Factors Influencing Male Consumers' Trust, E-WOM, Attitude, and Purchase Intention for Online Personalized Cosmetics Among Thai Online Shoppers

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Abstract

The purpose of this study is to establish the purchase intentions of male Thai Facebook users in the cosmetics sector, with a view to examining how they are related to factors which theoretically influence consumer behaviour. The research used probability sampling and non-probability sampling. Moreover, the sample was scoped and selected by using the multistage sampling technique of judgmental sampling, stratified sampling, then once again with judgmental sampling follow by convenient sampling and snowball sampling. The research focused on male Facebook members with more than one year of membership year as well as the participants must be a member of any Facebook cosmetics fan pages. The data collection was conducted using self-administered online questionnaires. The findings confirmed the significant impacts were between the need for uniqueness and attitude toward online shopping. The factors that impacting was E-WOM on online purchase intention, attitude toward product on E-WOM, attitude toward product on online purchase intention, attitude toward online shopping on online purchase intention. These findings provide valuable insights for beauty firms, E-retailers, marketers, and academia, emphasizing the importance of consumer purchase intentions in shaping successful marketing strategies and adapting to global competition.

Keywords: Purchase intention, Personalized cosmetics, Online consumers

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Introduction

Consumer purchasing decisions are influenced by a multitude of factors, often driven by the perceived or actual potential associated with products (Haque, Khatibi, Azam, Islam & Rahman, 2018, pp.1-16). In the current era of personalization, consumers are increasingly eager to express their individuality, leading to a growing trend in customized products tailored to their unique preferences and needs (Chen, 2020, pp.97-114). Modification and personalized specifications have become techniques for crafting goods and services that align closely with the style, requirements, and exclusive demands of individual customers (Kasiri, Teoh, Sambasivan & Md Sidin, 2017, pp.91-97). The concept of "Personalized Cosmetics" has ushered in business models that tap into a substantial market segment, allowing products to be designed or created according to the specific preferences of customers. This trend highlights the increasing importance of personalization in the cosmetic industry and its potential for product expansion.

For a number of years, the male cosmetic market worldwide has been expanding rapidly. McNeill & Douglas (2011, pp.1-12) observed that men were increasingly embracing grooming practices that had traditionally been associated with women. Other researchers observed on men's personal care products and grooming, stated that French and Canadian were difference of inspiration and stimulus in males. Reflecting on the exhaustion and male item that men have to keep themselves in order, take care of their own faces, buy hair or skin which is good looking. In addition, the consumption of male hygiene products has been found to be supported by empirical observation showing a favorable impact on men's skin care.

There are many ways in which improvement can increase a company's revenues. The key to generating more income is a good marketing strategy. Investing in marketing efforts drive to reach a wider audience and drive more sales and revenue. Understanding the behavior of male cosmetic consumers, which perchance valuable for marketing managers, beauty brand who wish to adjust their strategies based on our empirical findings. By understanding and responding to the specific needs of men segmentation, companies can be able to position themselves as market leaders in niche markets which determination reduce direct competition. In addition, innovation can be guided by the insights derived from segmentation, enabling businesses to introduce products or services that address the unmet needs or gaps in the market.

Research Objective

This study aims at revealing the intentions of men in Thailand to buy cosmetics online, and how those intentions relate to factors that could theoretically influence consumers' behaviors.

Scope of the Research

The study highlights the importance of understanding online retailers' purchasing intentions, in particular with regard to personalized cosmetic products for Thai male internet users. This study is based on different variables such as perceived value, brand image, trust, attitude toward product, attitude toward brand, E-WOM, need for uniqueness, and attitude toward online shopping which are used to obtain data from Facebook users in Thailand by way of self-administered questionnaires. The aim is to examine the impact of these factors on the intention to buy online in a population that is active on social media and has experience of leading cosmetic brands.

Conceptual Framework

The conceptual framework used in this research **(Figure 1)** was based on 2 core theories and 4 major research studies. The relationships between 9 variables were investigated. there were 8 independent variables (perceived value, brand image, trust, attitude toward product, attitude toward brand, E-WOM, need for uniqueness, and attitude toward online shopping.) and 1dependent variable (purchase intention). The following hypotheses are proposed:

H1. Perceived value has significant impact on trust.

H2. Brand image has significant impact on trust.

H3. Attitude toward product has significant impact on E-WOM

H4. Attitude toward brand has significant impact on E-WOM.

H5. Need for uniqueness has significant impact on attitude toward online shopping.

