

FACTORS FOR CHOOSING TO USE COSMECEUTICALS FROM THAI HERBS AMONG THE PEOPLE IN CHIANG MAI

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Introduction

Statement and Significance of the Problem

The trend of natural products using has become more popular due to the people health problems that have been contaminated with too many chemicals such as cosmetics. Steroids are an abbreviated name for corticosteroids and are used extensively. This is for the purpose of healing quickly, especially for the treatment of acne that causes acne. It can make the face white within a short time, but there will be an accumulation of steroids on the skin, dangerous and side effects from the use of steroid-containing cosmetics after about 2-4 weeks by using. Steroids can easily cause rashes, acne, blotches, red, itchy skin. Thin and sensitive skin, acne occurs as red granules scattered all over the face or in clusters in one area, but will appear more in areas where creams or drugs containing steroids are applied. Clogged acne occurs after stopping use, the skin will wither quickly because steroids will destroy the process of creating collagen in the skin layer. can make the face dull due to lack of moisture in the skin, cracks, fissures on the skin, abnormal blood vessels under the skin, causing redness all the time, the skin will fade in color if used for a long time, causing permanent white spots (Department of Science medical , 2016)

As a result of the side effects of this chemical itself, there is an awareness of the use of natural cosmeceutical products. make the Thai cosmetic industry that use herbs as raw materials for production has expanded. Cosmeceuticals is a product that combines the properties of cosmeceuticals and/or drugs together It is a new type of product in the cosmeceutical industry. Nowadays, consumers prefer cosmetic products more and more. Cosmeceutical products fast growing. Especially natural cosmeceutical products (Natural Cosmeceuticals) , which are products that must not contain ingredients such as fragrances, colors, additives, stabilizers, solvents, etc., which are synthetic substances. Also must not be irradiated. No use of contaminated raw materials or genetically modified and not using experimental animals animal testing The objective is to test the efficacy and allergies caused by the use of newly produced cosmetic products. Thailand will also be watched. as another country to play a role in exporting herbal products especially cosmetic products. At present, the cosmetic market trends to grow continuously. As a result of consumers becoming interested in natural products. and more environmentally friendly products showing abundance. And a variety of Thai herbs various herbs are considered important raw materials for the production of cosmeceuticals. It also shows advances in production technology. and research graduation to bring the benefits of herbs commercial use create added value products.

The key factor driving the rapid expansion of the cosmetic manufacturing business is consumer demand who want products using natural raw materials, free from chemicals, production must be environmentally friendly in producing health products. In Thailand, Thai farmers are encouraged to plant a variety of herbs and Thai herbs are local wisdom and inherited. Thai farmers Planted Thai herbs to continue the local wisdom to remain sustainable. Herbs originate from nature. which is not mixed, cooked or transformed Plants have roots, stems, leaves, flowers, and fruits that have not undergone any processing, but in commercial herbs are often modified in various forms. Extracts from many local medicinal plants have potent bioactive abilities (Sasom, 2010). When studying the overall statistics of Thai herbal

products in Thailand, it was found that the products dominate the market and are widely used. Cosmeceutical group and the product that dominates the market first is soap products. (Marketeer, 2015). There was information found that Soap market share in Thailand is divided into 7 segments, consisting of herbal soap, baby soap, beauty soap. hand sanitizer healthy soap men's soap and other soaps and soaps with continuously growing, always occupying more than 12% market share is herbal soap (Kantar Worldpanel (Thailand), 2017)

Nowadays, cosmetic products that are very popular is a skin product especially the anti-wrinkle properties hair products and essential oil products which product label Identify natural ingredients. Including clear properties by studying and researching scientifically referenced properties It's a standard upgrade. Thai herbal cosmeceuticals to be higher is widely accepted and create distribution channels through cosmeceutical distribution companies in each country Interesting selling point is to create a product image in line with the environmental conservation trend The price of herbal cosmeceuticals available is not very high Because Thailand has the source of the original herbal production. Target consumer group be middle-class consumers and most of them are in the working age. The price of herbal cosmeceutical products is not expensive compared with imported herbal cosmeceuticals. It has received a lot more acceptance from consumers. In addition, the popularity of beauty salons with a large increase in the introduction of herbs. Causing the herbal cosmeceutical market to expand continuously. Causing cosmetic manufacturers to accelerate improvements and inventing formulas for producing cosmeceuticals which requires investment in research and development of herbal products to be used as raw materials. Especially researching in the properties of various herb that can be used as scientific references and internationally accepted standard. As a result, consumers will be trust the in product more. The research and development, marketing, creating products that are acceptable in quality will play a very important part to attract consumers to use more herbal cosmeceutical products.

Research Question

1. Opinion level separated by gender, age, status, educational level, monthly income, how does it affect the use of herbal cosmeceuticals among consumers in Chiang Mai?
2. What personal factors influence consumers' decision to buy herbal cosmeceuticals in Chiang Mai?
3. What are the marketing mix factors that affect consumers' decision to buy herbal cosmeceuticals in Chiang Mai?

