

The Brand Value of Cosmetics in the View of Customers in Thailand

Authors : Mananya Meenakorn

Abstract : The purpose of this research is to study the relationship customer perception and brand value of cosmetics in the view of customers in Thailand. The research is quantitative research using the survey method by questionnaire. Data were collected from female cosmetics consumer that residents in Bangkok, aged between 25-55 years. Researchers have determined the size of the sample by using Taro Yamane technic a total of 400 people. The study found the Shiseido cosmetics brand image always come with the new products innovation is in the height level. The average was 3.812, second is Shiseido brand has used innovation to produce the product for 3.792. And brand Shiseido looks luxury with an average of 3.707 respectively. In additional in terms of Lancôme cosmetic brand found the brand image is luxury at the height levels for 4.170 average. The seductive glamor is considered in the moderate with an average of 3.822 respectively.

Keywords : brand image, international fashion dress, values, working women

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

Conference Location : Amsterdam, Netherlands

Conference Dates : December 01-02, 2016