



## Exploring the Impact of Mass Communication, Brand Perception, Materialistic Values, and Brand Value on Purchase Intention in the Thai Skincare Market: A Proposed Framework

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### Abstract

Thailand's skincare market is rapidly growing, driven by cultural emphasis on clear, youthful skin and influenced by Korean beauty trends. The market offers diverse products, from herbal remedies to global brands, boosted by e-commerce expansion. This paper explores how mass communication and materialistic values shape brand perception, brand value, and purchase intention. While previous research has explored these factors separately, there remains a need for a comprehensive framework that examines their interrelationships within the skincare market. This study addresses this gap by developing a conceptual framework that highlights the mediating role of brand value in the relationships between mass communication, materialistic values, and purchase intention in the skincare industry. This study contributes to marketing literature by integrating multiple theoretical perspectives and presenting a structured set of hypotheses for future empirical validation.

**Keywords:** Conceptual Framework, Skincare, Purchase Intention Model, Thailand

### Introduction

Skincare is essential for personal care, focusing on skin health and appearance. Global advancements in dermatology, rising consumer awareness, and beauty trends have driven market growth, with personalized regimens becoming more common (Kim et al., 2020). In Thailand, the booming skincare industry reflects a cultural focus on clear, youthful skin. The market features both traditional herbal remedies and high-end international brands, with Korean beauty trends and e-commerce further boosting product accessibility and variety.

In addition to these market dynamics, brand value plays a leading role in influencing consumer decisions. Emotional connections, perceived quality, and symbolic meaning associated with skincare brands significantly shape consumer engagement and purchase intention. Including brand value in the study provides a more comprehensive



understanding of how marketing strategies impact consumer behavior in the Thai skincare industry.

In Thailand, skincare represents a rapidly growing industry, reflecting cultural emphasis on beauty and grooming. Thai consumers, particularly women, prioritize clear, radiant, and youthful skin, aligning with societal perceptions of beauty and well-being. The Thai skincare market is diverse, encompassing traditional herbal remedies and high-end international brands. The rising popularity of Korean beauty trends and the expansion of e-commerce platforms have further enhanced product accessibility and variety, contributing to the market's sustained growth.

Despite extensive research on purchase intention, gaps remain in skincare-specific insights particularly around emotional brand value and cultural influences on brand perception. Filling these gaps can help brands better align with evolving consumer expectations and media dynamics.

To address these gaps, the study proposes the following research questions:

RQ1. How does mass communication influence brand value brand perception, materialistic values, and purchase intention in the skincare industry?

RQ2. What role does brand value play in mediating the relationship between mass communication, brand perception, materialistic values, and purchase intention?

RQ3. How do materialistic values and brand perception shape consumer behavior in the context of skincare products?

## Objectives

1. Develop a conceptual framework that examines the relationships among mass communication, brand perception, materialistic values, brand value, and purchase intention.
2. Formulate hypotheses based on a comprehensive literature review to explain how these factors influence purchase intention.
3. Contribute to the academic discourse on purchase intention by synthesizing key concepts and proposing a structured framework.

## Concept theory framework

### 1. The Stimulus-Organism-Response (S-O-R) Theory

The Stimulus-Organism-Response (S-O-R) theory (Mehrabian & Russell, 1974) explains how external stimuli influences internal states and leads to behavioral outcomes. In skincare, mass communication, brand perception, and materialistic values function as stimuli shaping brand value an internal evaluation based on perceived quality, emotional connection, and symbolic meaning. Advertising and influencer



content enhances brand perception, while materialism increases the appeal of premium products. A strong brand value builds trust and loyalty, driving purchase intention. The S-O-R model offers a valuable framework for understanding how strategic communication shapes consumer behavior in the skincare market.

## 2. Mass Communication

Mass communication advertising builds brands using the "Big Idea" to engage audiences, with television offering broad reach and audiovisual impact. Public relations enhance credibility through stakeholder engagement (Schultz & Barnes, 1999). Digital platforms enable targeted messaging, while social media boosts engagement but faces negative feedback challenges (Kohli et al., 2015). Combining traditional and digital media optimizes brand perception.

