

Testing an Extended Theory of Planned Behavior for Cambodian Customers' Purchase Intention of Thailand's Facial Skin Care Products

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Abstract

This study aims to understand how consumers view Thai cosmetic companies by investigating the purchase intention behaviors of Cambodian customers toward Thailand's facial skin care products using an Extended Theory of Planned Behavior (ETPB), which is important for marketers and practitioners alike in a time of globalization and greater cross-cultural connections. This study expands on the well-known Theory of Planned Behavior (TPB) by adopting an ETPB framework that includes new elements such as perceived value of quality, perceived cultural values and beliefs, and perceived value of pricing.

By using Google surveys, 200 people were polled quantitatively. The acquired data were reviewed utilizing the advanced license application "Smart-PLS 4.0" to provide support for each construct model. PLS-SEM was also utilized to assess the hypothesized variables' validity and reliability. The study found that the purchase intention of Thailand's facial skin care products by Cambodian consumers was significantly influenced by attitude, subjective norms, perceived behavioral control, perceived value of quality, perceived cultural values and beliefs, perceived value of price, and E-Word of Mouth. The study's findings provide useful information for anyone working in Thailand's facial skin care industry, both personally and professionally.

Keywords: Attitudes, Subjective Norms, Perceived Behavioural Control, Purchase Intention, E-Word of Mouth

Introduction

The main idea of purchase intention is what influences a customer's choice to make a purchase which has an impact on a business's success directly and is influenced by both internal and external influences. It essentially assesses the reliability of a customer's purchase decision (Cuofano, 2022). A cosmetic product is any item or combination of materials that is applied to the human body. Toner, moisturizer, serum, foundation, lipsticks, eyeliner, eyeshadow, and

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cleanser, as well as skincare, must all be covered. According to Allied Market Research, the global market for cosmetics was estimated at \$380.2 billion in 2019 and is projected to increase by \$463.5 billion by 2027. More crucially, the worldwide cosmetic business is rising so quickly because women's purchasing intentions are always increasing, even during global pandemics when skincare products were still in high demand since women always put cosmetics on, even when they are at home.

Thailand is one of the largest markets for color cosmetics and skincare among Southeast Asian nations. The luxury cosmetic and fragrance business in Thailand had a value of over 343 million US dollars, developing and extending native brands to foreign markets, according to statistics and facts about the country's cosmetics industry (Statista, 2022). The ASEAN economic union, which encourages free commerce among its members, has given the Thai cosmetics business more potential for growth (Statista, 2023). In addition, data on skin care product sales in Thailand from June 2021 to January 2022 revealed that the country's overall skin care product sales were over 740 million Thai baht. Around 7.5 thousand tons of skin care products were sold domestically and abroad in Thailand at that time. The cosmetics and personal care industries are doing well in Cambodia (Statista, 2022). Driven by a demand for natural, organic, anti-aging, and sun protection products. Distribution through traditional retail channels like supermarkets is still common, although e-commerce is expanding, particularly with younger customers. Facebook has a significant impact on purchase decisions. Due to the COVID-19 outbreak, customers prioritized essentials over face care products. Facial skin care in Cambodia experienced difficulties in 2021, whereas the market in Thailand is predicted to expand in 2022 due to the country's economic recovery, urbanization, and accessible product options (Statista, 2023). According to Statista's consumer insights, Cambodia's market of facial skin care products are expected to perform better than other categories like baby products, body care, and sun protection (Statista, 2023).

The research study has many wonderful benefits, including: Thailand's facial skin care companies can benefit from research by better understanding the needs and wants of their customers. This can influence marketing and product development in any cosmetics company, resulting in increased sales and client pleasure. Investors may locate possible Thailand's facial skin care products through research. information can help investors maximize their results by informing their investment decisions. This study helps marketers comprehend consumer preferences and market trends for successful brand promotion. Additionally, it provides information that is beneficial to many other industries, helping to build a solid knowledge of Thailand's facial skin care products and determining profitability and market impact.