Research Objective

1. To study the level of opinions separated by gender, age, status, educational level, monthly income that affects the use of herbal cosmeceuticals by consumers in Samut Prakan Province. Decided to buy herbal cosmeceuticals for consumers in Chiang Mai
2. To study personal factors that influence purchasing decisions. Herbal cosmeceuticals for consumers in Chiang Mai
3. To study the factors of the official Marketing mix that influence purchasing decisions Herbal cosmeceuticals for consumers in Chiang Mai

Research Hypothesis

1. Different personal factors affect the decision to buy herbal cosmeceuticals of consumers in Chiang Mai differently.
2. Different marketing mix factors influence consumers' decision to buy herbal cosmeceuticals in Chiang Mai differently.

Scope of the Study

population : This research is a quantitative study by focus on studying factors influencing purchasing decisions. herbal cosmeceuticals for consumers in Chiang Mai . The samples were obtained from random sampling with purchase selection herbal cosmeceuticals for consumers in Chiang Mai The sample used in The research, for which the exact population is unknown, uses the method. Calculated from a sample For the case of knowing the number definite population Using the formula of Taro Yamane (Taro Yamane) of 400 people using random sampling. quota sampling and purpose sampling (Henry, 1990).

Content :This research aims to focus and understand the marketing mix factors affecting Choose Thai herbal products. using the compound concept service marketing which consists of product aspect, price aspect, distribution channel aspect Sales promotion, personnel, creation and presentation of physical characteristics and process as a conceptual framework for research To apply the findings to develop the production of modern products that can compete with competitors and the products are Satisfied with consumers and behavioral factors in making purchasing decisions Herbal cosmeceuticals for consumers in Chiang Mai

Period Conducting research during the year 2023.

Significance of the study

From research will benefit in terms of policy. Management and academic Policy outcomes will make those involved in policy making on medicinal plants and herbal medicine see the direction and trend of promoting both planting and marketing as a guideline in adjusting corporate strategy to make business grow and be sustainable

Management Benefits From the study will help entrepreneurs and manufacturers. have seen the market demand And know the factors that will allow consumers to buy products.

Academic benefits The results of the study can confirm the theoretical concepts and can be extended to other products or areas.

Definitions of term

Marketing mix refers to the product itself . Price Distribution channels marketing promotion Personnel Product presentation Physical characteristics _ service

Pharmaceutical means a product used for medical purposes. or has medicinal properties

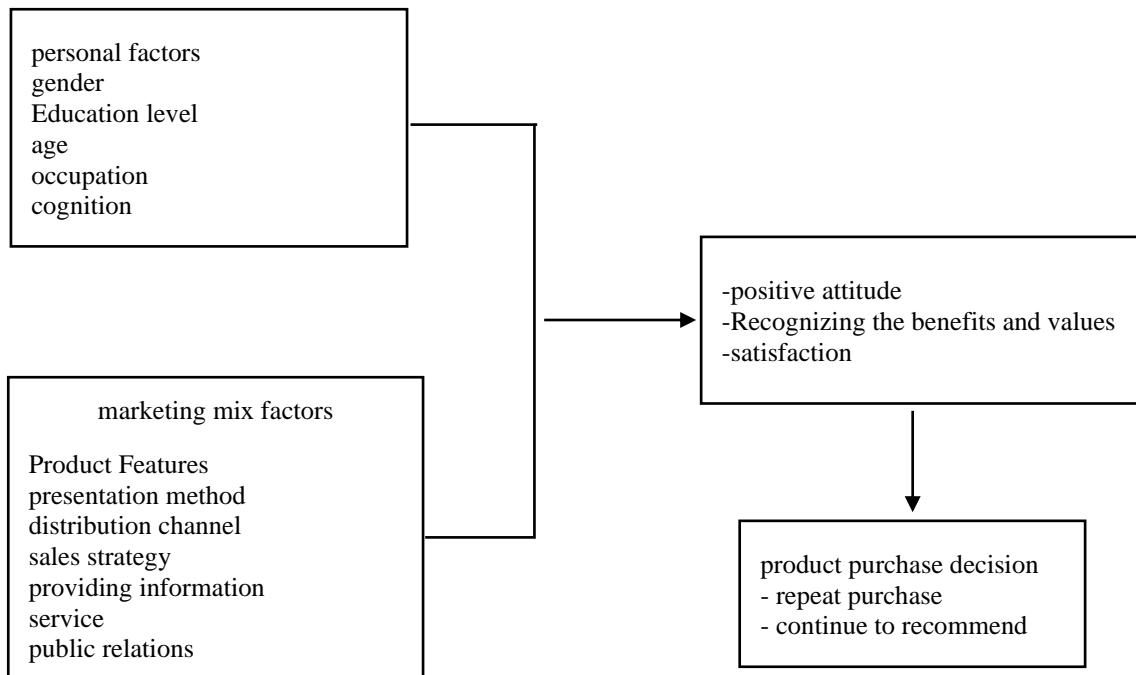
Cosmeceuticals are products that combine the properties of cosmeceuticals and/or drugs together .

Theoretical Concept

theoretical concepts used in research

1. The concept of perception theory
2. The concept of marketing mix theory
3. The concept of awareness theory
4. Satisfaction Theory Concept
5. The concept of demographic theory
6. The concept of public policy on the use of cannabis extracts for medical purposes
7. The concept of consumer behavior
8. The concept of product quality improvement
9. Related Research
10. Conceptual Framework

Conceptual Framework



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