Mass communication, particularly through television and social media, plays a significant role in fostering materialistic values. Television advertising often idealizes consumer lifestyles, encouraging individuals especially adolescents and children to associate happiness and success with the ownership of branded goods (Richins, 1993; Popovic Sevic et al., 2022). Social media further amplifies this effect by promoting constant social comparison and delivering targeted advertising that reinforces consumerist ideals. These platforms normalize material aspirations across diverse cultural contexts, contributing to the widespread internalization of materialistic values (Kim, 2022).

Mass communication shapes brand perception by fostering strong associations and awareness (He, 2022). It differentiates branded products, enhancing brand equity (Aaker, 1991). Social media expands brand reach and engagement, with platforms like Facebook enabling direct consumer interaction (Almestarihi et al., 2021). Celebrity endorsements and aspirational messaging reinforce brand associations, while repeated exposure builds trust and lasting impressions (Almestarihi et al., 2021).

Mass communication significantly influences consumer purchase intention by shaping brand perception and emotional connection (Martin & Bush, 2000). Persuasive messaging through media enhances brand familiarity and relevance, especially among youth. Kwon (2012) found that online mass communication creates favorable brand attitudes and boosts product value. It motivates purchase decisions when aligned with consumers' needs. Chen et al. (2021) further highlights that social media and influencer content directly impact purchase intention. Overall, mass communication serves as a powerful driver in encouraging consumer action.

Mass communication shapes brand value by influencing consumer perceptions and engagement. Television fosters affluent perceptions and reinforces brand value through normative behaviors (Kim, 2022). Social media amplifies this, enhancing loyalty



and willingness to pay a premium. Cultural branding, combining traditional and digital strategies, strengthens relevance in changing markets (Luo & Chen, 2024). Localized television news impacts brand equity, highlighting audience preferences in brand trust (Bakshi & Mishra, 2017). Thus, the following hypotheses are proposed:

H1: Mass communication positively influences materialistic values.

H2: Mass communication positively influences brand perception.

H3: Mass communication positively influences purchase intention.

H4: Mass communication positively influences brand value.

### 3. Brand Perception

Brand perception is shaped by individual experiences, emotions, and trust, influencing consumer behavior and preferences (Bao et al., 2011). Emotional connections and customer satisfaction drive engagement and loyalty (Lin & Lee, 2012). Marketing, digital engagement, and social media interactions also impact perception, enhancing trust but potentially harming it through negative experiences (Li & Nan, 2023). Brand perception is crucial for long-term success.

Brand perception shapes brand value through factors like quality, price, and emotional appeal (Steffl et al., 2024). In B2B, value co-creation strengthens brand performance, while country of origin and cultural nuances affect consumer perceptions (Hien et al., 2019). In luxury brands, evaluations of financial, functional, and social factors drive brand value (Hennigs et al., 2013). Social media deepens emotional connections, reinforcing brand value through engagement and storytelling. Positive brand perception enhances equity, loyalty, and market position. Thus, the following hypothesis is proposed:

H5: Brand perception positively influences brand value.

### 4. Materialistic Values

Materialism emphasizes possessions as central to well-being and success, influenced by internal desires and external factors like culture, peers, and media (Pupelis & Šeinauskiene, 2022). It involves acquisition centrality, happiness tied to possessions, and success linked to materialism (Richins, 1993). Materialism aligns with extrinsic goals (e.g., wealth, image) and self-enhancement motivations, while differing from intrinsic values (Schwartz, 1992). Socialization agents, like family and advertising, reinforce materialistic tendencies, which can have negative social effects (Tantawi, 2024).

