

Satisfaction and Behavior in Consuming Beauty Queen Medicinal Herbs Cream of Consumers in Bangkok Metropolitan Area

Chuthamat Baokhumkong¹, Pramee Supmee²

¹Faculty of Public Health, Maha Sarakarm University, Maha Sarakarm, Thailand

²Dragon Herb Garden Co.,Ltd., Bangkok, Thailand

Email address: ¹odearzaao@hotmail.com, ²pramee.sapmee@gmail.com

Abstract— The purpose of this research is to study Satisfaction and behavior in consuming medicinal herbs cream of consumers such as Beauty Queen cream products by Pramee Princess. The production of medicinal herbs, aloe vera, Aglaonema, cherry blossoms and Lakoocha. by studying the effect of demographic differentiation toward consumer behavior and Satisfaction and behavior in consuming medicinal herbs cream of consumers. The effect of product satisfaction price and cost effective satisfaction, Safety in using satisfaction, toward total satisfaction in consuming medicinal herbs cream of consumers supplements. The tools which were use in this research are questionnaires. The parametric sample is consumers who buy medicinal herbs cream supplement in Bangkok Metropolitan area, amount 410 persons. The sampling areas around Bangkok metropolitan. The statistic technique which was used is percentage, Independent t-test, One way ANOVA, Multiple comparison by using LSD technique. Analyzing the factors which effect to consuming beauty and behavior trend to buy medicinal herbs cream supplement (Beauty Queen cream) the technique which were used is correlation. The results of this research are found that most of sample are female, age between 30-39 year old, education level mostly are bachelor degree, Marriage status mostly are single, occupation mostly are private company employee, Income level mostly are 20,001-30,000 bath per month. The most found reasons is buying beauty aids dietary supplement are for nourish skin, the frequency in buying mostly are just buy only one time, 1,581.70 bath. The result of hypothesis testing which using multiple regression found technique that product satisfaction have a most synergistic relation with total satisfaction in consumer medicinal herbs cream supplements follow with place to buy satisfaction, price and cost effective satisfaction and safety satisfaction respectively and the excluded factor is promotion satisfaction which not have relations each other's and buying behavior found product satisfaction price and cost effective satisfaction Promotion satisfaction Place to buy satisfaction have synergistic relation to buying behavior which present correlation value in 0.318, 0.405, 0.189, 0.137 respectively at the significant level 0.05. The analyzing of consuming satisfaction toward buying trend of medicinal herbs cream supplement found that Product satisfaction safety satisfaction Price and Cost effective satisfaction Promotion satisfaction Place of distribution satisfaction have synergistic relation to buying trend Product satisfaction safety satisfaction Promotion satisfaction Place of distribution satisfaction have relation trend to continue to buy. Product satisfaction safety satisfaction Promotion satisfaction, Place of distribution satisfaction, have relations to advise products to other people and friends to buy. Over claims the advices from consumers mostly are should advise other products which can use together and reduce price.

Keywords— Satisfaction and behavior; medicinal herbs cream; herb.

I. INTRODUCTION

The beauty is that all human beings desire beauty with inner beauty. By eating foods with health benefits and outer beauty by using cosmetics sections. The products based cosmetic means the body in everyday life to preserve, strengthen, protect, clean or fix a bug decorated with colorful parts of the body to be beautiful. Apply to clean, and the personalities invited to look more and more confidence in the social (Choopayac C, 2001), Cosmetics are currently being produced by many due to the advancement and modernization of new technology. Incoming e's a man we can choose to buy cosmetics freely available to meet the needs of the individual. The use of cosmetics is individual. Varies depending on the reason for the need and suitability of each such reasons for the popular claims a place to buy cosmetics manufacturing facilities (Santiwong T, 2013), etc. These things therefore the reason to choose the makeup of each is different. Go cosmetic skin types cosmetic is one that focuses on the facial skin. The moisture apply to

face free of acne or foster beauty women today are so important to look more and more. Both the dress and beauty. Hair is an important part of the daily life of women of all age groups, from teenagers. Students to work the cosmetic facial since cosmetics are produced in abundance. The need to purchase individual would be different. Cosmetic and beauty is a woman for centuries. The researcher sees the need. Since women generally have a love and beauty. Have their own health care and research, the study found. The population is mostly female cosmetic use. Aged between 15-60 years (Thanniyom newspaper, 2012), so the researchers are interested to research about the preferences and behaviors of use Beauty Queen cream herbs products by Pramee Princess. User based in Bangkok. In order to study in using the cream and use of cosmetic skin and includes the classification of types of cosmetic skin of the user's field guide to encourage the use of cosmetics is more accurate.

II. RESEARCH OBJECTIVE

To study the satisfaction and behavior in consuming medicinal herbs cream of consumers in bangkok metropolitan area.

III. RESEARCH METHODOLOGY

A. Study Design

Research in this survey (Survey Research) aims. To study the preferences and behaviors in consuming medicinal herbs cream of consumers in Bangkok metropolitan area.

Population

The population in this study. Group cream products produced from medicinal herbs cream of consumers in Bangkok metropolitan area by Beauty Queen cream product by Pramee Princess.