Research Objectives

This study investigates Cambodian customer's perception of Thailand's face care products. There are two key objectives of this study:

1. To determine how attitudes, subjective norms, perceived behavior, perceived cultural values and beliefs, and perceived quality and price affect Cambodian consumers' propensity to purchase Thailand's facial skin care products.
2. To investigate the relationship between purchase intention and E word-of-mouth for Thailand's facial skin care product

Literature Review

Icek Ajzen invented the Theory of Planned Behavior (TPB), a psychological theory, in the late 1980s. It is used to forecast and explain human behavior in a variety of academic fields, including social psychology, environmental science, and health.

TPB claims that a person's attitude toward a particular activity, subjective norms, and perceived behavioral control. These elements work together to influence someone's intention to engage in an activity, which in turn forecasts their actual behavior. The authors added perceived cultural values and beliefs, the perceived value of quality, and the perceived value of price to the TPB. In order to provide insights into marketing strategies, this study applies this extension to Cambodian consumers' purchase intention of Thailand's face care products.

Attitudes (As)

An attitude is how they see a given behavior, whether positively or negatively. In other words, it is the person's subjective judgment of whether the conduct is desirable or undesirable. The individual's thoughts about the action, including their views on the anticipated consequences of the behavior and their views on the associated social standards, have an impact on attitude. Moreover, the creating of behavior is also consistent with the internal feeling that reflects people's satisfaction (Ajzen & Madden, 1986).

Subjective Norms (SN)

Individuals' perceptions of what other people think about their actions are referred to as subjective norms. This can include how the person feels about how their friends, family, and other significant people in their life see the conduct. The individual's perceptions of the associated social norms have an impact on subjective norms as well (Armitage & Conner, 2001).

Perceived Behavioural Control (PBC)

A person's perception of their ability to carry out the behaviour is referred to as perceived behavioural control. This may include their perceptions about their capacity to get beyond any challenges or limitations that might stand in the way of engaging in the habit. The person's prior interactions with the behaviour and self-confidence views have an impact on how much control they perceive they have over it (Ajzen & Madden, 1986).

Perceived Value of Quality (PVQ)

Many significant elements influencing purchase intentions for skin care products are perceived quality. Customers could place a higher priority on high-quality products that work well to produce the results they want. Also, for customers with low finances, pricing may be a major deterrent. Consumers in Cambodia are willing to spend more for high-quality products, according to earlier studies, but they may also put affordability first (Zeithaml, 1988b).

Perceived Cultural Values and Beliefs (PCVB)

The unique cultural environment in Cambodia may have an effect on consumers' intentions to purchase skin care products. For instance, skin whitening agents are frequently utilized in Cambodian culture since fair skin is highly regarded. Because of this, consumers' intent to purchase may be affected by their desire to meet this beauty standard. Due to a cultural belief in the advantages of natural cures, Cambodian customers might also prefer products containing natural ingredients (Li et al., 2008).

Perceived Value of Price (PVP)

Consumers' subjective assessments of a product or service's worth in relation to its cost are referred to as the perceived value of pricing. It is the perceived value that consumers place

on a product in relation to the price they are willing to pay for it. In other words, it refers to the perceived value that buyers have on a product in relation to the price they are willing to pay for it (Kortge & Okonkwo, 1993). As consumer behavior and purchasing decisions are influenced by perceived pricing value, it is crucial to understand this concept in marketing. Customers are more likely to purchase a product if they believe it gives great value for the money. In contrast, they are less likely to purchase a product if they believe it gives poor value for the money (Hsu et al., 2017) this study aims to explain the effects (i.e., attitude, subjective norm, and perceived behavioral control).

Purchase Intention (PI)

Purchase intention is a decision-making process that investigates consumers' motivations for choosing a specific brand (Fujiwara & Nagasawa, 2015). Purchase intention is defined by (Rezvani et al., 2012) as a scenario in which a consumer is inclined to acquire a specific product under certain conditions.

According to (Mirabi et al., 2015), customers' decision-making process when making a purchase is complex. Purchase intent is frequently linked to consumer behaviors which has shown a positive effect on customers' purchase intention.