H6. Trust has significant impact on online purchase intention.

H7. E-WOM has significant impact on online purchase intention.

H8. Attitude toward product has significant impact on online purchase intention.

H9. Attitude toward brand has significant impact on online purchase intention.

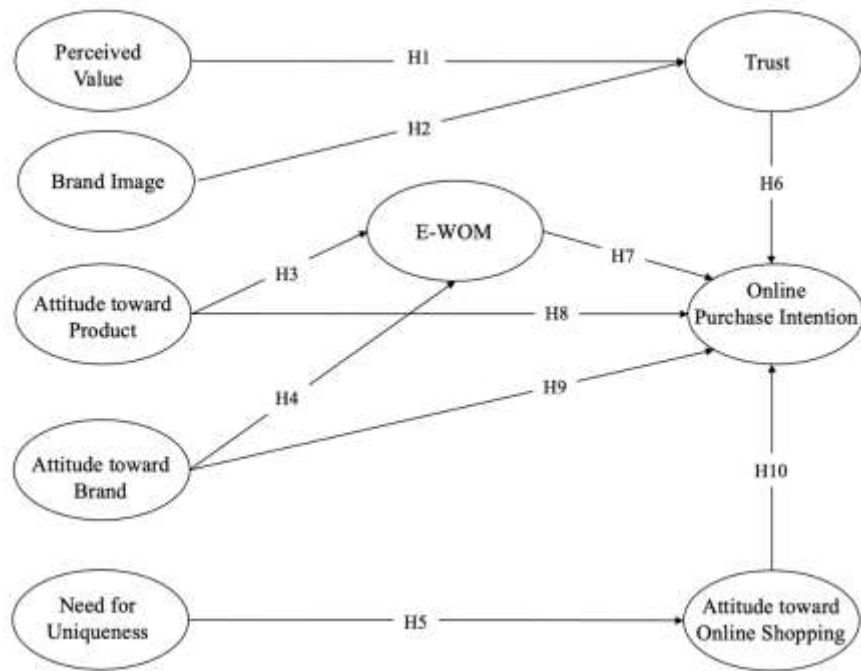*H10.* Attitude toward online shopping has significant impact on online purchase intention.
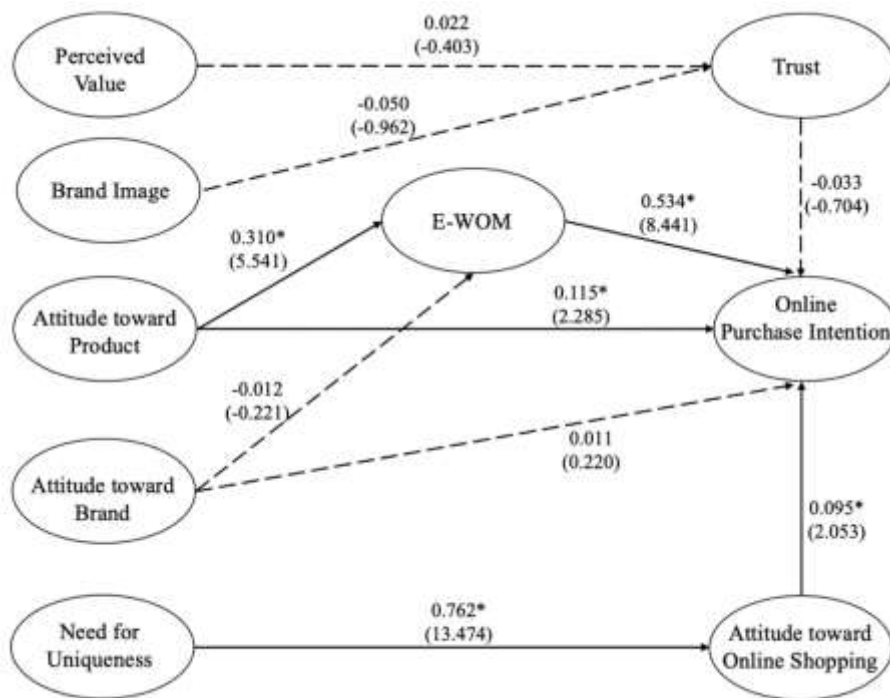
Figure 1 The conceptual Framework

Figure 2 The Results of Structural Model (Solid line reports the Standardized Coefficient with * as p<0.05, and t-value in Parentheses; Dash line reports Not Significant

Literature Review

Theories of Each Variable

1) Perceived Value

The researchers experimented the effects of various commercial transactions that exist between business relationship connected theories, as economic and perceived value, economic and social satisfaction and trust, the result showed the direct effect of perceived value on trust (Ha, Lee & Janda, 2016, pp.100-123). In similar investigations on perceive value, scholars indicated that the effect of perceived outcome value on brand fulfilment was greater than on brand trust (Paulssen, Roulet & Wilke, 2014, pp.964-981).

