



## Strategies for Promoting the Organic Cosmetics Industry Among Consumers Through Social Media in Bangkok.

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### Abstract

The rapid evolution of communication technology has transformed consumer behavior, particularly in the organic cosmetics industry, where social media plays a crucial role in marketing and consumer engagement. Despite the growing adoption of organic cosmetics in Bangkok, there remains a lack of research on effective strategies for promoting these products through social media. This research aims to 1) study the level of promotion of the organic cosmetics industry among consumers via social media in Bangkok, focusing on the credibility of entrepreneurs, government policies, marketing strategies, and service quality standards; 2) examine the causal factors, namely the credibility of entrepreneurs, government policies, marketing strategies, and service standards that influence the promotion of the organic cosmetics industry; 3) propose strategic guidelines to promote the organic cosmetics industry among consumers through social media in the Bangkok metropolitan area. This study aims to address this gap by investigating the key factors influencing the promotion of the organic cosmetics industry among consumers on social media in Bangkok. This research employs a mixed-method approach, integrating both quantitative and qualitative methods. The quantitative phase involved 400 participants, selected using a confirmatory factor analysis (CFA) framework, and employed structural equation modeling (SEM) to analyze causal relationships. The qualitative phase consisted of 16 in-depth interviews with key stakeholders, including entrepreneurs, distributors, government officials, and consumers, to validate and refine the quantitative findings. The integration of both methodologies enhances the study's reliability and offers a comprehensive understanding of the factors driving social media engagement in the organic cosmetics sector.

The findings indicate that government policies, entrepreneurial credibility, marketing strategies, and service standards significantly influence the promotion of the organic cosmetics industry on social media. Among these, government policies had the strongest impact, followed by entrepreneur credibility, emphasizing the importance of regulatory support and trust in brand operators. Additionally, effective marketing strategies and high service standards were found to enhance consumer engagement and drive industry growth. This study provides valuable insights for businesses, policymakers, and marketers seeking to optimize their strategies for promoting organic cosmetics via social media. The results highlight the need for collaborative efforts between government agencies, entrepreneurs, and marketing strategists to create a robust online presence, build consumer trust, and expand the organic cosmetics market in Bangkok. These findings serve as a foundation for future research and strategic policy development in sustainable beauty marketing.

**Keywords:** *Organic Cosmetics, Consumer Behavior, Social Media Marketing, Government Policies, Marketing Strategies*

### 1. Introduction

The rapid advancement of technology communication has played a significant role in consumers' daily lives in modern society. Consumers can access information sources and communicate with individuals or organizations worldwide, reducing both time and costs associated with communication. The development of internet-based communication networks has continuously evolved to enhance user convenience, enabling swift access to global information and efficient interactions with individuals and organizations both

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domestically and internationally. This improvement has led to a reduction in time and expenses for communication.

One of the most widespread applications of the internet today is Electronic Commerce (E-Commerce) (Wongsritrakul, P., 2015), which facilitates rapid access to information and enables effective communication (Wasutida Nurittamont, 2017). The online trading system for goods and services has expanded in many countries and is gaining widespread popularity. Consumers can conveniently receive their products 24/7, eliminating the need for physical travel to stores. Additionally, buyers can verify product accuracy and condition both before and after purchase. Moreover, secure payment systems have been implemented, ensuring trust and confidence among customers and service providers in online transactions (Tsiakis, T. & Sthephanides, G., 2005). After reviewing previous research related to organic cosmetics, the study by Siriwadee Yulai (2015) analyzed the purchasing behavior of Thai government officials in Bangkok regarding organic cosmetics. The findings revealed that female consumers purchased organic foundation the most, while male consumers primarily bought organic loose powder. Additionally, women spent more on cosmetics than men. Furthermore, the research conducted by Phattharaporn Thanasan-Sophon (2015) examined the factors influencing customer satisfaction with organic beauty products in Bangkok and its metropolitan area. The study found that product quality was the most significant factor in building customer trust and influencing their decision to use organic beauty products.

Oliver (1993) discussed the basic concept of service quality, which consists of three key elements: 1) Customer Satisfaction 2) Quality of Service 3) Customer Value. These fundamental concepts collectively contribute to customer satisfaction with the service and reflect the psychological behavior individuals exhibit toward the service they receive. The fundamental concept of service quality was proposed by Cronin and Taylor (1992). From their perspective, satisfaction or dissatisfaction arises from comparing the service experience received by customers with their expectations at the time of service. This comparison serves as a crucial measure for assessing service quality.

