

Independent Study Title	Product Elements Influencing Working-Aged Consumers in Samut Sakhon Province Towards Selecting Facial Cream Products
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ABSTRACT

The objective of this study is to investigate the product elements which are core produce tangible product and augmented product which influence the working-aged consumers in Samut Sakhon province towards selecting facial cream products. Data were collected through a questionnaire returned by sample of 300 customers; then, all data derived were analyzed by using descriptive statistics, consisting of frequency, percentage, and means.

Most respondents have combination skin and have applied facial products, mostly found in cream type, daily for over 3 years. Frequency in purchasing such a product is mostly once a month.

Based upon the findings, the respondents rank the importance of all product elements for the facial product at high level as follows: core produce tangible product and augmented product. In core product component, its highest important element is the safety of product as certified by Food and Drug Administration (FDA). In tangible product component, its highest important element is the package on which manufactured and expired dates are informed the safety of product as certified by Food and Drug Administration (FDA). In augmented product component, its highest important element is to be feeling worthwhile to pay for any product.