have adapted more products and services that can be purchased or owned. For example, adjusting lipstick to be smaller in size to have a tangible price or cream sachets in convenience stores. There are a lot of products that are available for sale, that is, customer segmentation. with high growth on fierce competition (consumer secrets that determines marketing trends, 2022)

Even though the above example of stress affects our lifestyle more or less. It cannot be argued that human behavior and purchases or shopping to relieve stress is paired with people of all ages. From an era where people shop at the market or department store, in the social media era (social media) or the online social era that opens the world of buying and selling products around the world at your fingertips in fact. We began to see the trend of easy buying and selling conditions on various social media platforms. When the situation of the COVID-19 epidemic It has led to what we all have to use to live our lives today. You have to queue in order to taste the delicacy of that restaurant. But nowadays, we no longer have to queue ourselves because there is a delivery service that is ready to stand in line and bring the food to your home. Or, if you want to buy a new computer, you'll have to go to the store to pick out the components to the specifications you want and wait for an employee to assemble it for you. Then had to carry it home myself. But today, just click to order online and choose the right model. Wait less than half a day at the computer. That machine is ready to deliver to the front of the house.

From the study of the buying behavior of Thai people during COVID-19 through different online channels According to YouGov, Thais have increased their purchases through social commerce by 56% and over 62% of them are satisfied with online purchases through such

channels. During the past March 2021, it was found that more than 45% of people made purchases through Social Commerce, the average amount of which was 1,000 – 3,000 baht per person, and more than 50% were regular workers and students who spent 2- 3 hours a day navigating different platforms to look for and buy what you want. Of course, the most popular platform in our country would be none other than Facebook, with more than 58% of people choosing to buy products, followed by LINE at 35%, Instagram at 21%, and Twitter at 11%. In order, on Facebook, the group of people who shop the most are between the ages of 35-44, accounting for 64% of the total number, while on Twitter. The group of people aged 18-24 makes up 19% of the users. (COVID 19 and Thai consumers Revealing statistics on buying behavior of Thai people during COVID-19 via SOCIAL COMMERCE, 2021)

When we can't deny online trading platforms via social media world. It seems easier to develop and improve platforms that are acceptable and attractive. But the ease of online purchases can easily lead to fraud. For example, the product doesn't match the cover. did not receive the product or late delivery or defective products, etc. Therefore, the researcher is interested in analyzing online store components. Whether the development or any platform improvements of online trading channels to be able to understand the response of consumers to buy products and to solve problems at the point that will result in successful online stores in the future.

Research Question

1. What is the condition of the problem, format, and components of the online store?
2. What is the behavior of consumers choosing to buy cosmetics?
3. What are the behavioral guidelines of consumers towards buying cosmetics that make online stores successful ?

Research Objective

1. To study problems, forms, and elements of online stores.
2. To study and analyze Behavior of consumers choosing to buy cosmetics
3. To offer consumer behavioral guidelines for buying cosmetics that make online stores successful .

Research Hypothesis

1. Different individual factors affect the composition of consumers' cosmetics online stores. different
2. Different consumers' buying behavior of cosmetics affects the composition of consumers' cosmetics online stores. different

Scope of the Study)

1. Population area boundaries the target groups used in the research were divided into 2 groups:
 - 1) online shop entrepreneurs by using in -depth interviews (Depth Interview) and questionnaires .
 - 2) An online cosmetic purchaser aged 18 more but not more than 55 years, the researcher has determined the size of the sample according to the stratified random method to collect comprehensive data from the sample. The researcher defined a sample group of 400 people.
2. Scope of content
 - 1)Personal factors include gender, age, status, and education.
 - 2) Social and economic factors, including occupation, monthly income family roles Role in online stores and membership in social groups
 - 3) Online shop environment factors include 1) Sales 2) Service 3) Talking 4) Save and 5) Sizzle

3. Timeframe Schedule for data collection and synthesis analysis during January - September 2023

Significance of the study

1. Aware of the problems, formats, and components of the online store.
2. Get to know the behavior of consumers choosing to buy cosmetics.
3. Get to know the behavioral guidelines of consumers towards choosing to buy cosmetics that make online stores successful.
4. Continue to bring the work published in other journals.

Definition of term

1. Online shop means a shop registered electronic commerce (Electronic Commerce) that sells goods and services electronically through a computer network system. or internet

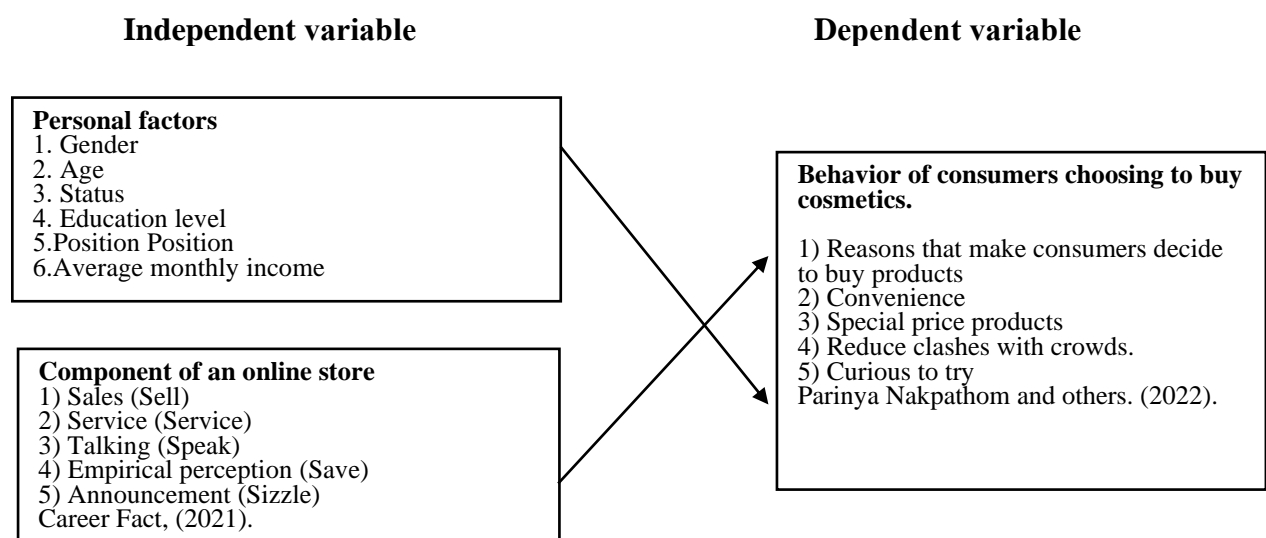
2. Buying behavior refers to the characteristics of consumers in making the decision to buy cosmetics of consumers. that there is any kind of purchasing behavior This may depend on the risk and stake that the consumer has to the cosmetics.

Consumer means a purchaser of cosmetic products from an online store business operator. Either an individual or a group of people, such as households or those who regularly use cosmetic products

Theoretical concepts and related literature (Review of Related Literature and Study)

1. The 13th National Economic and Social Development Plan (2023-2027) on the issue of value-creating economy
2. The concept and theory of online store components
3. The concept of management theory
4. The concept of marketing theory
5. Concepts and theories about buying behavior
6. Concepts and theories about consumer cosmetics
7. Concept of demographics
8. The concept of motivation
9. The concept of satisfaction
10. Related research8. Review of Related Literature and Study
11. Conceptual Framework

Conceptual Framework



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