

# Integrated Communication Marketing effect brand value Cosmetic factory in national metropolitan areas

**Ntapat Worapongpat**

Center for Knowledge Transfer, Technology, Community Innovation, Entrepreneurship,

Tourism and Educational Administration

Corresponding Author E-mail: Dr.thiwat@gmail.com

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## Abstract

This research aims to study marketing communications integrated to affect brand value of the factory for manufacture of cosmetic services. OEM national metropolitan population in this study is that customers hire a national cosmetics manufacturers in the province, 396 people, representing a response rate of 99 percent a tool to collect information in the questionnaire. Data analysis Descriptive statistics were frequency, percentage, mean, standard deviation. And hypothesis testing by multiple regression analysis.

The study indicated that Marketing communications, integrated in. The sale by the salesperson. digital Marketing And the promotion Affect the value of the brand of the factory for manufacture of cosmetic services. OEM national level in Samut Sakhon is the statistical significance 0.01 in while the word-of-mouth and the Direct Marketing does not affect the value of the Brand Factory Cosmetics Suite OEM national level in Samut Sakhon in an overview of the Variable Marketing Communications integrated, used in this study to forecast the value brand 50.40 percent. As result of study o that factory that produce cosmetics fully system OEM have increasing variety of sell channel and sell management that suit with strategy. This marketing strategy is concentrate on customer and it is also increase value add in brand for factory to changeling in national level

**Keywords:** Marketing Communications Integrated Toolcarriers, The Value The Brand, The Factory, Cosmetics Suite OEM national level

## Introduction

The Thai society is now the society of materialism. Most people to focus on the image from the outside and the value of the object is greater than the value of the mind. Nathapat Worapongphat. (2021) consistent with the values that the values of beauty is changed according to the era and society such as the Thai women in the past is considered a beautiful woman when a tooth black or Western women in the era of one must have a shape fat is treated as a woman beauty for the beauty of the present Thai society is to have a white skin smooth, thin waist small hips, the format is the beauty of this nature has been released through advertising, products, Beauty or stage beauty contest to become a standard of beauty of the women in the current Chayanit Jitreeplueum. Google Display Network Remarketing Strategy and Advertising Efficiency for B2B business Type of cosmetic factory.

From the trends Business Trends at dawn – the fall in Thailand. The Year 2015 Pinyada Wichitkul (2015) that show up to the top trends and business changes that result from past to present from the economic and business forecast center of the University of the Thai Chamber of Commerce by the change was found that it will be available to the needs and more in this year which is different from the last year has not yet received the top 1 shows that developing countries to the world and the forward into the next generation digital ID, but the business remains at the top is still a business that about the health and beauty. To maintain the health of the people and still the needs of the market by the survey results the Top Ten Business Highlights the year 2022 that the order in which the 1 services to the Communication Technology and device (the Decomposition Tree Management). The total score 94.5 priority 2. The business of medical services and beauty. The total score from the order in 3 business e-Commerce total score 92.1 Order 4 Business cosmetics and skin cream total score 91.6 respectively 5. There are two business Petrochemical and plastic and business Transportation and logistics total score 91.1 equal priority 6. There are three business is the The Business the modern Business Financial Services food and beverages total score 90.4 Patcharin Kajonmongkolkit. Production and distribution business plan. cosmetic product type mineral water spray trend data 7. Business drug store and the medication in medical total score 89.4 Sequence 8 has two business is the business of education and the business on the tourism total score Yuan respectively. 9. There are three business is the Business Insurance and Life Insurance, real estate business and holiday homes or business premises on the belief such as astrology charm combined score 85.4 equal and order 10 has two business is the The Business of construction materials and building the business Salon hair fashion total score 83.8

So the investigator is interested in the study of Marketing Communications integrated that affect the value of the brand of this research is to study the Marketing Communications integrated that affect

