BEAUTY, HEALTH, AND COSMETIC PROTECTION FOR THAI CONSUMERS

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Abstract - Beauty, health, and cosmetic products are a popular and booming business in Thailand for the last decade. However, there are many problems of poor quality, fake products, imitated ingredients, and other detrimental problems to consumers. The purposes of this research were to investigate necessary and vital strategies for beauty, health, and cosmetic consumer protection, also it was important to create a model explaining the relationship of the strategies for beauty, health, and cosmetic consumer protection, and to monitor the proper use of model. In order to find the answers for this research, a mixed research method of both quantitative and qualitative technique was conducted. The sample size of 400 respondents who used these products on a daily basis was determined by Taro Yamane table with a 0.05 level of significance. By using a simple random sampling technique and purposive sampling method, the number 400 was chosen. The data collation was done via a Likert five scales questionnaire to elicit respondents' opinion.

Index Terms - Beauty, Health, Cosmetics, Consumer Protection, Strategies.

I. INTRODUCTION

Beauty, health, and cosmetic products are a booming business in Thailand for the last decade due to the online business strategies and still have less protective covered from the government agencies. Beauty, health, and cosmetic products are one of the lucrative female dominated products for most of ASEAN nations. It is imperative that these kinds of products and consumers need to be protected for many legitimated reasons. The reasons include health concerns, safety to both physical and psychology, fraud to money and image, imitation of products and ingredients, and price as too high. In general, consumers of beauty, health, and cosmetic products can be defined as a group of customers who acquires beauty, health, and cosmetic goods and services for their own used, or direct use or ownership rather than for resale for the purpose of making profit and gain market shares. Beauty, health, and cosmetic products must have a general laws and regulations of consumer protection which is a group of laws and regulations. In addition, there must be government official agencies or organizations to protect many important issues such as the rights of consumers, fair market price, and accurate information about beauty, health, and cosmetic products. The laws in cosmetic products must aim to protect and prevent the sellers to engage in fraud, lie, and cheat consumers in a variety of ways as much as to use unfair practice and fraud information from gaining advantages over consumers and general competitors. The law of beauty, health, and cosmetic products needs to protect consumers strictly. For instance, the government agency must require beauty, health, and cosmetics products to fully disclose detailed information about the product epically in the areas of ingredient, safety, and health. It is clear that consumer protection is directly related topic with the consumer rights. Better consumer protection helps consumers to make an informed decision and make a better choices in the highly competitive globalization. Beauty, health, and cosmetic consumer interests need to be protected by promoting the access to broad and accurate information, have a powerful non-government organizations (NGO) to monitor the work as a watch dog for consumer protection domestically and internationally (Wongleedee, 2013).

Therefore, the author of this research is interested in investigating the current problems of beauty, health and cosmetic products consumer protection.

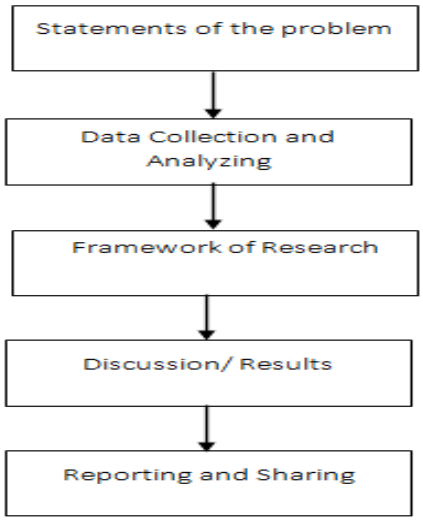


Fig. 1. Research Framework

II. METHODOLOGY

The population of this research includes all consumers of beauty, health, and cosmetic products because this kinds of problems are ongoing problems and has tremendous impacts on a big group of consumers substantially, it is vital to investigate the root of the problems and offer the proper model for generating the full-proof of consumer rights. The aims of this research were to investigate vitals factors influenced the strategies for beauty, health, and cosmetics consumer protections, to offer a research model explaining the relationship of the strategies for consumer protection, and to examine the proper use of research model. This study was a mixed research method of both quantitative and qualitative technique. The sample size of 400 respondents was determined by Taro Yamane table with a 0.05 level of significance. By utilizing the stratified and random sampling technique, a total of 400 was selected. The data collation was conducted via a Likert five scales questionnaire to elicit respondents' opinion. The questionnaire was tried out with 30 samples in order to test for its validity and reliability. All items received high reliability more than 0.75 Cronbach Alpha to be accepted.