2) Brand Image

The academics discovered that brand image directly affected buyer trust. Therefore, brand image created buyer trust (Syed Alwi, Nguyen, Melewar, Loh & Liu, 2016, pp.858-882). The investigation supported that brand performing, brand image, purchaser trust, loyalty and promise constructed the value of a particular brand. Besides, the study highlighted the impact of brand image on trust in beauty products manufactured, produced, and composed of ingredients permissible under Islam. It was found that clients tend to have higher trust in such products when they perceive the brand to have a positive image

3) Attitude toward product

A number of scholars focused theory test about consumer attitude toward a product significant positive influenced on e-WOM and congruently positive influenced on the purchase intention (Hsu, 2022, pp.376-413). Similarly, further analysis realized that attitude towards product chronologically intermediated the effect on WOM (Hatzithomas, Gkorezis, Zotou & Tsourvakas, 2018, pp.471-483). Furthermore, discovered support that WOM was impacted by attitude toward created a meaningful performance position (Yu, Roy, Quazi, Nguyen & Han, 2017, pp.74-96).

4) Attitude toward brand

Attitude toward brand was altogether the buyer's conceived judgment about brand and attitude toward brand similar referred to people who purchased items based on priorities (Chang & Liu, 2009, pp.1687-1706). Attitude toward brand performed a great significance and showed the level of quality specified to purchasers selected a category of product manufactured by a particular company. Commercial attitude and attitude toward brand equally impacted the purchase intention (Ozcelik & Varnali, 2019, pp.35-44; Rhee & Jung, 2019, pp.1-11).

5) Need for Uniqueness

The higher a particular person's need for uniqueness, the stronger will be the connotation along attainment awareness or understanding uncommon of an attitude of product, and the intention to purchasing the prestigious categories products (Stokburger-Sauer & Teichmann, 2011, pp.889-896). Item's uniqueness value can increase in mental capacity by education or experience both in the personality appearance and the societal appearance of the user (Vigneron & Johnson, 1999, pp.1-15).

6) Trust

Trustiness was significantly correlated to purchase intention in the area of digital trade (Weisberg, Te'eni & Arman, 2011, pp.82-96). Further, a scholar found that trustiness in the e-commerce retailer or digital world retailer was a significant element impacted to purchasing behavior (Benson, Ezingeard & Hand, 2019, pp.876-896). Additionally, thru the trust of a business model that made firms and individuals buy and sell things over the internet has strongly impacted the spenders' purchasing intentions (Harris & Goode, 2010, pp.230-243).

7) Electronic Word -of- Mouth (E-WOM)

E-WOM had significantly influenced purchasing intention for consumer age range among people born between 1981 and 1996 (Prasad, Garg & Prasad, 2019, pp.372-385). Besides, E-WOM was one factor that had a strong effect on the purchasing intention toward purchaser procure transactions conducted via the internet (Kudeshia & Kumar, 2017, pp.1-13). E-WOM communication significantly indicated that buyer might obtain data regarding the excellence of the benefit or retail

8) Attitude toward online purchasing

Attitude was an access to particular direction to behavioral intention and that inward turn to particular direction towards actual behavior (Ajzen & Fishbein, 1980, pp.1-15). According to studies of electronic trading commercial, it found that electronic trading attitude had a beneficial influence on purchasing intention (Arora & Aggarwal, 2018, pp.91-110). The greater optimistic attitude appears the higher was the purchasing intention as well (Ajzen & Fishbein, 1980, pp.1-15). Attitude towards the buying behavior showed the capacity to have an effect on the purchasing intention towards high price points category of creations (Phau, Teah & Chuah, 2015, pp.169-187).