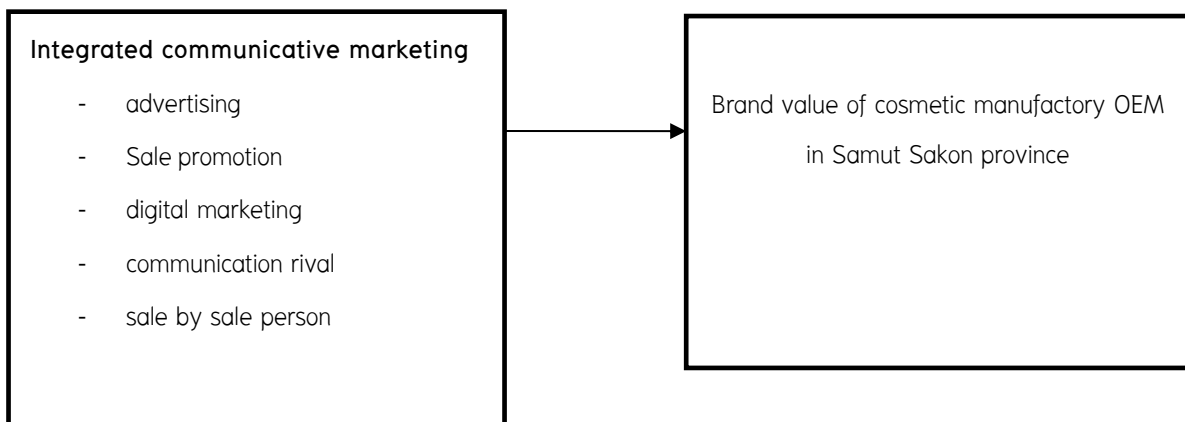
the value of the Brand Factory Cosmetics Suite OEM national level in Samut Sakhon which can be the result of the studies that have been used for the benefit of the entrepreneurs. The beauty business both at the national and local levels and used as a guide in the development of strategic planning and marketing to appropriate and consistent with the performance of proactive for maintain customer base and produce new customer base which would make benefit for beauty clinic.

## Research objective

To study integrative marketing that affect the brand value of cosmetic factory in Samut Sakon Province

## Research Frame work

Independence variables are integrated communicative marketing (Kotler and Keller, 2009) consist with Advertising Sale promotion, digital marketing, viral communication, and sales by salesperson. Dependence variables are brand value (Aaker, 1991) justify in 5 prospects consist with awareness of brand, awareness of quality, brand relation, brand loyalty and brand assets.



**Picture 1** research framework

Research Hypothesis: Integrated Communicative marketing affect the brand value of cosmetic manufactory OEM in Samut Sakon province

## Vocabulary

1. Integrated Marketing Communications (Integrated Marketing Communication: IMC) refers to the use of a variety of marketing communications tools used creatively to fit your budget and goals for

the organization. To inform, motivate and reminiscent of the target market for products and services. Taking into account the characteristics of the target values and behaviors of the target audience is key. Consisting of five areas: 1) Advertising 2) Promotional 3) Direct Marketing 4) Communication viral 5) sales staff.

2. brand equity (Brand Equity) refers to value added products and services. Reflects the feeling and expression of the brand with a unique product or service is different from its competitors. By focusing on the perspective of consumers is important. Evoke positive feelings Be proud And ensure the quality of the brand in the eyes of consumers consists of four aspects: awareness of brand, awareness of quality, brand relation, brand loyalty and brand assets.

3. OEM factory for manufacture of cosmetic means comprehensive. Siam Health & Beauty Care Ltd is a provider with more than 10 years in the manufacture of food supplements, cosmetics and health and beauty products. Under standard GMP With registration (FDA) under the customer's brand (.OEM) Siam Health & Beauty Care Limited, controlled by the management team of professionals. And scientists with experience in our research and development to produce quality products. A To create the best products for consumers All forms of cosmetics and health and beauty products brand by manufactory quality control of all production process in order to achieve global quality.