E-Word of Mouth (eWOM)

An E-Word of Mouth strategy has been influenced by the possibility that individuals will make another purchase (Lin & Lu, 2010a). Social communication, which in this scenario refers to the effects that consumers have on one another when they communicate (Goldsmith, 2008). Additionally, when making another purchase, consumers mainly examine word of mouth (Arif & Siregar, 2021).

According to (Arif & Siregar, 2021), the simultaneous f-test result of $0.000 < 0.05$ indicates that purchase intention has a significant effect on electronic word of mouth. With this indication, the hypothesis received a perfect significant level of support.

Hypotheses in this study

H₁: Attitude affects purchase intention

H₂: Subjective norms affects purchase intention

H₃: Perceived behavioural control affects purchase intention

H₄: Perceived value of quality affects purchase intention

H₅: Perceived cultural values and beliefs affects purchase intention

H₆: Perceived value of price affects purchase intention

H₇: Purchase intention affects E-Word of Mouth

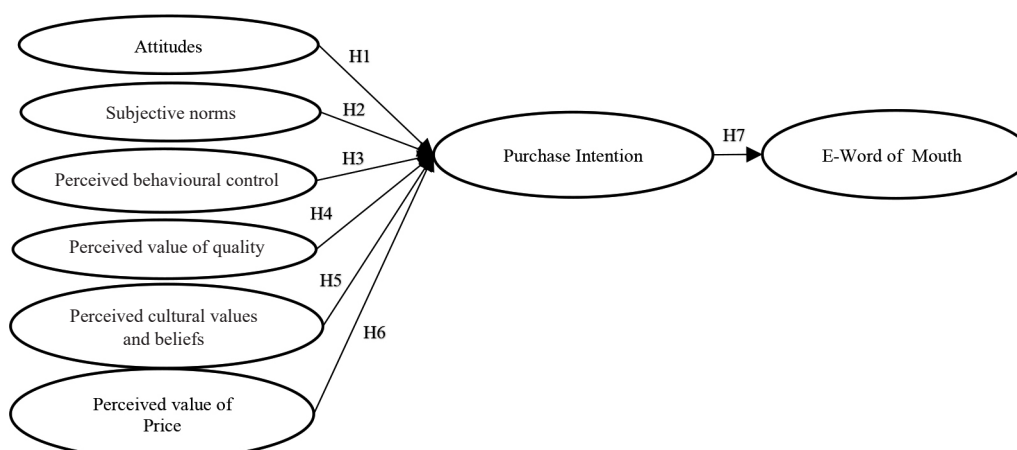


Figure 1 Conceptual Framework an Extended Theory of Planned Behaviours (ETPB)
(Adapted from Ajzen, 2002; Ghazali et al., 2017)

Methodology

In this section, the study covers the population and samples, research instrument, data collection and analysis, and pilot testing to test the validation of each variable.

Population and Sample Size

The study's sample consisted of Cambodians living in Siem Reap who were between the ages of 19 and 60. Because they are the primary target market for Thailand's facial skin care products, their demographic is more accessible than representative (Statista, 2023).

The sample size for regression analysis is determined using the Green formula, which is perfect for surveys looking at hypotheses. Instead of the population size, the emphasis is on the number of known independent variables. Jackson (2003) came up with this equation, with the restriction that 'n' had to be more than or equal to $50 + 'm'$.

The sample size is calculated as follows:

$$n \geq 50 + 8 (m)$$

Where:

n = sample size

m = is predictor or independent variables

if m = 6, the sample size predicted

$$n \geq 50 + 8 (6) = 98$$

As a result, because 98 were figured into the calculation, the required minimum sample size for this study was 200 participants. It was discovered that a sample size of 200 or more was suitable for factor analysis. Similarly this, a prior study recommended enrolling 200 participants or more to assist in verifying that the sample size is enough and reliable (Jackson, 2003).