9) Online Purchasing Intention

Shopper purchasing intention was encouraged via outer and inner aspects. Moreover, several researches have recognized and generally accepted the effect of purchasing intention on purchasing performance (Young, Marlin & Gentry, 1998, pp.223-245). In the state of being dissimilar levels of relationships, scholars have formally introduced a confident relationship between purchasing intentions and behavior in bistro provision and merchandizing area (De Cannière, De Pelsmacker & Geuens, 2010, pp.828-835). Purchasing intention drive simplified

the rate of purchasing behavior. Additionally, previous studies highlighted the connection among purchasing intention and clients' purchasing behavior (Minbashrazgah & Maleki, 2017, pp.128-138).

Theories Related to The Model

This study employed the theory of reasoned action (TRA) and the theory of planned behavior (TPB) as the major theoretical frameworks (Ajzen & Fishbein, 1980, pp.1-15). According to the theory of reasoned action (TRA) proposed by Ajzen & Fishbein (1980, pp.1-15), intention plays a crucial role in the relationship between attitude and behavior. TRA aims to provide a better understanding of the interplay between attitudes, intentions, and behavior. The three determinants of TRA-compliant behavior encompass attitudes, subjective norms, and reference groups. In the theory of planned behavior (TPB), behavioral beliefs, which represent individuals' internal beliefs about the outcomes of specific actions, influence their attitudes toward actual behavior (Ajzen, 1991, pp.179-211). In this study, the variable of intention to purchase is defined as the respondent's intention to buy personalized cosmetic products. This study has applied most of factors in TRA and TPB which are attitude toward product, attitude toward brand, attitude toward online shopping and online personalized cosmetic purchase intention.

Methodology

In this study, empirical analysis and quantitative method were implemented. Sample data were accumulated from target population by using questionnaire as implement. In advance large-scale of data collection, content validity and reliability of the questionnaire were verified through Item-Objective Congruence (IOC) test and pilot test of Cronbach's Alpha. Afterward reliability test, the questionnaires were delivered online to male Facebook member in Thailand. The respondents were required that must be a Facebook member more that one year and also must be a member of any cosmetic fan pages. Two-steps of Structural Equation Model (SEM) method, which were adopted in this research to analyze the sample data. Firstly, using SPSS and AMOS for Confirmatory Factor Analysis (CFA) to examine convergent validity and the secondly, conduct SEM to explore causal relationship between all constructs in the conceptual model to test the significance of impact and proposed hypotheses. SEM has the improvement of ability to explore a range of dependencies synchronously, especially when the model consisted both direct and indirect impact between structures.

Contextualized Scale Items

The questionnaire was divided into three main sections (Appendix 1), with the first part consisting of screening questions. As this study concentrating on Thai male consumer who have "some" understanding of personalized cosmetic product, the screening question were: (1) Are your Thai citizen? (2) Do you have "some" understanding about personalized cosmetic

product? If the respondents answer "Yes", in the (1) then continue to the (2) and if the respondent answer "Yes" the respondents have to continue the next part of questionnaire. On the opposite, if the respondents answer "No", the respondents have to withdraw the questionnaire. The answer for this screening part supposes to qualified respondents for this study. The second part of the questionnaire included demographic information about the respondents, while the final part measured variables of independent variables: perceived value, brand image, attitude toward the product, attitude toward the brand, need for uniqueness, attitude toward online shopping, trust, E-WOM, and online purchase intention. This section examined factors associated with consumer purchase intention and consisted of 37 items. For this study, researchers used a five-point Likert scale to assess these factors, with each response indicating either a favorable or unfavorable perspective. The rating scale ranged as follows: 1 = Strongly disagree; 2 = Disagree; 3 = Neither agree nor disagree; 4 = Agree; 5 = Strongly agree. Prior to data collection, three experts assessed the questionnaire to ensure that the item-objective congruence exceeded 0.6. Respondents in this pilot test were Thai online consumers with some knowledge of personalized cosmetics. The questionnaire was distributed widely among 500 online consumers in this study. The pilot test participants verified that the questionnaire, consisting of a series of prompts to gather information from respondents, was suitable for accommodating a large number of participants. Additionally, the reliability of each variable was tested, and all constructs in this study exhibited alpha coefficients exceeding 0.8, confirming their reliability and suitability as research instruments.