Online businesses are constantly evolving, requiring organizations, entrepreneurs, retailers, and individuals selling products through social media to adapt to the changing environment. Strategy formulation is a systematic approach to planning and executing operations to achieve organizational goals. It involves decision-making and competition, both direct and indirect. Marketing strategies provide organizations with a competitive advantage over rivals through unique differentiating factors specific to each organization (Charoenwongsak, K., 2020).

Kumudhini, N., & Kumaran, S. S. (2020) found that the cosmetics industry is one of the fastest-growing and most essential industries globally, including in Sri Lanka. The use of chemically based cosmetics has led to environmental and health concerns. At the same time, a variety of organic and natural cosmetic products are available in the Sri Lankan market, which pose no harm to health or the environment. This issue is closely related to consumer behavior. The study results indicate that the Theory of Planned Behavior and past experiences are significantly associated with the intention to purchase organic cosmetic products. Additionally, consumer attitudes (CA) were found to be the strongest predictor of the intention to purchase organic and natural cosmetics. Furthermore, the study suggests that retailers can develop effective marketing strategies by emphasizing ecological beauty, product safety, and affordability to enhance consumer purchase intentions for organic and natural cosmetic products.

Overall, the promotion of the organic cosmetics industry among consumers depends on various factors, including government policies, the credibility of business operators, marketing strategies, and service quality standards. Based on the research, there is a limited number of studies that explore strategies for promoting the organic cosmetics industry among consumers through social media in Bangkok. This issue is crucial in driving the growth and recognition of the organic cosmetics industry on social media platforms. The findings of this research will provide valuable insights to enhance the promotion of the organic cosmetics industry among consumers via social media in Bangkok. Additionally, the results can serve as a reference for



government agencies, such as the Food and Drug Administration (FDA), in overseeing and improving relevant regulations.

## 2. Objectives

- 1) To study the level of promotion of the organic cosmetics industry among consumers on social media in Bangkok, focusing on the credibility of entrepreneurs, government policies, marketing strategies, and service standards.
- 2) To examine the causal factors of entrepreneurial credibility, government policies, marketing strategies, and service standards that influence the promotion of the organic cosmetics industry.
- 3) To develop guidelines for promoting the organic cosmetics industry among consumers on social media in Bangkok.

## 3. Materials and Methods

This research employs a mixed method approach.

**3.1 Quantitative Research** The study employed Structural Equation Modeling (SEM), which required the following assumptions to be met: The sample size must be no less than 20 times the number of observed variables. There must be correlations (covariance) between latent variables and between observed variables. The data must follow a normal distribution. The population used in this research consists of working-age residents (aged 15–59 years) in Bangkok, totaling 1,539,373 people, categorized into three groups based on administrative divisions (Department of Provincial Administration, Ministry of Interior, 2022). The sample size was determined using a ratio of 20 times the observable variables (Grace I.B., 2008), resulting in a sample of 400 participants ( $20 \times 20 = 400$ ). 1) Confirmatory Factor Analysis (CFA) was conducted to analyze both primary and sub-components related to the promotion of the organic cosmetics industry among consumers on social media. 2) A Structural Equation Model (SEM) was developed to examine the causal relationships, both direct and indirect, that influence the promotion of the organic cosmetics industry among consumers on social media. The research instrument involved the following steps: 1) Review of related literature, theories, and previous research related to strategies for promoting the organic cosmetics industry among consumers via social media in Bangkok. This review served as the framework for designing the questionnaire. 2) Drafting the questionnaire based on the conceptual framework and presenting it to the research advisory committee for review and feedback. 3) Submitting the revised questionnaire to five experts, including university professors and external specialists, to assess content validity. Their feedback was used to improve the questionnaire, and the Item-Objective Congruence (IOC) index was calculated. An IOC score between 0.50 and 1.00 was considered acceptable. 4) Pilot testing the revised questionnaire with 30 consumers in Bangkok (not part of the main sample group) to assess reliability using Cronbach's Alpha. The instrument was considered reliable if the alpha coefficient was 0.70 or higher. The quantitative phase of the study used a questionnaire as the primary data collection tool. 1) The questionnaire was distributed through Google Forms, targeting consumers in Bangkok. 2) For participants who were unable to complete the Google Form, paper-based questionnaires were provided and administered directly by the researcher to meet the target sample size. 3) The researcher conducted data collection and summarized the findings accordingly. After data collection, the researcher verified the completeness of returned questionnaires and addressed any missing or incomplete data by conducting follow-up data collection in person. The researcher coded and entered the data into the SPSS software for analysis. The data were analyzed as follows: 1) Demographic data of the respondents were analyzed using frequency distributions and percentages. 2) Causal factors and the promotion of the organic cosmetics industry through social media were analyzed using mean scores and standard deviations. 3) The structural relationship model was tested using SPSS and LISREL software to analyze the linear structural relationships.