Research Instrument

For this study, survey questions from earlier research have been adjusted. It comprises two sections and seven screening questions about buying face skin care products made in Thailand. A five-point likert scale is used for all section 2 questions response options. Reliability was confirmed through a pilot study with 30 participants. To overcome language barriers and improve

comprehension, the questionnaire was created in both English and Khmer.

The author divided the surveys into two sections to assess how Cambodian customers purchase intention different aspects of Thailand's facial skin care products. In the first section, the authors sought to learn more about general information pertaining to respondents' demographics. In the second section, authors frequently asked questions about attitudes, subjective norms, perceived behavioural control, perceived cultural values and beliefs, perceived value of quality, perceived value of price, purchase intention, and E-Word of Mouth (Arif & Siregar, 2021).

Data Collection and Analysis

This study chose online questionnaires utilizing Google Forms to quickly collect data from a large number of participants. Nonprobability sampling was chosen (What Is Non-Probability Sampling?). The target respondents were sent a link to the questionnaire via Facebook or Line, and the questionnaire itself was created using an online survey. It was necessary for the targeted responders to testify to their usage of Thailand's facial skin care products. To move on to the main section of the questions, only individuals who selected "Yes" were permitted. Two hundred data were gathered from all relationships between variables because it is a potent technique for determining how latent variables in research models relate to one another. It is frequently used in the social sciences, management, and marketing. Instead of population parameter estimates, it is particularly helpful for predictive modeling (Zhang et al., 2013).

Validity and Reliability Test

Before the main data collection phase, a pilot test with 30 respondents evaluated the measurement tool's content validity and reliability (Lowe, 2019). Based on the outcomes of the pilot test, adjustments were made to improve content validity, taking into account participant concerns and offering clarification as necessary. The reliability study entailed gathering information from 30 respondents who had purchase experience. By measuring the internal consistency and reliability of survey items assessing the same underlying construct, Cronbach's Alpha analysis was used to evaluate the results.

According to the attached table, Cronbach's Alpha values for the eight variables ranged from 0.85 to 0.97 demonstrating the outcome of outstanding data that were approved as a result of (*Cronbach's Alpha: A Tool for Assessing the Reliability of Scales*).

Table 1 Validity and Reliability

No.	Variable	No. of Item	Cronbach Alpha (n=30)	Composite Reliability	Average Variance Extracted (AVE)
1	As	3	0.95	0.96	0.91
2	SN	3	0.90	0.92	0.83
3	PB	3	0.88	0.89	0.81
4	PVQ	3	0.97	0.97	0.94
5	PCVB	3	0.90	0.91	0.83
6	PVP	3	0.94	0.94	0.90
7	PI	3	0.96	0.96	0.93
8	e-WOM	3	0.85	0.87	0.77

Source: Attitudes (AS), Subjective Norms (SN), Perceived Behavior (PB), Perceived Value of Quality (PVQ), Perceived Cultural Values and Beliefs (PCVB), Perceived Value of Price (PVP), Purchase Intention (PI), and E-Word of Mouth (e-WOM), AVE in diagonal (SmartPLS's calculation)

Research Results

Table 2 displays the demographic data of the 200 participants in the survey. The gender distribution of the study's respondents indicates that 73.50% were women. For age-wise, 69.50% of the population was between the ages of 19 and 29.

Regarding marital status, 54.50% were single, and 45% were married. In terms of occupation, 38% worked in the private sector, 22% were business owners, followed by 17.50% were students. The education background showed 56.50% with graduate degrees and 35% with undergraduate degrees. For monthly income data, the majority 23.50% earned between 301 and 500 USD dollars monthly, followed by 18% with incomes under 300 USD dollars monthly, 18% with incomes over 1,100 USD dollars monthly, 17.50% with incomes between 501 and 700 USD dollars monthly, 14% with incomes between 701 and 900 USD dollars monthly, and 9% with incomes between 901 and 1,100 USD dollars monthly

Table 2 Descriptive Analysis of Respondent Demographic

Demographics	Frequency	Percentage (%)
Gender		
Female	147	73.50%
Male	53	26.50%
Total	200	100%
Age		
19 years	16	8%
19-29 years	139	69.50%
30-40 years	44	22%
41-50 years	1	0.50%
Total	200	100%
Marital Status		
Married	90	45%
Single	109	54.50%
Divorced	1	0.50%
Total	200	100%
Occupation		
Private Sector	76	38%
Student	35	17.50%
Business Owner	44	22%
Government Sector	37	18.50%
Unemployed	7	3.50%
Others	1	0.50%
Total	200	100%

Table 2 Descriptive Analysis of Respondent Demographic (Con.)