Respondents and Sampling Procedure

The research used probability sampling and non-probability sampling. Moreover, the sample was scoped and selected by using the multistage sampling technique of judgmental sampling, stratified sampling, then once again with judgmental sampling follow by convenient sampling and snowball sampling. Firstly, judgmental sampling was adopted to select participants who have been a Facebook member more than 1 year as well as the participants must be a member of any Facebook cosmetics fan pages. Secondly, a stratified sampling of the researcher used the list of top 10 most popular cosmetic brands for Thai people in 2021 in Thailand. (published by www.top10bangkok.net). However, the researcher selected the top three with; 1. (LOR) 2. (LAN) 3. (MBL) for this stage. Thirdly, applied once more judgmental sampling on condition that all participants must have experience of using products from the top 3 brands 1. (LOR) 2. (LAN) 3. (MBL) in the past 1 year. The main reason was to ensure that the participants have an understanding of beauty products and also have experience of using cosmetics. Therefore, convenience sampling was employed for any respondents who were willing to answer the questionnaires. Lastly, snowball sampling which asked friends to circulate the online questionnaire link for the questionnaire. Respondents were filtered from screening question to ensure they were meeting the target respondents that have some understanding of personalized cosmetic.

Sample Size Calculation and Statistical Analysis

In the research, the target population were male Facebook member in Thailand with more than one year being a Facebook member and being a member of any cosmetic fan pages. The purpose of these recruitment criteria was to ensure that all participants were connected to Facebook fan pages for beauty product and were familiar with online activities. Facebook was the most popular social media worldwide. Social media, particularly Facebook, were used to disseminate the survey in this study. Based on the A-priori Sample Size Calculator for SEM, the recommended minimum sample size was 460 from the parameters of 9 latent variables and 37 observed variables at the probability level of 0.05. Therefore, the questionaries' were distributed and screen for valid responses at 500.

Confirmatory factor analysis (CFA) and structural equation modeling (SEM) using the maximum likelihood method were conducted. The internal consistency of the CFA factors was assessed with Cronbach's alpha coefficient.

Results

Demographic Information of Respondents

A total of 500 surveys were administered to Thai male online consumers. Screening questions were used to disqualify respondents who did not meet the criteria. The demographic distribution of the 500 male participants: 29.20% were aged between 40-49, 28.80% were between 30-39, 15.80% were aged between 20-29, 16.00% were over 50, and 10.20% were less than 19 years old. Additionally, when it came to the average time spent online daily, 45.80% reported spending 5-7 hours, 25.40% spent more than 8 hours, 23.00% spent 2-4 hours daily, and 5.80% spent less than 1 hour online.

The measurement of variability from central tendency of mean and standard deviation (SD) was described as descriptive analysis as demonstrated in Appendix 2. The mean scores and standard deviations were used to assess the dispersion of values in relation to the mean on a Five-point Likert Scale. The data is systematically distributed and exhibits a well-shaped distribution, despite the range of skewness and kurtosis values. The values of asymmetry and kurtosis within the range of -2 and +2 are considered acceptable, indicating a normal univariate distribution (George & Mallery, 2010, pp.1-400).

Cronbach's Alpha Reliability (CA)

Cronbach's Alpha (CA) approach can validate the reliability in this study, resulting between 0.756 and 0.889. The values signified the internal consistency of the constructs and the test of reliability for each item with the value of 0.70 or greater means it is acceptable (Nunnally, 1978, pp.1-700). CA of each variable demonstrates Perceived Value (PV) of 0.756, brand Image (BI) of 0.889, attitude toward product (AP) of 0.830, attitude toward brand (AB) of

0.834, need for Uniqueness (UNI) of 0.880, trust (T) of 0.822, E-WOM (EWOM) of 0.782 attitude toward online shopping (AO) of 0.833 and online purchase intention (PI) of 0.813.

Since the initial model met all the acceptable thresholds and demonstrated good fit in the confirmatory factor analysis (CFA), there was no need for a modified model. The initial model, which displayed favorable model fit across various thresholds, including CMIN/DF = 841.014/593 or 1.418, GFI = 0.917, AGFI = 0.902, NFI = 0.900, CFI = 0.968, TLI = 0.964, IFI = 0.968, and RMSEA = 0.029. Consequently, all the outputs exceeded the acceptable values, confirming both convergent validity and discriminant validity.

Confirmatory Factor Analysis

Convergent validity was assessed to evaluate the measurement model. The fit model analysis yielded satisfactory results, indicating that the measurement model exhibited acceptable values and, consequently, demonstrated convergent validity. Subsequently, **Table 1** demonstrated the model measurement considering all these results were approved.