**3.2 Qualitative Research** The qualitative research involved in-depth interviews with 16 key informants, including 3 producers, 3 distributors, 3 government officials, and 7 consumers. The research instrument used was an in-depth interview guide, aiming to assess the feasibility and effectiveness of the model for promoting the organic cosmetics industry among consumers on social media in Bangkok.

For qualitative data analysis, the collected information was systematically organized, categorized, and interpreted. The researcher employed triangulation to verify the reliability of the findings by using multiple data collection methods to examine the same issue. The data was gathered, analyzed, and synthesized based on theoretical frameworks, previous research findings, and empirical evidence. To ensure validity, information was cross-checked across different sources, timeframes, locations, and individuals before final analysis. In-depth Interview Questions for Qualitative Research 1) In your opinion, how does the credibility of entrepreneurs, such as having sufficient financial resources, a clearly defined storefront, product guarantees, and ethical business practices, influence or impact the promotion of the organic cosmetics industry among consumers? 2) How do you think service standards, including accurate product delivery, after-sales services, appropriate packaging, and the availability of multiple payment methods, influence or impact the promotion of the organic cosmetics industry among consumers? 3) What is your opinion on how marketing strategies, such as product development, pricing, distribution channels, and promotional activities, influence or impact the promotion of the organic cosmetics industry among consumers? 4) In your view, how do government policies, including regulatory improvements, international market expansion, research support, and regulatory oversight, influence or impact the promotion of the organic cosmetics industry among consumers?

**3.3 Integration of Quantitative and Qualitative Data (Mixed Method)** To strengthen the reliability of the quantitative findings, the study identified the weakest aspects of the quantitative analysis—specifically, the variables with the lowest total influence. These areas were prioritized in qualitative interviews with key informants to address weaknesses and validate the quantitative results, thereby enhancing the overall credibility of the research.

#### 4. Results and Discussion

The analysis of the personal factors of the respondents, who are online consumers in Bangkok, was conducted with a sample size of 400 participants. The data are presented in two forms: frequency and percentage. The results of the analysis of the sample characteristics are shown in Table 1.

**Table 1** The number and percentage of personal factors of the respondents

Personal Factors	Frequency	Percentage
Gender: Female	375	93.75
Age: 31 – 40 years	220	55.00
Education Level: Bachelor's degree	246	61.50
Occupation: Trade or Business Owner	221	55.25
Marital Status: Single	265	66.25
Online Cosmetic Purchase Channel: Mobile phone	213	53.25
Average Monthly Income: More than 45,001 THB	229	57.25
Average Online Cosmetic Purchases: No more than 2 times per month	265	66.25

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Product Type:	247	61.75
Facial skincare products		

From Table 1, it was found that the majority of online social media consumers in Bangkok were female, accounting for 375 individuals or 93.75%. This was followed by male consumers, totaling 17 individuals or 4.25%, and LGBTQ consumers, totaling 8 individuals or 2.00%.

Regarding age distribution, most consumers were between 31 and 40 years old, comprising 220 individuals or 55.00%. This was followed by consumers aged 15 to 30 years, totaling 88 individuals or 22.00%; those aged 41 to 50 years at 59 individuals or 14.75%; those aged 51 to 60 years at 24 individuals or 6.00%; and those over 60 years old at 9 individuals or 2.25%.

In terms of educational background, the majority held a bachelor's degree, totaling 246 individuals or 61.50%. This statistic was followed by consumers with a postgraduate degree, totaling 118 individuals or 29.50%, and those with an education level below a bachelor's degree, totaling 36 individuals or 9.00%.

Regarding occupation, most respondents were self-employed, business owners, or shop owners, totaling 221 individuals or 55.25%. This statistic was followed by employees of private companies or retail stores, totaling 120 individuals or 30.00%; students totaling 18 individuals or 4.50%; government officers or state enterprise employees, totaling 17 individuals or 4.25%; other professions, totaling 16 individuals or 4.00%; and general laborers, totaling 8 individuals or 2.00%.

In terms of marital status, the majority were single, totaling 265 individuals or 66.25%. This statistic was followed by those who were married, totaling 126 individuals or 31.50%, and those who were widowed or divorced, totaling 9 individuals or 2.25%.