Materialism drives individuals to use possessions for identity and social status, influencing their brand perceptions (Tantawi, 2024). Youth link branded goods to happiness and status but associate materialism with negative traits like arrogance. Cultural context, such as Turkish perceptions of Chinese brands, also affects this relationship. Materialism shapes consumer identity, particularly in fashion marketing



(Tuominen, 2023), and is reinforced early through peer influence and advertising, guiding brand perception.

Materialistic consumers seek brand prestige and social recognition, especially in luxury markets (Cleveland et al., 2015). In Thailand, materialism drives brand engagement, while value-conscious consumers prioritize quality. Materialism influences ethical consumption, with counterfeit purchases harming brand value. Cultural differences shape these behaviors, as Eastern consumers prioritize social recognition, while Western ones emphasize individuality (Ho et al., 2012; Srisomthavil & Assarut, 2018).

Materialistic values influence consumer behavior through media exposure and celebrity endorsements (Pupelis & Šeinauskiene, 2022), with admiration for celebrities shaping purchase intentions (Green et al., 2014). In markets like China, social pressure drives brand choices (Shi et al., 2016). Materialism impacts sustainability, as success-driven individuals buy green apparel, while face consciousness fuels counterfeit luxury purchases (Jiang et al., 2023). Traits like possessiveness and envy further shape purchasing attitudes (Richins, 1993). The following hypotheses are proposed:

H6: Materialistic values positively influence brand perception.

H7: Materialistic values positively influence brand value.

H8: Materialistic values positively influence purchase intention.

## 5. Brand Value

Brand value is the perceived worth of a brand that drives loyalty and profitability (Romdonny & Rosmadi, 2019). It arises from functional benefits like quality and differentiation as well as both practical and emotional (utilitarian and hedonic) advantages (Shi et al., 2021). Brand elements such as logos, colors, and slogans further enhance identity and engagement, supporting premium pricing and competitive differentiation (Aaker, 1991; He, 2022).

Brand value influences purchase intention by shaping consumer perceptions and engagement. Higher perceived value boosts intent in online and offline settings, especially in luxury markets, where quality, authenticity, and prestige drive purchases (Ko et al., 2019). Functional, experiential, and symbolic benefits enhance loyalty and willingness to pay premium prices, with quality, advertising, and endorsements playing key roles (Younus et al., 2015).

Brand value connects mass communication, brand perception, and materialism to purchase intention. Angelic brand names and religious priming strengthen psychological ties that drive purchases (Illicic & Brennan, 2023). Social media marketing enhances brand awareness, image, and quality, influencing intent. In film, brand value



mediates eWOM and marketing strategies, converting efforts into consumer action (Jaya et al., 2024).

Brand value mediates the relationship between brand perception and purchase intention, converting positive perceptions into consumer actions. Brand love and emotional polarity in online reviews enhance brand value, which drives purchase decisions (Li & Nan, 2023). In luxury markets, functional, experiential, and symbolic brand perception strengthens brand value, leading to higher willingness to pay, brand loyalty, and recommendations (Ko et al., 2019). Social media engagement and perceived prestige further elevate brand perception, reinforcing brand value and influencing purchasing behavior (Nuzula & Wahyudi, 2022).

Materialistic values drive purchase intention, with brand value as a key mediator. Acquisition centrality and social recognition boost engagement with luxury brands, enhancing purchase intent (Srisomthavil & Assarut, 2018). Consumers value luxury brands for utilitarian, hedonic, and symbolic benefits, increasing willingness to buy (Ho et al., 2012). Brand prestige and perceived value link materialism to purchasing behavior (Nuzula & Wahyudi, 2022), while ethical consumption is influenced by brand quality. The following hypotheses are proposed:

H 9: Brand value positively influences purchase intention.

H 10: Brand value mediates the relationship between mass communication and purchase intention.

H 11: Brand value mediates the relationship between brand perception and purchase intention.

H 12: Brand value mediates the relationship between materialistic values and purchase intention.