4. Customer means consumer that use service of manufactory for cosmetic production OEM in Samut Sakon Province.

## Research methodology

### 1. Population

Research population is customer of cosmetic manufactory OEM in Samut Sakon which have 9 manufactory participate however the researcher is not sure the fact of number of population.

### 2. Sample size

Sample is customer of cosmetic manufactory OEM in Samut Sakon by calculate by average means (Boonjai Srisatitnaragur, 2002: 25–26). that have reliability at 95% for 385 sample size. Therefore researcher use sample size at 400.

### 3. Research tool

Research tool divide into 3 part of questionnaire that are 1) information of population such as sex, age, marriage statue, education level and income level. 2) intergrated communication marketing and it divided into 5 aspects that advertising, Sale promotion, digital marketing, viral communication

and sales by salesperson. 3) brand value divided into 5 aspects that are awareness of brand, awareness of quality, brand relation, brand loyalty and brand assets. In part 2 and 3 would use Lankest scale that rank from 1 to 5 of agree and disagree in close question. These Question have been test for reliability with the 30 customers who used the cosmetic manaufactories OEM in KonGan Province. The results show that the reliabily rate between 0.726–0.795 and this means the research tool is acceptable and would proceed to collect data by 400 questionnaire from customers of 9 cosmetic factories in Samut Sakon province.

#### 4. Collecting Data

Regarding to the collecting data method, 400 questionnaire send to customers of 9 cosmetic factories in Samut Sakon province. The return questionnaire is 396.

#### 5. Data Analysis

The collected data would analysis by statistic programe and use the statistic in average means and percentate and correlation analysis to test hypothesis. The hypothesis would test on the intergrated communion marketing have relation with band value of cosmetic factory in Samut Sakon Province.

## Result

Analysis of general information on population by questionnaire to sample group of 400 questionnaires were returned, and complete all 396 editions representing a response rate of 99.00 percent, a questionnaire was distributed to a sample showed that the majority were female. No older than 30 years of undergraduate education, single, a student / alumni / students. With a monthly income of no more than 2,000,000 baht.

**Table 1** Shows the mean and standard deviation of marketing communications, integrated whole.

Marketing communications integrated.	$\bar{x}$	SD	Level Comments
1 Advertising	4.07	0.78	Much
2 promotion	3.60	1.08	Much
3 digital marketing	3.48	0.87	Much
4 Communication viral	3.52	0.96	Much
5 Sales by salesperson.	3.68	0.79	Much
<b>sum</b>	<b>3.67</b>	<b>0.90</b>	<b>Much</b>

Analysis on marketing communications, integrated customer's factory for manufacture of cosmetic services.OEM national level in the province found. Most opinions about marketing communications, integrated in the overall level ( $\bar{x} = 3.67$ ,  $SD = 0.90$ ) when it was found that the opinions in all aspects. By advertising ( $\bar{x} = 4.07$ ,  $SD = 0.78$ ), with an average level of feedback is ranked first, followed by the sale by the salesperson ( $\bar{x} = 3.68$ ,  $SD = 0.79$ ) and promotion ( $\bar{x} = 3.60$ ,  $SD = 1.08$ ) viral communication ( $\bar{x} = 3.52$ ,  $SD = 0.96$ ), as well as marketing.digitally ( $\bar{x} = 3.48$ ,  $SD = 0.87$ ), respectively.

**Table 2** Shows the mean and standard deviation of the brand value of the factory for manufacture of cosmetic services.OEM national level in the province as a whole.

Brand equity	$\bar{x}$	SD	Level Comments
The first known brand name.	3.94	0.83	Much
2. The quality is realized.	3.97	0.72	Much
3 Link brand.	4.42	0.52	most
4 loyal to the brand.	4.27	0.57	most
5 the other assets of the brand.	4.33	0.61	most
<b>sum</b>	<b>4.19</b>	<b>0.65</b>	<b>Much</b>

The analysis of customer reviews valuable brand cosmetics factory integrated.OEM national level in the province, Found that about brand value is high ( $\bar{x} = 4.19$ ,  $SD = 0.65$ ) when considering each side. Found that the opinions at the highest level, including the associated logo ( $\bar{x} = 4.42$ ,  $SD = 0.52$ ), the other assets of the brand ( $\bar{x} = 4.33$ ,  $SD = 0.61$ ) and brand loyalty ( $\bar{x} = 4.27$ ,  $SD = 0.57$ ) and with comments on many levels, including the perceived quality ( $\bar{x} = 3.97$ ,  $SD = 0.72$ ) and a known brand names ( $\bar{x} = 3.94$ ,  $SD = 0.83$ ), respectively.