Most consumers purchased cosmetics online via mobile phones, totaling 213 individuals or 53.25%. This statistic was followed by other purchasing channels, totaling 78 individuals or 19.50%, purchases via Facebook, totaling 50 individuals or 12.50%, Instagram purchases at 42 individuals or 10.50%, and purchases via Line at 17 individuals or 4.25%.

In terms of average monthly income, the majority earned more than 45,001 THB per month, totaling 229 individuals or 57.25%. This was followed by consumers with an average monthly income of up to 15,000 THB, totaling 52 individuals or 13.00%; those earning between 25,001 and 35,000 THB, totaling 52 individuals or 13.00%; those earning between 15,001 and 25,000 THB, totaling 35 individuals or 8.75%; and those earning between 35,001 and 45,000 THB, totaling 32 individuals or 8.00%.

Regarding online cosmetic purchase frequency, most consumers made online cosmetic purchases up to 2 times per month, totaling 265 individuals or 66.25%. This statistic was followed by those purchasing cosmetics online 3-5 times per month, totaling 102 individuals or 25.50%, and those purchasing more than 5 times per month, totaling 33 individuals or 8.25%.

The most popular category of organic cosmetics purchased was facial skincare products (e.g., moisturizers, serums, face masks, toners, facial oils), totaling 247 individuals or 61.75%. This was followed by makeup products (e.g., foundation, concealer, blush, lipstick, mascara, eyeshadow), totaling 60 individuals or 15.00%; body care products (e.g., body lotion, scrubs, massage oils), totaling 44 individuals or 11.00%; hair care products (e.g., shampoo, conditioner, hair oil, styling sprays), totaling 33 individuals or 8.25%; and personal care products (e.g., sunscreen, acne treatment, nail care products), totaling 16 individuals or 4.00%, respectively.

**Table 2** Reliability Analysis Results of Measurement Scale Components

Variable	$\lambda$	$\rho_c$	$\rho_v$
Government Policies	0.70-0.95	0.887	0.665
entrepreneur	0.81-0.94	0.921	0.742
credibility			
marketing strategy	0.67-0.92	0.898	0.689

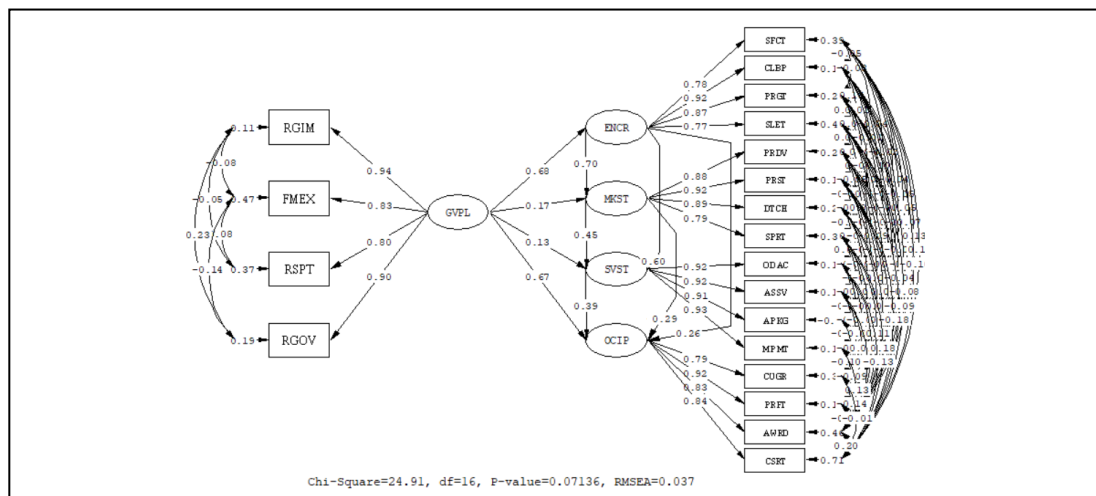
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service standards	0.79-0.91	0.912	0.720
organic cosmetics	0.43-0.94	0.808	0.527
industry promotion			