Table 1 Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variables	Factors Loading	CR	AVE
Perceived Value (PV)	0.585-0.762	0.758	0.442
Brand Image (BI)	0.827-0.883	0.889	0.728
Attitude toward product (AP)	0.581-0.795	0.831	0.500
Attitude toward brand (AB)	0.704-0.787	0.834	0.558
Need for Uniqueness (UNI)	0.745-0.822	0.880	0.595
Trust (T)	0.654-0.805	0.823	0.540
E-WOM (EWOM)	0.660-0.722	0.783	0.475
Attitude toward Online Shopping (AO)	0.677-0.822	0.837	0.564
Online Purchase Intention (PI)	0.630-0.807	0.813	0.524

Note: CR = Composite Reliability, AVE = Average Variance Extracted, *=p-value<0.05

Discriminant Validity

The findings further confirm the presence of discriminant validity as shown in **Table 2.** The outputs have proven to have convergent and discriminant validity. Convergent validity was approved by the acceptable value as results of fit model whereas discriminant validity was confirmed per the value is greater than all inter-construct/factor correlations. Consequently, the construct validity was verified in model measurement towards the convergent and discriminant validity in this study.

Table 2 Discriminant Validity

	T	PV	BI	AP	AB	UNI	EWOM	PI	AO
T	0.735								
PV	-0.013	0.665							
BI	-0.042	-0.061	0.853						
AP	-0.021	-0.081	0.303	0.707					
AB	0.380	-0.050	-0.125	-0.108	0.747				
UNI	0.015	0.507	-0.085	-0.007	0.056	0.772			
EWOM	-0.028	-0.051	0.685	0.293	-0.035	-0.048	0.689		
PI	-0.043	0.016	0.537	0.274	-0.026	-0.015	0.570	0.724	
AO	-0.010	0.491	-0.077	0.004	-0.015	0.657	-0.056	0.089	0.751

Note: The diagonally listed value is the AVE square roots of the variables

Structural Equation Modeling Analysis before Modification

For SEM analysis, the model was tested from AMOS statistical program to check the acceptable threshold levels. The outputs of the initial model were Chi – Square (X^2/df) = 2.061, Goodness-of-Fit Index (GFI) = 0.885, Adjusted Goodness-of-Fit Index (AGFI) = 0.869, NFI = 0.849, Comparative Fit Index (CFI) of 0.916, Tucker-Lewis index (TLI) = 0.909, Incremental Fit Index (IFI) = 0.916 and Root Mean Square Error of Approximation (RMSEA) = 0.046. According to the used criteria, some results were accepted, and some were not or lack of fit. Thus, it shows no harmonization with empirical data as of **Table 3** and the modification of the model is required.

Prior SEM data results were inconsistent, it was necessary to make adjustments to the model. After the modification, the SEM analysis revealed the following goodness-of-fit statistics: a Chi-Square (X^2/DF) of 1091.395/608 or 1.795, a Goodness-of-fit statistic (GFI) of 0.898, an Adjusted Goodness-of-fit statistic (AGFI) of 0.882, an NFI of 0.871, a Comparative Fit Index (CFI) of 0.938, a Tucker-Lewis Index (TLI) of 0.932, an Incremental Fit Index (IFI) of 0.938, and a Root Mean Square Error of Approximation (RMSEA) of 0.040

Table 3 Goodness of Fit for Structural Model before and after Adjustment

Index	Acceptable Values	Statistical Values Before Adjustment	Statistical Values After Adjustment
CMIN/DF	< 3.00 (J.F. Hair, Black, Babin, Anderson, & Tatham, 2006)	1275.531/619 = 2.061	1091.395/608 = 1.795
GFI	≥ 0.85 (Kline, 2010)	0.885	0.898
AGFI	≥ 0.85 (Kline, 2010)	0.869	0.882
NFI	≥ 0.85 (Kline, 2010)	0.849	0.871
CFI	≥ 0.85 (Kline, 2010)	0.916	0.938
TLI	≥ 0.85 (Kline, 2010)	0.909	0.932
IFI	≥ 0.85 (Kline, 2010)	0.916	0.938
RMSEA	≤ 0.05 (Pedroso et al., 2016)	0.046	0.040
Model summary		Unacceptable Model Fit	Acceptable Model Fit

Research Hypothesis Testing Result

The significance of each variable was examined through its standardized path coefficient (β) and t-value, as presented in **Table 4 and Figure 2** The hypotheses were supported with a significance level of p-value<0.05. The strongest significance was observed in the relationship between the need for uniqueness and attitude toward online shopping, with a coefficient value of β = 0.762 and a t-value of 13.474. The second order scored the value of β = 0.534 and t-value =8.441 which reflected in the relationship between E-WOM has significant impact on online purchase intention. The third order scored that value of β = 0.310 and t-value = 5.541 which reflected in the relationship between attitude toward product and E-WOM. The fourth regression analysis indicated a significant relationship between attitude toward the product and online purchase intention, with a coefficient of β = 0.115 and a t-value of 2.285. Later, there was found that attitude toward online shopping significantly influenced online purchase intention, as evidenced by the significant coefficient (β = 0.095, t-value = 2.053)