The independent variables 5 areas: Advertising (X1) and promotion (X2) digital marketing (X3) viral communication. (X4) and sales by salesperson (X5) is associated with a brand value of the factory for

**Table 4** The analysis of marketing communications, integrated affect the brand value of the cosmetics factory OEM integrated national level in the province.

variable Forecast	Brand value of the factory for manufacture of cosmetic services.OEM				
	B	SE	$\beta$	t	Sig
constant	2.708	0.085		31.747	0.000 **
Advertising	0.110	0.027	0.199	4.014	0.000 **
The promotion	0.059	0.017	0.142	3.434	0.001 **
Digital marketing	0.024	0.020	0.056	1.173	0.241
Communications viral	0.014	0.025	0.032	0.538	0.591
Sales by salesman	.259	0.030	0.540	8.636	0.000 **
R = 0.714 R2 = 0.510, Adj R2 = 0.504.					

\*\* P <0.01

Table 4 The hypothesis testing showed that the regression polynomial of the study of marketing communications, integrated with a brand value of the factory for manufacture of cosmetics comprehensive OEM national level in the province showed variables. in a positive way, with brand value of the factory OEM production of cosmetics is the most comprehensive. Sales by sales, followed by the field of advertising and promotion. On the negative influence on the brand value of the factory for manufacture of cosmetics, including an integrated OEM. Communications viral And digital marketing, respectively, variable 5 This could predict the brand value of the factory for manufacture of cosmetics comprehensive OEM national level in the province (Y) by effectively forecasting percent 50.40 (AdjR2 =. 0.504), with a statistically significant especially at 0. 01 3 aspects: advertising and promotion. And sales by salesman And no statistically significant number 2 is the digital marketing and communications viral. The predictive equations below.

$$\hat{y} = 2.708 + 0.110 (X1) + 0.059 (X2) + 0.259 (X5).$$

From equation affect the brand value of the factory for manufacture of cosmetic services.OEM national level in the province can be explained as follows.

If the operator is developing in terms of sales by salesperson. (X5) has increased by 1 unit, the unit will make a valuable brand cosmetics factory OEM integrated national level in the province, an increase of 0.259 units.

If the trader has developed in the field of advertising. (X1) has increased by 1 unit, the unit will make a valuable brand cosmetics factory OEM integrated national level in the province, an increase of 0.110 units.

If the trader has developed in the field of promotion. (X2) has increased by 1 unit, the unit will make a valuable brand cosmetics factory OEM integrated national level in the province, an increase of 0.059 units.

## Discussions

From research Marketing Communications Integrated affecting the brand value of the factory for manufacture of cosmetic services OEM in Samut Sakon province could discuss the result as follow:

The result of integrated communicative marketing consist with Advertising Sale promotion, digital marketing, viral communication, and sales by salesperson show that first sale by sale person , second advertising and sale promotion have affect the brand value. The digital marketing and vial communication has not affect the brand value.