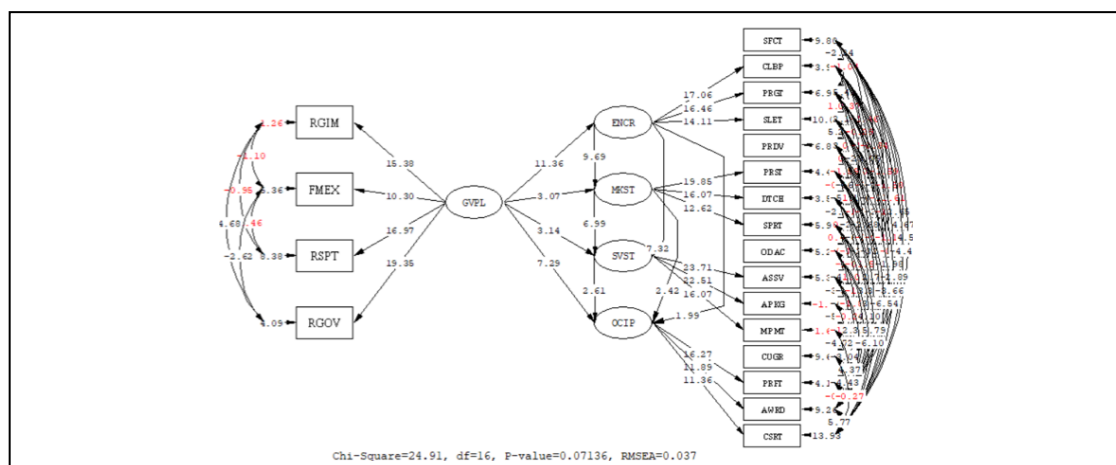
From Table 2, Measurement Scales of Latent Variables: The measurement scale for Entrepreneurial Credibility (ENCR) consists of four indicators: Sufficient Financial Capital (SFCT), Clear Business Presence (CLBP), Product Warranty (PRGT), and Ethical Selling Practices (SLET), with standardized factor loadings of 0.81, 0.94, 0.85, and 0.84, respectively. The measurement scale for Marketing Strategies (MKST) comprises four components: Product Development (PRDV), Pricing Strategy (PRST), Distribution Channel Management (DTCH), and Sales Promotion (SPRT), with standardized factor loadings of 0.85, 0.86, 0.92, and 0.67, respectively. The measurement scale for Service Standards (SVST) includes On-Demand Accurate Order Delivery (ODAC), After-Sales Service (ASSV), Appropriate Packaging (APKG), and Multiple Payment Methods (MPMT), with standardized factor loadings of 0.91, 0.85, 0.84, and 0.79, respectively. Finally, the measurement scale for Organic Cosmetic Industry Promotion (OCIP) includes Customer Growth (CUGR), Profitability (PRFT), Awards and Recognition (AWRD), and Corporate Social Responsibility (CSRT), with standardized factor loadings of 0.76, 0.94, 0.68, and 0.43, respectively.

**Figure 1** Alternative Structural Equation Model (Standardized Solution)



From Figure 1, the analysis of the model based on different scenarios reveals that the external latent variable, Government Policy (GVPL), has a direct impact on Entrepreneurs' Credibility (ENCR), Marketing Strategy (MKST), Service Standards (SVST), and Organic Cosmetics Industry Promotion (OCIP), with impact values of 0.69, 0.17, 0.13, and 0.67, respectively. Entrepreneurs' Credibility (ENCR) directly influences Marketing Strategy (MKST), Service Standards (SVST), and Organic Cosmetics Industry Promotion (OCIP), with impact values of 0.70, 0.60, and 0.26, respectively. Marketing Strategy (MKST) directly affects Service Standards (SVST) and Organic Cosmetics Industry Promotion (OCIP), with values of 0.45 and 0.29, respectively. Service Standards (SVST) has a direct impact on Organic Cosmetics Industry Promotion (OCIP), with an impact value of 0.39.

**Figure 2** The alternative structural equation model explains the causal paths based on the predictive equations (t-values).



From Figure 2, government policy (GVPL) significantly influences entrepreneurial credibility (ENCR) at the 0.01 level of statistical significance, with an explanatory power ( $R^2$ ) of 46%.

Both government policy (GVPL) and entrepreneurial credibility (ENCR) have a statistically significant influence on marketing strategies (MKST) at the 0.01 level, with an explanatory power of 68%.

Government policy (GVPL), entrepreneurial credibility (ENCR), and marketing strategies (MKST) significantly influence service standards (SVST) at the 0.01 level of significance, with an explanatory power of 85%.

Government policy (GVPL), entrepreneurial credibility (ENCR), marketing strategies (MKST), and service standards (SVST) significantly affect the promotion of the organic cosmetics industry (OCIP) at both the 0.01 and 0.05 significance levels, with a high explanatory power of 90%.

In addition, the alternative structural model is capable of explaining the causal relationships through predictive equations, as derived from the reduced-form equations.