Demographics	Frequency	Percentage (%)
Education Background		
Under Graduate	70	35%
Postgraduate	17	8.50%
Graduate	113	56.50%
Total	200	100%
Income		
Under 300\$	35	18%
301\$-500\$	47	23.50%
501\$-700\$	36	17.50%
701\$-900\$	28	14%
901\$-1,100\$	18	9%
Above 1,100\$	36	18%
Total	200	100%

Measurement Instrument Assessment

According to (Chin, 1998), a minimum threshold of 0.5 is required in the Average Value Extracted (AVE). Meanwhile, the rest of the variables in this study were greater than 0.5, ranging from 0.604 to 0.811. The Composite Reliability (CR) approach was used to examine the construct's reliability. the acceptable Composite Reliability (CR) level should be more than 0.7 (Taber, 2018). The achieved value of Composite Reliability (CR) in this study ranged from 0.817 to 0.928, as shown in Table 3.

In addition, the value of Cronbach's alpha coefficient in each construct has to be greater than 0.7, then it would count as reliable. Consequently, the tested values in this study were above 0.7 which means that they range from 0.688 to 0.883 as demonstrated, however, E-Word of Mouth has a Cronbach's alpha value of 0.688 which is less than 0.7, it also indicated an acceptable level of reliability (Hulin, Netemeyer, & Cudeck, 2001).

Both discriminant and convergent validity (Factor Loading) were tested to assess the measurement instrument's validity. According to Carlson and Herdman (2012), factor loadings should ideally reach 0.7 for a robust result. Factor loadings in this study ranged from 0.761 to 0.923, strongly showing convergent validity.

Table 3 The Measurement Model (n = 200)

Constructs	Items	Factor Loading	AVE	CR	Cronbach's Alpha
Attitudes	AS1	0.854	0.811	0.928	0.883
	AS2	0.922	-	-	-
	AS3	0.923	-	-	-
Subjective Norms	SN1	0.831	0.700	0.875	0.786
	SN2	0.827	-	-	-
	SN3	0.851	-	-	-
Perceived Behavior	PB1	0.874	0.775	0.912	0.855
	PB2	0.887	-	-	-
	PB3	0.880	-	-	-
Perceived Value of Quality	PVQ1	0.900	0.800	0.923	0.876
	PVQ2	0.885	-	-	-
	PVQ3	0.899	-	-	-
Perceived Cultural Values and Beliefs	PCVB1	0.761	0.682	0.865	0.765
	PCVB2	0.885	-	-	-
	PCVB3	0.827	-	-	-
Perceived Value of Price	PVP1	0.845	0.736	0.893	0.820
	PVP2	0.900	-	-	-
	PVP3	0.827	-	-	-
Purchase Intention	PI1	0.868	0.783	0.915	0.861
	PI2	0.898	-	-	-
	PI3	0.887	-	-	-
E-word of mouth	eWOM1	0.852	0.604	0.817	0.688
	eWOM2	0.853	-	-	-
	eWOM3	0.899	-	-	-

Summary of the Measurement Model

Correlations in latent variables must be less than the square root of the corresponding AVE, according to (Fornell & Larcker, 1981). Simultaneously, the square root of the AVE which is placed in the diagonal cells can be seen on the Table 4 and following by the correlations that exist below it. As a result, the top numbers in each of the factor columns are greater than its correlations and it means that the outcome of the measurement model in this study has reached the discriminant validity.