Advertising is another factor that affects the brand value of the factory for manufacture of cosmetic services.OEM national level in the province, significantly more than 0.01 suggests that this factor affects the brand value of the factory for manufacture of cosmetics comprehensive OEM national level in the province is the No. 2 out of all the variables top 5 since. Advertising Is the presentation and promotion of ideas, goods or services of the sponsor or represented by a charge through the media, not individuals. Consistent with the concept of Kotler and killer (2009) and study of Sornphijak Menin, Sudawan Somjai, & Pattaya Boonpadung. (2021) and Natchaya Kanbinsuwan. Business Plan Cosmetics ZANE Cosmetics. who has studied with have similar agree on subject. Unified communications market to influence the behavior of service and care. "Education – Beauty Clinic Clinic divinity" of consumers in Bangkok found that marketing communications, unified advertising overall. Can predict the clinical behavior of Use and Beauty "Wutisuk clinic" for re–use in the future. Nattaporn Lao Siphong. (2020) and Nuttawat Saeng Phu Khiao, Thatchakon Wongkhamchai and Chaiwit Muangmee. (2023)

The promotion Among the factors that affect the brand value of the factory for manufacture of cosmetic services.OEM national level in the province, Significantly more than 0.01 suggests that this factor affects the brand value of the factory for manufacture of cosmetics comprehensive OEM national level in the province is the No. 3 variables all 5 areas because of the promotion. Alternatively, it is very effective in building brand awareness. Because consumers tend to focus on the promotion of the concept of Kotler and Keller (2009) and in line with the Noppawan Porn Issaraseri Business plan for the



distribution of cosmetic products in the category of facial creams Angie. And in accordance with Prapha Kulkiatprawat, & Katanyu Hiransomboon. (2019) studied strategic marketing communications mix to build equity. Products Toyota Hilux Vigo, found that use of a communication strategy for brand marketing. Coupled with an emphasis on advertising, promotion continued. And as always in the same direction. As a result, value creation as well.

Communications viral A factor that does not affect the brand value of the factory for manufacture of cosmetics comprehensive OEM national level in the province Excellent teacher culture Sakulwongsirichok, T., & Paopan, N. (2020) And corresponds to Thannicha Kirawathanakun. (2019) study of market factors, values and communication quadrupled the influence. women decide to buy contact lenses in Bangkok found that viral communication did not affect the decision to purchase. The lenses of the women in Bangkok Nathapat Worapongphat. (2022) and in accordance with Nathapat Worapongphat. (2021) The Direct Marketing A factor that does not affect the brand value of the factory for manufacture of cosmetic services. OEM national level in the province, Consistent with the study of Siriwan Pichit Chatree (2555) studied communications, integrated marketing affects behavior, using clinic services and Beauty "Wuttisuk clinic" Consumers in Bangkok found that market. This does not affect the overall behavior of the Clinic and Beauty " Wuttisuk clinic" of consumers in Bangkok.

## Feedback from the research

1. suggestions for bringing research results to the user.

From research Marketing Communications Integrated forwarded brand value of the factory for manufacture of cosmetic services. OEM national level in the province, Researchers have suggested to bringing research results to the user.

1) the advertising because the business cosmetics factory integrated. OEM requires a style of presentation and promotion of ideas, goods, or services through non-person. So to make advertising more quality. Priority should be given to the media. digitally Newspaper Clippings PRINT magazine Media types Brochures Media broadcasting of radio. Various types of outdoor media advertising Media mobile advertising sector by car And electronic media, including online Facebook, Instagram, website, etc.

2) Sale promotion, factory could consider increase awareness of customer by offering product tester, discount on service and other sale promotion frequently.

3) Sale by sale person, the sale person have to be well trained, good service mind and good manner. Moreover, they should have good knowledge base about product and service in order to advice customers effectively.

The other 2 aspect that digital marketing and communication viral have not affect brand value therefore this could consider that information would more affect by direct communication with customer and make good relation with customer with effective and update information.

## 2. Suggestion of further Reserach

1) Consider the study of integrated communication marketing on other service aspect in cosmetic factory

2) consider the study of problem on intergrated communication marketing for cosmetic factory

3) Subsequent research should further study with qualitative research. The focus groups or in–depth interviews. Executives on the plant for production of cosmetics comprehensive OEM to study and find out the factors that the management of the factory manufacturing cosmetics comprehensive OEM should focus on the development and use as a tool in strategic marketing communications, effective next.

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