

The Advertising Channels Affecting to Consumer Purchasing Decisions: Case Study of Hair-Care Market in Thailand

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Abstract : This study aimed to find out the hair-care purchasing behavior at hypermarkets and to investigate two factors, package design and advertising channels, that influenced hair-care purchasing behavior. The subjects of the study consisted of 100 housewives aged between 20-60 who usually shopped at Big C Tiwanon. They were selected by accidental sampling, and were asked to complete a questionnaire. The main findings of the survey were that the majority of respondents regarding their brand selection of hair-care products, they gave priority to the product quality followed by a reasonable price, and fragrance, respectively. Besides, more than half of the respondents had brand loyalty while the rest were attracted by an attractive package design and advertising promotion campaigns. The respondents who were attracted by the package design said that the information on the labels influenced their purchasing decision the most, and television was a medium that best reached them as well.

Keywords : advertising channels, consumer purchasing decisions, hair-care market, package design

Conference Title : ICEABM 2016 : International Conference on Economics, Accounting and Business Management

Conference Location : Amsterdam, Netherlands

Conference Dates : December 01-02, 2016