Table 4 Fornell-Larcker Criterion: Correlation Constructs and the AVE of Square Root

Constructs	AS	PB	PCVB	PI	PVP	PVQ	SN	e-WOM
AS	0.900	-	-	-	-	-	-	-
PB	0.727	0.880	-	-	-	-	-	-
PCVB	0.564	0.663	0.826	-	-	-	-	-
PI	0.605	0.7	0.717	0.885	-	-	-	-
PVP	0.611	0.692	0.669	0.78	0.858	-	-	-
PVQ	0.288	0.367	0.475	0.534	0.558	0.895	-	-
SN	0.523	0.538	0.545	0.652	0.681	0.623	0.837	-
eWOM	0.463	0.533	0.579	0.647	0.65	0.649	0.707	0.777

Source: Attitudes (AS), Subjective Norms (SN), Perceived Behavior (PB), Perceived Value of Quality (PVQ), Perceived Cultural Values and Beliefs (PCVB), Perceived Value of Price (PVP), Purchase Intention (PI), and E-Word of Mouth (e-WOM), AVE in diagonal (Author's calculation)

Summary of Fornell-Larcker Criterion

The Fornell-Larcker criteria show significant discriminant validity between the constructs when applied to the correlation matrix. The vertical parts, which reflect the square root of the Average Variance Extracted (AVE) for each construct, are consistently smaller than the correlations between each construct and the others. This demonstrates how each concept is different from the others and effectively represents individual variance. These findings demonstrate that the measurement model is suitable for additional structural modeling and hypothesis testing in the study and increases confidence in its ability to differentiate between the underlying constructs, a crucial aspect of model validity.

Structural Model

The study investigated into a variety of hypothesis addressing the connections between different factors and purchase intentions.

Table 5 The summary results of the structural model

	Hypothesis	Beta	T-Value	P-Value	Conclusion
H ₁	AS → PI	0.044	0.705	0.481	Not Supported
H ₂	SN → PI	0.121	1.925	0.054	Not Supported
H ₃	PB → PI	0.176	2.540	0.011*	Supported
H ₄	PVQ → PI	0.073	1.277	0.202	Not Supported
H ₅	PCVB → PI	0.245	3.758	0.000**	Supported
H ₆	PVP → PI	0.344	4.781	0.000**	Supported
H ₇	PI → eWOM	0.647	12.994	0.000**	Supported

Source: *p < 0.05, **p > 0.001. Author's calculation with SmartPLS Bootstrap

For the first hypothesis, which examined the association between attitudes and purchase intention, $\beta=0.044$ and a matching p -value of 0.481 were achieved. Unfortunately, at the stated significance level ($p > 0.05$), the connection was not statistically significant, and hence H_1 was not supported.

The second hypothesis, which looked at how subjective norms influenced purchase intention, yielded $\beta=0.121$ and $p > 0.050$, indicating that the link was not statistically significant and that the p -value exceeded the significance level. Thus, H_2 was not valid.

For the third hypothesis, it was investigated the relationship between perceived behavior and purchase intention, has $\beta=0.176$ and $p < 0.05$. The association was statistically significant, meaning that as the perceived behavior improves, the purchase intention also tends to increase. In other words, when customers have a favorable perception of a product or brand's behavior, they are more likely to intend to purchase it. Thus, H_3 was confirmed.

The fourth hypothesis, which looked at how perceived quality value affected purchase intention, had $\beta=0.73$ and $p > 0.05$, though. Unfortunately, despite the p -value exceeding the required level of significance. Hence, H_4 was not supported.