IV. RESULTS

The main objective were to search for the factors influencing the strategies to protect beauty, health, and cosmetic consumers, the five important factors need to be discussed which are beauty, health, and cosmetic consumers, management, consumer protection strategy, public relations, and office of consumer protection board. Fig. 1. Shows the four external factors that affected the consumer factor which are information of cosmetics, consumer protection, data access and complaints, and consumption or usages

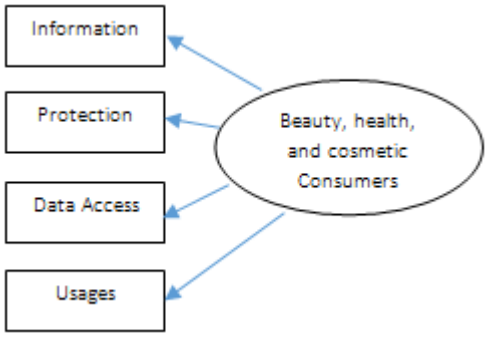


Fig. 1.

The second factor was about entrepreneur factors that may be influenced these factors which are skills and experience of entrepreneurs, quality and services, and network.

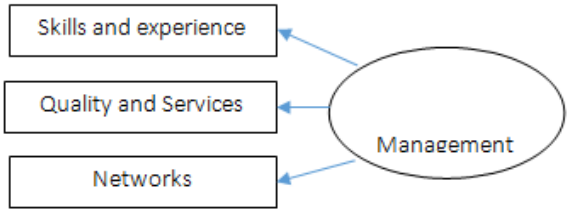


Fig. 2.

The third factor was about consumer protection marketing strategies which may be influenced by three factors which are economic measures, legal and regulations measures, and inspection.

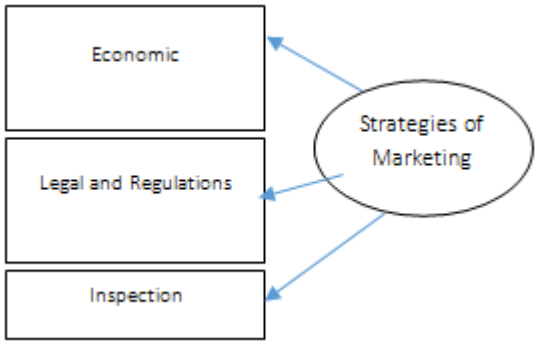


Fig. 3.

The fourth factor is promotion which may be influenced by three factors which are advertisement, participation, and NGO groups.

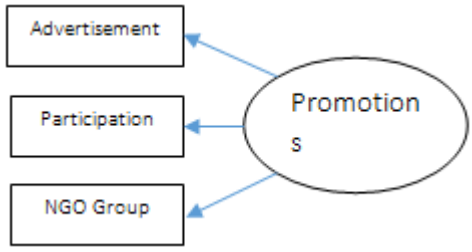


Fig. 4.

The fifth factor is consumer protection agencies which may be influenced by three factors which are coordination among agencies, responsibility of organizations, and empowerment.

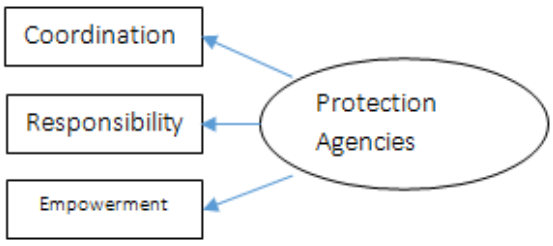


Fig.5.

CONCLUSION

In order to come up with the best marketing strategic plan for beauty, health and cosmetic consumer protection, it is imperative to understand should five success factors which are consumers, management, marketing strategies, promotions and consumer protection agencies.

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