Sample size

The sample in this research is the cream products produced from herbs. Users in Bangkok is Beauty Queen cream by Pramee Princess brand. Based primarily on data collection Systematic Sampling (Wanitbancha K, 2001) by collecting data from that trial products Beautiful Queen Hotel is the Princess from August to October, 2557 the number of 410 people.

Measurement tools

Data were collected using a structured questionnaire The tools used to collect data was the selection of cosmetics, including why and how to use. Cream products produced from herbs cream a satisfaction rating and record information about the information on the labels of cosmetics, skin type of users in Bangkok.

B. Data Collection

Coordinate with user agent cream products produced from herbs. To questionnaires the questionnaire to be distributed to agents.

Questionnaires to sample each one. With details of the query, the second because the samples were taken to see listed on the labels of cosmetics.

Keep a sample questionnaire.

The questionnaires were analyzed totaling 410 sets of samples. By simple random sampling

C. Data Analysis

The research data were checked for accuracy and using SPSS to analyze the data. The statistics used for data analysis were percentage, mean, standard deviation analysis, the difference in the technical analysis of the average of the statistical t-test, analysis of variance One-way ANOVA analysis multiple. Comparison using LSD analysis of factors affecting the satisfaction of using cream products produced from herbs. Using multiple regression analysis and correlation analysis of satisfaction in various aspects. Behavioral trends and behavior in buying supplements to beauty techniques to analyze the correlation comparison using LSD (Wanitbancha K, 2001) analysis of factors affecting the satisfaction of using cream products produced from herbs. Using multiple regression analysis and correlation analysis of satisfaction in

various aspects. Behavioral trends and behavior in buying herbal beauty cream products using correlation analysis.

IV. RESULTS

A. The Analysis of Overview

From the study it was found that the total of herbal product users, mainly women, 73.2 percent were aged 30-39 years, 48.5 percent of income per month. 20,001-30,000 Baht 46.1 percent and most own business. 45.8 percent as shown in Table I.

TABLE I. The analysis of the analysis of overview.

General Information	Number (N = 410)	Percent
Sex		
Female	300	73.2
Male	110	26.8
Age (years)		
20-29	125	30.5
30-39	200	48.5
40-49	80	19.5
>49	35	8.5
Occupational		
Civil servants	55	13.4
Employees	188	45.8
business	163	39.8
Company	9	2.2
Other		
Income per month		
<20,000	62	15.1
20,001-30,000	189	46.1
30,001-40,000	145	36.4
>40,000	14	3.1

B. Analysis of Buying Behavior Herbal Products for the Beauty of the Skin

From the study it was found that the analysis result each consumer has found that 60.2 percent of the reason one recommend trying the number 138, representing a 33.7 percent chunk of data from a study of 89 people buy 21.7 percent recommended by their peers. Buy Herbal products for beauty to the skin. In this study, the researchers gave each consumer can argue more than one, which can be classified for various reasons as to the skin of 339 people, representing 82.7 to slow the aging of 247 people, representing a total of 68 people. 16.6 per cent of advertising, attracting 42 people, representing 10.2 per cent by the rational consumer to purchase products, herbal cream to skin the most, followed. To slow down aging one recommend eating perception of self-study. Buy by peers and advertising. The allure as shown in Table II.

C. Analysis of Satisfaction in the Field of Skin and Beauty Products, Herbal Cream

That analysis of data from a sample of 410 respondents, users can be classified according to the following parameters. The analysis showed that the level of satisfaction in the products. Consumer products using the cream to the beauty of your skin with total satisfaction and contentment following the satisfaction of the overall product. At a high level ($X = 3.71$), standard deviation of 0.556 when an item. The skin, as

opposed to using the product. Result in high level the average maximum ($X = 3.81$), standard deviation of 0.756, followed by his peers noticed a change in the skin better. Result in high level the mean ($X = 3.76$), standard deviation of 0.748. The beauty of the packaging result in a high level. The mean ($X = 3.70$) much deviation. The mean ($X = 3.67$), standard deviation of 0.826 compared to wrinkles on the skin before eating. Result in high level the mean ($X = 3.64$), standard deviation of 0.747.

TABLE II. The analysis of the number and percentage of products purchased for the cream to the beauty of your skin.

General Information	Numbers (N = 410)	Percent
To nourish skin	339	82.7
To aging	247	60.2
Recommend eating	138	33.7
Information received from the self-study.	89	22.2
Buy by peers	68	16.2
Advertising incentives	42	10.2

The analysis of the security overall satisfaction. At a high level ($X = 3.89$), standard deviation equal to 0.532 when considering that they were satisfied with the seal of approval from the FDA is interpreted on many levels. The mean ($X = 4.11$), standard deviation of 0.702, and the second was the absence of side effects result in a high level, with the highest average ($X = 3.94$), standard deviation of 0.733, the satisfaction. clear and detailed warnings on the label. Result in high level with the mean ($X = 3.91$), standard deviation equal to 0.775 showing the expiration date on the label is interpreted on many levels. The mean ($X = 3.62$), standard deviation of 0.894.