**Table 3** The Analysis of Total, Direct, and Indirect Relationships in Alternative Models

Dependent Variable	Relationship	Independent Variable				
		GVPL	ENCR	MKST	SVST	OCIP
ENCR	DE	0.68**	N/A	N/A	N/A	N/A
	IE	N/A	N/A	N/A	N/A	N/A
	TE	0.68**	N/A	N/A	N/A	N/A
MKST	DE	0.17**	0.70**	N/A	N/A	N/A
	IE	0.48**	N/A	N/A	N/A	N/A
	TE	0.65**	0.70**	N/A	N/A	N/A
SVST	DE	0.13**	0.60**	0.45**	N/A	N/A

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	IE	0.70**	0.31**	N/A	N/A	N/A
	TE	0.83**	0.91**	0.45**	N/A	N/A
OCIP	DE	0.67**	0.26*	0.29*	0.39**	N/A
	IE	0.22**	0.15*	0.17*	N/A	N/A
	TE	0.89**	0.41**	0.46**	0.39**	N/A

Chi-Square= 24.91, df=16 p-value = 0.071, GFI=0.99, AGFI=0.92, RMR=0.006, RMSEA=0.037, CFI=1.00, CN=513.42

According to Table 3, the relationship pathways can be explained as follows: Government Policy (GVPL) has the strongest direct relationship with Entrepreneurial Credibility (ENCR), with a correlation of 0.68. The second strongest direct impact is on the promotion of the organic cosmetics industry (OCIP), marketing strategy (MKST), and service standards (SVST), with correlation values of 0.67, 0.17, and 0.13, respectively. Additionally, Government Policy (GVPL) has an indirect impact on service standards (SVST), marketing strategy (MKST), and the promotion of the organic cosmetics industry (OCIP), with correlation values of 0.70, 0.48, and 0.22, respectively. Entrepreneurial Credibility (ENCR) has the strongest direct relationship with marketing strategy (MKST), with a correlation of 0.70, followed by service standards (SVST) and the promotion of the organic cosmetics industry (OCIP), with correlation values of 0.60 and 0.26, respectively. It also has an indirect impact on service standards (SVST) and the promotion of the organic cosmetics industry (OCIP), with correlation values of 0.31 and 0.15, respectively. The marketing strategy (MKST) has a direct relationship with service standards (SVST) and the promotion of the organic cosmetics industry (OCIP), with correlation values of 0.45 and 0.29, respectively. Moreover, it has an indirect impact on the promotion of the organic cosmetics industry (OCIP), with a correlation value of 0.17. Service standards (SVST) have a direct relationship with the promotion of the organic cosmetics industry (OCIP), with a correlation value of 0.39.

The study of the promotion of the organic cosmetics industry via social media in Bangkok revealed that all key factors — entrepreneurial credibility, government policy, marketing strategies, and service standards — are considered highly important by consumers. Among promotion priorities, profitability ranked highest, followed by customer growth, awards and recognition, and lastly, corporate social responsibility. In terms of customer growth, consumer reviews and frequent updates on new products were the most influential, while relevant hashtags had the least impact. For profitability, certification from health institutions and offering promotional campaigns were seen as the most effective, whereas investment in online ads ranked lowest. Regarding awards, innovation awards were most valued, and sponsorships had the least influence. Corporate social responsibility was led by participation in community development and support for local education, with financial donation transparency being less significant. Entrepreneurial credibility was strongly linked to ethical selling practices, clear store information, product guarantees, and financial stability, with ethics ranking highest. Service standards emphasized accurate delivery, after-sales service, and quality packaging, with payment flexibility being important but ranked lowest. Marketing strategies focused primarily on fair pricing, accessible distribution, product development, and, to a lesser extent, sales promotions. Lastly, government policies were crucial, especially in improving regulations, supporting research, facilitating international market access, and enforcing product supervision. Overall, the study highlights that consumers place high importance on credibility, convenience, quality assurance, and social responsibility when engaging with organic cosmetic brands online.

**Research Findings: Guidelines for Promoting the Organic Cosmetics Industry among Consumers on Social Media in Bangkok.** This study employs a mixed-methods research approach, incorporating a quantitative-first design followed by qualitative research. The quantitative findings revealed that the most influential factor in promoting the organic cosmetics industry among consumers on social media is government policies, followed by entrepreneurs' credibility, online marketing strategies, and service standards. These four key variables, identified as independent factors in the quantitative phase, were used as the basis for in-depth interview questions in the qualitative phase. A total of 16 key informants participated

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in the interviews, all of whom confirmed that government policies, entrepreneurs' credibility, online marketing strategies, and service standards significantly influence the promotion of the organic cosmetics industry on social media in Bangkok.

The integration of both quantitative and qualitative findings enhances the credibility of the research. As a result, a conceptual model was developed to visually represent the pathway of influence through a diagram, illustrating the relationships among these factors in a structured format.