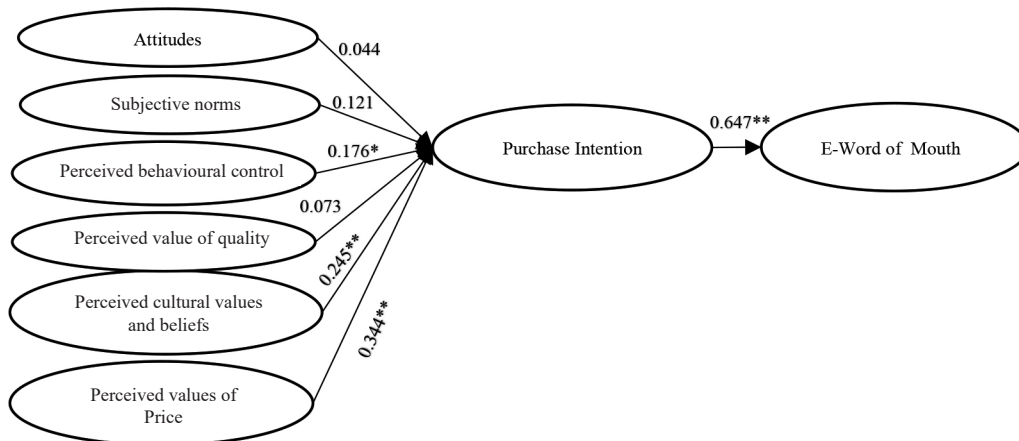
The fifth hypothesis had $\beta=0.245$ and $p > 0.001$ and examined how perceived cultural values and beliefs affected purchase intention. Given that the relationship was statistically significant, and that the p -value was below the established significance level, revealing as the perception of cultural values aligns with consumers' beliefs, there is a higher intention to purchase. Thus, H_5 was confirmed.

With regard to the sixth hypothesis, which examined the relationship between the perceived value of price and purchase intention, a sizable $\beta=0.344$ was observed along with $p < 0.001$, it can be seen that a positive relationship implies that as the perceived value of price increases, purchase intention decreases. Finally, H_6 was supported

The seventh hypothesis examined the association between purchase intention and E-Word of Mouth, yielding a significant $\beta=0.647$ and $p < 0.001$. Given the association's statistical significance, In the context of E-Word of Mouth and purchase intention, a positive relationship implies that as the extent or quality of E-Word of Mouth increases, purchase intention also increases. In other words, positive E-Word of Mouth encourages potential buyers, this finding indicated that H_7 was supported.

Hypothesized Paths Results

According to the PLS-SEM structural model shown in table 4. As a result, seven hypotheses in all were investigated including those related to attitudes, subjective norms, perceived behaviour, perceived value of quality, perceived cultural values and beliefs, perceived value of price, purchase intention, and E-Word of Mouth. Overall, the hypothesized path result reveals that H_1 , H_2 , and H_4 were not supported, while H_3 , H_5 , H_6 , and H_7 were supported.



Remark: **p < 0.05 and ***p > 0.00

Figure 2 An Extended Theory of Planned Behaviours (ETPB)
The Structural Model Result, Smartpls Calculation

Discussion

According to the findings, the theory was in conflict with attitude, subjective norms, and perceived value of quality. In this study, four out of seven hypotheses that were based on a survey of 200 participants were found to be true. Women were greater than men in the 19 to 29 age group of respondents. Only 50% of participants had monthly wages between 300 USD monthly and 500 USD monthly, even though the majority worked in the private sector and had graduate degrees.

The study found that, in contrast to the hypothesized assumption Ajzen & Madden (1986), attitudes and subjective norms had a negative impact on purchase intention for Thailand’s facial skin care products. In contrast to earlier produced an unexpectedly poor outcome (Cahyani et al., 2017). This could be brought on by respondents’ confusion or changing attitudes.

Positively, perceived behavioral control had a positive impact on purchase intention for Thailand’s facial skin care products, as found in earlier research (Ajzen, 2002). This result is consistent with previous studies which indicated the perceived behavioral control has tended to create uncertainties and to impede progress. As a result, when their conduct matches the items, Cambodian consumers tend to have a more positive outlook regarding making purchases.

The third finding of the research study was the perceived cultural values and belief which had a positive effect on the purchase intention of Thailand’s facial skin care products. This result is consistent with previous studies which indicated a favorable impact on purchase intention (Li et al., 2008). As well as the perceived values of price which also consistent with the previous research study (Kortge & Okonkwo, 1993).

However, if Cambodian consumers believe that prices are reasonable, they may be more likely to make a purchase. This confirms with other studies (Arif & Siregar, 2021), which highlighted on the influence of perceived cultural values and belief and perceived value of price on purchase intention.