Satisfaction, price and overall value. At a high level ($X = 3.77$), standard deviation of 0.580 when an item. Satisfaction on the cost versus benefit. Which has been interpreted on many levels. The average maximum ($X = 3.86$), standard deviation of 0.819, followed by the satisfaction of the price is not high. Result in high level The mean ($X = 3.74$), standard deviation equal to 0.706 satisfied the price tag is high. However, the actual sales price below result in high level with the mean ($X = 3.71$), standard deviation of 1.013 4.4 satisfied with the promotion.

D. Analysis of the Multiple Regression Analysis of Satisfaction in Consuming Herbal Cream the Beauty of the Skin

The results showed that satisfaction with products affecting customer satisfaction, as well as most linearly with the coefficient regression equals 0.563 and p values were 0.00 ($p < 0.05$), followed by the value with the distribution channel Affect overall satisfaction is linear. The coefficient regression equals 0.132 and $p = 0.002$ ($p < 0.05$) Satisfaction with price and value affects customer satisfaction as well as a linearly by value by the coefficient of regression of 0.130 and $p = 0.07$ ($p < 0.05$) satisfied with the security that affect customer satisfaction, as well as linear by a coefficient regression is

0.089 and $p = 0.044$ ($p < 0.05$) follow respectively, as shown in table III.

Analysis by finding correlations using statistical correlation Pearson Correlation test showed. Satisfaction security relationship low. Likely to purchase products that are using it. In the same direction, with a correlation of 0.289 with a preple $p = 0.00$ ($p < 0.01$) at the 0.01 level of significance.

TABLE III. Analysis of the multiple regression analysis of satisfaction in consuming herbal cream the beauty of the skin.

Variable Regression Output	Coefficient	Statistics	P-Value
1. Constant	0.497	2.378	.018
2. Satisfaction with the product	0.563	10.684	.000
3. Satisfaction with distribution.	0.132	3.149	.002
4. Satisfaction with price value.	0.130	2.702	.007
5. Satisfaction with security	0.089	2.022	.044

E. Analysis of the problems encountered by consumers in the survey.

The study found that consumers are most top 3 is too expensive most of the 84 people accounted for 59.6 percent, followed falsely claims over a total of 24 people, representing 17.0 percent ranked third with three groups also have side effects on the body. The label does not clearly identify the benefits and side effects. And no expiration date and no seal of approval from the district and the number of groups of 22 people, representing 15.6 percent, with the number of people who say their opinions and suggestions to solve the problems arising from the purchase and consumption of 138 people in. queries can make recommendations that apply. The researchers grouped the nature of the comments and suggestions that have similar meanings as the same as analyzing feedback from the consumers surveyed. Suggestions that consumers preferred the most. It is advised to introduce more products that can be eaten together. And should drive down prices, which has a group of 20 people, representing 14.5 percent of the two are supposed to tell you the obvious benefits, there are 18 people, representing 13.0 percent of the top three, with three groups should be portable. Conveniently manufacturers should provide a combination of several drugs in a single pill, and on the label should indicate the side effects are a group of nine people accounted for 6.5 percent.

V. DISCUSSION

The results of this study found. The products featured on the reasons for the selection of cosmetic skin properties in the value of the purchase. And the packaging, but equally important reason to choose fewer or less expensive is probably because they are not focused on buying expensive cosmetics. It will focus on reasons other than (Butsorn A et al., 2010). That price does not affect the buying cosmetics darn each user, and how to choose the type of cosmetic cream served is very important. The name or brand of cosmetics mainly accounted for 96.5 percent (Cheansiridamrong B, 2010), which is in a

similar study found that the decision to buy cosmetics to focus on high-level product or cosmetic (Leelapornpisit P, 1992). Why and how to use cosmetics skin of users in Bangkok, most will look at properties that have properties that meet the requirements or not. It does not focus on looking at the price. This could be possible that prices do not influence the selection of cosmetics or less influential. If the properties meet the requirements, they will buy it. But it is not so important in allergy testing cosmetics before you buy cosmetics brand new every time. It may be possible to get information about how to use or guidance in choosing the right makeup of the user.

VI. RECOMMENDATIONS

The research found that consumers are satisfied with the demographic characteristics of buying and consuming herbal cream for beauty is no different. Except Professional Education Those who are employed are satisfied with the purchase and use of herbal beauty creams as possible. This is consistent with findings that have already done so should aim to market the business ownership is important.

Results of the research showed that consumers are most satisfied with the products which are the subject of satisfaction and value received satisfaction in packaging. Therefore, the product cream. Care should also take into account the benefit to the consumer and not the actual advertising falsely claims to be true.

Should the price of supplements to beauty and reasonable taking into account the value that consumers will get. And benefits should be obvious.

Research indicates that in addition to the satisfaction of the

product. Also related to the price factor Promotion and a distribution channel that is selling product to work. As cited the price must be reasonable, not too expensive. There must be motivation to buy. And the product should be easily purchased.

VII. RECOMMENDATIONS FOR FUTURE RESERCH

The Research on Consumer Attitudes later use in the future, learn about the promotion, consumers have and study on the safety and control falsely claims to be true.

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