From In-depth Interview Questions: 1) Standards play a crucial role in promoting the organic cosmetics industry. Accurate Delivery: Consumers expect to receive the exact products they ordered, with no shipping errors. A product tracking system is essential to reduce returns and increase trust. After-Sales Service: Providing support after purchase—such as product consultation, addressing complaints, and helping solve issues—builds consumer confidence and encourages repeat purchases. Appropriate Packaging: Good packaging protects the product and reflects the brand's quality. Eco-friendly packaging is especially important to consumers who value sustainability. Multiple Payment Options: Consumers want convenience when shopping. Offering various payment methods like mobile banking, e-wallets, and credit cards makes the purchasing process smoother and more secure. 2) Entrepreneurial Credibility includes Sufficient Financial Resources: A strong financial base allows businesses to consistently improve product quality, invest in technology, and meet standards expected by consumers. Clear and Transparent Stores: Whether online or offline, stores should be trustworthy, provide verifiable information, and offer easy contact options to reduce consumer concerns. Product Guarantees: Offering returns or exchanges shows responsibility and builds consumer trust in the brand. Ethical Selling Practices: Providing accurate product information, avoiding exaggerated claims, and treating customers fairly help build a positive brand image and long-term loyalty. Participants also noted that the government can play an important role in supporting service standards and helping the organic cosmetics industry become more credible and competitive. 3) Marketing Strategies identified include Product Development: Focus on product quality, safety, and unique features to meet market needs. Government support in research and development is also important. Pricing: Prices should be fair and reflect product quality. Consumers are willing to pay more for certified, effective organic products. Distribution Channels: Products should be easily accessible through various channels, such as online stores, department stores, and reliable delivery services. Sales Promotion: Promotions like discounts, free gifts, point-collection programs, and engaging campaigns can increase purchase frequency. Government support in reducing marketing costs for entrepreneurs is also recommended. 4) Government Policy: All 16 interviewees agreed that the organic cosmetics industry in Thailand needs stronger government involvement in the following areas: Regulatory Improvements: The government should establish clear, modern standards to ensure product quality and safety, eliminate unnecessary restrictions, and promote transparency in the market. International Market Access: Support is needed for exporting through trade agreements, international exhibitions, and the opening of new sales channels, helping Thai brands compete globally. Research Support: Funding and promoting R&D are essential to creating new innovations and improving product quality to meet global standards. Supervision and Regulation: The government should strictly monitor product quality, prevent counterfeit products, and ensure truthful advertising. Such oversight builds consumer trust and supports the long-term growth of Thailand's organic cosmetics industry.

Based on the findings from both the quantitative and qualitative research, and in response to Objective 3, the researcher proposes a strategic approach for promoting the organic cosmetics industry among consumers through social media in Bangkok. The most critical factor to emphasize is government policy, which includes regulatory improvements, international market expansion, support for research, and regulatory oversight. The proposed strategy also incorporates key marketing elements such as product development, pricing strategies, distribution channels, and promotional activities. These strategies should be implemented with consideration of entrepreneurial credibility, which involves sufficient financial resources, a clearly defined storefront, product guarantees, and adherence to ethical business practices. Moreover, service standards are essential, including accurate product delivery, after-sales services, appropriate

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packaging, and the availability of multiple payment methods. These elements collectively form the basis for what can be described as a strategic model for promoting the organic cosmetics industry among consumers through social media in Bangkok.

## 5. Conclusion

The discussion of research findings is presented in two main sections: (1) the discussion of hypothesis testing results based on the structural equation model (SEM) and (2) the discussion of methodological and theoretical contributions. The findings align with all proposed hypotheses as follows:

Government Policy (GVPL) has the strongest direct relationship with entrepreneurial credibility (ENCR), with a coefficient of 0.68. It also has a direct positive impact on the promotion of the organic cosmetic industry (OCIP), marketing strategies (MKST), and service standards (SVST) at a statistically significant level of 0.01, with coefficients of 0.67, 0.17, and 0.13, respectively. The evidence suggests that an increase in government policy (GVPL) leads to enhanced organic cosmetic industry promotion (OCIP), marketing strategies (MKST), and service standards (SVST). Additionally, indirect effects of government policy (GVPL) on service standards (SVST), marketing strategies (MKST), and organic cosmetic industry promotion (OCIP) are observed, with coefficients of 0.70, 0.48, and 0.22, respectively.