On the other hand, the result reported the nonsupport between perceived value has significant impact on trust at the level of β = - 0.022 and t-value = -0.403. Brand image has insignificant impact on trust at β = -0.050 and t-value -0.962. Attitude toward brand has insignificant impact on E-WOM at β = -0.012 and t-value = -0.221. Trust has insignificant impact on online purchase intention at β =-0.033 and t-value -0.704. Attitude toward brand has insignificant impact on online purchase intention at β =0.011 and t-value 0.220.

This research confirmed the significance impact of H3, H5, H7, H8 and H10 whereas H1, H2, H4, H6 and H9 were found as insignificance as the testing results were not supported.

Table 4 Hypotheses Testing Result of the Structural Model

Hypothesis	Standardized coefficient (β)	t-value	Test result
H1: Perceived Value has significant impact on Trust	-0.022	-0.403	Not Supported
H2: Brand Image has significant impact on Trust	-0.050	-0.962	Not Supported
H3: Attitude toward product has significant impact on E-WOM	0.310	5.541*	Supported
H4: Attitude toward brand has significant impact on E-WOM	-0.012	-0.221	Not Supported
H5: Need for Uniqueness has significant impact on Attitude toward Online Shopping	0.762	13.474*	Supported
H6: Trust has significant impact on Online Purchase Intention	-0.033	-0.704	Not Supported
H7: E-WOM has significant impact on Online Purchase Intention	0.534	8.441*	Supported
H8: Attitude toward product has significant impact on Online Purchase Intention	0.115	2.285*	Supported
H9: Attitude toward brand has significant impact on Online Purchase Intention	0.011	0.220	Not Supported
H10: Attitude toward Online Shopping has significant impact on Online Purchase Intention	0.095	2.053*	Supported

Note: *=p-value<0.05

Discussion

Respectively, the significant factors are discussed in this part. Firstly, regrading to hypothesis three the results indicate that consumers' attitude toward a product significant impact on E-WOM. These results are consistent with the results obtained in relevant research (Elseidi & El-Baz, 2016, pp.111-124; Hwang, Lee & Hyun, 2011, pp. 1-26; Lee & Shin, 2014, pp.17-32). Generally, consumers who engage with cosmetics fan pages are influenced by these attitude factors, and their purchase intention is shaped by them. Besides consumers' affinity for the product or brand, E-WOM plays a crucial role in influencing the final purchase decision. Secondly, the fifth hypothesis is the strongest significance shows in the relationship between need for uniqueness significant impact attitude toward online shopping. Therefore, enthusiastic consumers in usual purchase online also dynamically search for unique or specialized products from worldwide (An, Kim, Kim & Kim, 2016, pp.3137-3144). Thirdly, the hypothesis seven is E-WOM significant impact to online purchase intention. This is indicated that E-WOM messages

are an important means by which consumers may get information about the quality of the service or product (Chevalier & Mayzlin, 2006, pp.345-354). Another finding of this study is that EWOM has a direct impact on purchase intention. Fourthly, the eighth hypothesis is attitude toward a product is significant impact to an online purchase intention. Fifthly, the tenth hypothesis is the relationship between attitude towards online shopping online purchase intention was found significant. This finding is supported in other conclusions where attitude has impact on online purchase intention when participants already have knowledge of online shopping (Hernandez, Jimenez & Martín, 2009, pp.1232-1245).