Fourth, it was discovered that the likelihood of making a purchase was associated with E-Word of Mouth, in which customers who had already made a purchase went on to promote the item to others. This finding suggests that satisfied consumers are more likely to purchase Thailand's facial care products again. These results are consistent with previous studies (Arif & Siregar, 2021).

In conclusion, this study's validation of four of its seven hypotheses. Particularly, attitude, subjective norms, and perceived value of quality have a negative effect on the purchase intention of Thailand's facial skin care products. Simultaneously, perceived behavior, perceived cultural values and belief, perceived value of price, and purchase intention had a significant influence to E-Word of Mouth variable. These findings are consistent with the extended theory of planned behavior, which claims that behavioral intention is driven by attitudes.

Theoretical Contributions

Within the context of the Extended Theory of Planned Behavior (ETPB), The research's conclusions are moderately supported, and from a theoretical standpoint, it produced multiple additions to the academic literature.

First, it is widely recognized that a personal component is applied when analyzing the purchase intentions of Thailand's facial skin care product using a well-established theory of planned behavior.

Secondly, the application of a well-established perceived behavior model in the theory of planned behavior is recognized as a personal aspect to analyzing the purchase intention of Thailand's facial skin care products.

Thirdly, this study's integration of perceived cultural values and beliefs, and perceived value of price had a significant influence on purchase intention. Meanwhile, the purchase intention has a significant effect on E-Word of Mouth since customers continuously posting positive reviews that help them trust Thailand's facial skin care products.

Managerial Implications

Several significant findings came from research analysis regarding the purchase intention of Cambodian consumers for Thailand's facial skin care products. Thus, some managerial implications would be implied accordingly:

Perceived Behaviour and Purchase Intention

Understanding this significant relationship is valuable for businesses and marketers. It means that improving or maintaining a positive perception of specific behaviors or attributes can positively impact purchase intention. Therefore, cosmetics businesses can focus on enhancing these perceived behaviors through marketing, customer service, product development, or other strategies.

Perceived Cultural Values and Beliefs And Purchase Intention

Given the significant influence of cultural values and beliefs on purchase intention, businesses should consider tailoring their marketing strategies to align with the cultural context of their target audience. For example, advertisements, product positioning, and messaging should align with the cultural preferences and sensitivities of the market.

Perceived Value of Price and Purchase Intention

Cosmetic companies should strategically price their products to reflect perceived value. For instance, offering premium pricing for skincare products implies higher quality and efficacy,

influencing purchase intention. Luxury cosmetics brands can employ this strategy to target consumers who value prestige and luxurious ingredients in their skincare routines.

Purchase Intention And E-Word of Mouth

Recognizing the profound link between purchase intention and Electronic Word-of-Mouth (e-WOM) is vital for cosmetics businesses. To harness this relationship, cosmetics companies should prioritize e-WOM strategies, such as online reviews and influencer collaborations. Encouraging satisfied customers to share their experiences and results online can significantly influence potential buyers. For example, by collaborating with popular beauty vloggers, the Company can boost e-WOM to customers by sharing positive reviews and tutorials to increase consumer trust and purchase intention for their new face care line.

Research Limitation

Considering the fact that these findings offer useful information, it is important to be aware of the study's limitations. The study's concentration on the local context of Thailand's face care products and Cambodian consumers restricted its capacity to be extended. Additionally, because most of the respondents chose the same scale, the respondent may have misread the direction of the direction. This could have caused an incorrect standard deviation in the calculating procedure. More significantly, some respondents were questioned regarding a particular category of Thailand's face care products.

Recommendation for Future Research

Future research should expand on consumer situations and improve assessment techniques. Exploring new factors, such as brand loyalty, may help the researcher understand consumer behaviour more thoroughly. Moreover, future research should also apply qualitative investigation in order to have in-depth interviews or focus groups. Last but not least, it is crucial for academics to keep up with technical developments, especially in the areas of social media and digital marketing, as these developments can be useful tools for informing and improving marketing strategies.

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