Entrepreneurial Credibility (ENCR) has the strongest direct relationship with marketing strategies (MKST), with a coefficient of 0.70. It also significantly influences service standards (SVST) and organic cosmetic industry promotion (OCIP) at a 0.01 significance level, with coefficients of 0.60 and 0.26, respectively. These findings indicate a positive impact, meaning that an increase in entrepreneurial credibility (ENCR) results in improved service standards (SVST) and organic cosmetic industry promotion (OCIP). Conversely, a decrease in entrepreneurial credibility (ENCR) leads to declines in service standards (SVST) and industry promotion (OCIP). Furthermore, entrepreneurial credibility (ENCR) has an indirect influence on service standards (SVST) and industry promotion (OCIP), with coefficients of 0.31 and 0.15, respectively.

Marketing Strategies (MKST) have a direct relationship with service standards (SVST) and organic cosmetic industry promotion (OCIP), with statistically significant coefficients of 0.45 and 0.29, respectively, at the 0.01 level. This relationship demonstrates a positive impact, implying that an increase in marketing strategies (MKST) enhances service standards (SVST) and industry promotion (OCIP). Conversely, a decrease in marketing strategies (MKST) leads to a reduction in service standards (SVST) and industry promotion (OCIP). Additionally, marketing strategies (MKST) have an indirect influence on organic cosmetic industry promotion (OCIP), with a coefficient of 0.17.

Service Standards (SVST) have a direct positive relationship with organic cosmetic industry promotion (OCIP), with a coefficient of 0.39. This correlation suggests that an improvement in service standards (SVST) leads to an increase in industry promotion (OCIP), whereas a decline in service standards (SVST) results in a decrease in industry promotion (OCIP).

The research findings highlight the crucial role of government policies and entrepreneurial credibility in driving the success of the organic cosmetics industry. Government policies have the strongest impact, significantly influencing entrepreneurial credibility, marketing strategies, service standards, and overall industry promotion. When the government provides strong support, businesses gain more credibility, leading to better marketing strategies and higher service standards, ultimately boosting the organic cosmetics market. Additionally, entrepreneurial credibility plays a key role in shaping marketing strategies and service quality. When entrepreneurs are seen as reliable and trustworthy, they can enhance service standards and effectively promote the industry.

Marketing strategies and service standards also contribute directly to industry growth. Effective marketing strategies lead to better service standards and stronger promotion of organic cosmetics, making products more appealing to consumers. Likewise, higher service standards improve customer experiences, leading to greater industry promotion. Overall, the research confirms that these factors — government support, entrepreneurial credibility, marketing strategies, and service quality — work together to strengthen the

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organic cosmetics industry. Businesses and policymakers should focus on these elements to ensure sustainable industry growth.

From the consumer perspective, the promotion of the organic cosmetics industry (OCIP) through social media should primarily consider profitability (PRFT). Additionally, it should aim to increase the customer base (CUGR), achieve industry recognition or awards (AWRD), and support corporate social responsibility (CSRT). These components contribute to a sustainable and effective promotion strategy.

The essential strategies for promotion can be summarized across short-term, medium-term, and long-term approaches as follows: Short-Term Strategies 1) Support the revision of regulations or policies related to organic cosmetic products to align with market needs and consumer expectations. 2) Create a competitive advantage through reasonable and accessible pricing strategies, especially targeting health-conscious younger consumers. 3) Facilitate digital payment systems, such as QR codes, mobile banking, and e-wallets, to enhance convenience for online shoppers. Medium-Term Strategies: 1) Develop an efficient and reliable delivery system that is timely and covers all sales channels, building customer trust. 2) Invest in credible sales platforms, including trustworthy websites or clearly established physical stores, to boost consumer confidence. 3) Prioritize transparent customer service, including prompt responses to inquiries, clear return policies, and product warranties. Long-Term Strategies: 1) Support research and development of new organic cosmetic formulations to better meet diverse consumer needs, including sensitive skin, male grooming, and elderly skincare. 2) Build a strong, distinctive brand capable of competing in ASEAN and global markets. 3) Develop a socially responsible brand that emphasizes sustainability, such as using biodegradable packaging or supporting local communities that produce organic raw materials.

Recommendations for Future Research Based on the findings of this study, the researcher would like to offer the following suggestions for further research related to the promotion of the organic cosmetics industry among consumers through social media in Bangkok: 1) Future studies should explore other variables related to the promotion of the organic cosmetics industry through social media in Bangkok in order to compare their significance and to achieve a more comprehensive understanding. 2) Research should be conducted on the monitoring and evaluation of the effectiveness of promotional efforts in the organic cosmetics industry among consumers via social media in Bangkok. 3) Further research should focus on the efficiency and impact of strategies used to promote the organic cosmetics industry.

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