Nonetheless, there are five insignificant relationships found in this analysis which contradicted several academics. Firstly, H1 showed no significant relationship among perceived value and trust in personalized cosmetic products. It means that the high perceived value obtained by consumers will not lead consumer to gradually trust in the personalized cosmetic products they consume. The finding of this study is not in line with findings conducted by Nel & Marawule (2018, pp.29-43), Berraies, Ben Yahia & Hannachi (2017, pp.1018-1038), that perceived value impacts trust. Nel & Marawule (2018, pp.29-43), Berraies, Ben Yahia & Hannachi (2017, pp.1018-1038), which suggested that perceived value has an impact on trust. Secondly, H2 showed no significant relationship among brand image and trust which is clarified that brand image is not a starting point of consumer trust in personalized cosmetic products. This study does not support the findings of earlier research that brand image impact trust (Chen, 2020, pp.97-114; Chen, 2010, pp.58-62; Chinomona, 2016, pp.1-19). It means that consumers will not have high trust in personalized cosmetic products when they have a positive consequence that the cosmetic brand has a good image. Thirdly, H4 showed no significant relationship among attitude toward a brand and on E-WOM. This result is not consistent with relevant research (Elseidi & El-Baz, 2016, pp.111-124; Lee & Shin, 2014, pp.17-32). Fourthly, H6 showed no significant relationship among trust and online purchase intention. This analysis is not supporting the results of Yang (2018, pp.139-145); Doszhanov & Ahmad (2015, pp.50-62). Lastly, H9 showed no significant relationship among attitude toward brand and online purchase intention. The results found in unrelated studies (Elseidi & El-Baz, 2016, pp.111-124; Hwang et al., 2011, pp.1-26)

Conclusion

This study aimed to comprehensively analyze the important factors impacting purchase intention of buying online personalised cosmetic products of males Facebook member in Thailand. In order to investigate the impact of factors on the intention to buy online, the researcher proposed ten hypotheses in the conceptual framework.

In addition, the questionnaire was sent to 500 males via Facebook and all respondents were members for at least one year of a cosmetic fan page with experience in using top three cosmetics brands after it had been organized and verified as reliable with the collected data,

CFA was adopted to measure and test validity and reliability of research conceptual model. SEM was also employed to analyze and discuss the factor impacting purchase intention to buy online personalised cosmetic products for female Facebook members. Five out of ten hypotheses proposed were supported and proven fulfill research objectives. The finding of this research can be summarized as following:

Firstly, E-WOM was the strongest predictor of purchase intention to buy online personalised cosmetic products. This is in line with (Prasad, Garg & Prasad, 2019, pp.372-385) found that E-WOM has a significant impact on consumer's buying intentions for Generation Y. Besides, EWOM was one factor that had a strong effect on the purchasing intention toward purchaser procure transactions conducted via the internet (Kudeshia & Kumar, 2017, pp.1-13)

Secondly, the antecedent that significantly contributed to online purchase intention were ranked from attitude toward product, attitude toward online shopping. Consumers' attitude towards the cosmetic product has not been tested on animals had a positive and significant impacted on their purchase intention. Moreover, studies found clearly showed the existence of punters' attitudes toward online world wide web impact on the intention to the activity of purchased things or benefits via online trading platform (Monsuwé, Dellaert & De Ruyter, 2004, pp.102-121; Limbu, Wolf & Lunsford, 2012, pp.133-154).

Recommendations

The results of this study emphasized both significant and insignificant impact of the online personalized cosmetic purchase intention. The significant impact that supports online purchase intention are E-WOM, attitude toward product and attitude toward online shopping. Additionally, the significant impact E-WOM is attitude toward product. E-WOM was the strongest predictor of purchase intention to buy online personalized cosmetic products. The need of uniqueness presented the strongly impact on attitude toward online shopping. However, five relationships were not supported in this study which are between perceived value and trust, brand image and trust, attitude toward brand and E-WOM, trust and online purchase intention, attitude toward brand and online purchase intention.

Consequently, beauty firm, E- retailer and marketer could consider factors that affect the online personalized cosmetic purchase intention to improve for marketing strategy. Relate to the challenges as remarked on in chapter one, consumer purchase intention plays an important contribution of a key elements of a successful marketing strategy. Certainly, the increasing in the demand of the cosmetics outcomes had bring to heighten in the worldwide competition.

The findings of this study will benefit society in deliberating which consumer purchase intention plays an important contribution of a key elements of a successful marketing strategy. However, conclusions of this analysis will benefit the following: Firstly, beauty firm that apply the recommended approach derived from the result of this study will be able to craft new

products, marketing campaigns to enlarge profitability. Secondly, E- retailer will be able to form the digital marketing strategies were apparently suitable, make available businesses of all sizes to benefit communication online by advocated approach resulting from this study. Thirdly, marketer will be guided on what should be highlighted by exploit on a new marketing strategy, operate them to help get stronger company product development and to stay with movements and moves with right direction regarding of brands target audience's behavior. Last but not least, for the academics, this study will support them in uncovering key areas in the scholastic development that numerous academics were not able to discover.

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