## 6. Purchase Intention

Purchase intention reflects the likelihood of a consumer buying a product and is influenced by attitudes, subjective norms, and perceived control. Brand image, loyalty, and equity strongly affect purchase intention (He, 2022), as do online reviews, website quality, and emotional connections like brand love (Chen et al., 2021). Situational factors, such as product availability and financial constraints, also play a role. Understanding these factors helps marketers drive consumer commitment and engagement.

## Materials and Methods

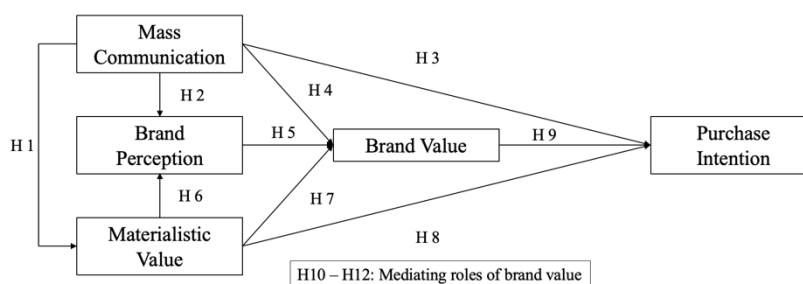
This study employs a conceptual approach using an extensive literature review to develop a theoretical framework and hypotheses. It synthesizes secondary data to examine the links among mass communication, brand perception, materialistic values,

brand value, and purchase intention. The resulting conceptual framework lays the groundwork for future empirical validation in branding and consumer behavior. The resulting conceptual framework not only identifies key variables and their proposed interactions but also serves as a foundation for future empirical research aimed at testing and validating these relationships in real-world contexts.

## Results

The study presents a conceptual framework and hypotheses outlining the relationships among mass communication, brand perception, materialistic values, brand value, and purchase intention. Through a literature review, it identifies key theoretical linkages and proposes a framework illustrating their impact on consumer decision-making.

However, the framework could be further strengthened by explicitly linking each relationship and hypothesis to specific supporting theories, such as the Stimulus-Organism-Response (S-O-R) model for media influence, or brand equity theory for understanding the role of brand value. Doing so would provide a more solid theoretical foundation and enhance the academic rigor of the framework.



**Figure 1:** Research Framework

- H1: Mass communication positively influences materialistic values.
- H2: Mass communication positively influences brand perception.
- H3: Mass communication positively influences purchase intention.
- H4: Mass communication positively influences brand value.
- H5: Brand perception positively influences brand value.
- H6: Materialistic values positively influence brand perception.
- H7: Materialistic values positively influence brand value.
- H8: Materialistic values positively influence purchase intention.
- H9: Brand value positively influences purchase intention.





H10: Brand value mediates the relationship between mass communication and purchase intention.

H11: Brand value mediates the relationship between brand perception and purchase intention.

H12: Brand value mediates the relationship between materialistic values and purchase intention.

## Conclusions and Discussion

This study develops a conceptual framework that explores the relationships among mass communication, materialistic values, brand perception, brand value, and purchase intention in skincare market. By synthesizing existing literature, it highlights the mediating role of brand value in shaping consumer decision-making and brand engagement. The proposed hypotheses provide a structured understanding of how mass communication influences brand perception, how materialistic values drive consumer-brand interactions, and how brand value translates these influences into purchase intentions.

The study contributes to both academic research and marketing practice by bridging consumer psychology, brand equity, and mass communication theories into a holistic framework. Previous research that examines these variables in isolation, this framework offers an integrated perspective, emphasizing how brands can leverage mass communication, social influence, and materialistic tendencies to enhance brand positioning and consumer loyalty.

Importantly, the study suggests that materialistic values can be strategically incorporated into marketing by positioning skincare products as symbols of personal success, self-care, and social status. Brands may tailor messaging to resonate with consumers' aspirations for prestige and lifestyle enhancement, using premium branding, influencer endorsements, and exclusive packaging to appeal to material-driven segments.

## Recommendations

Future research should empirically assess the proposed conceptual framework to validate the hypothesized relationships in real market contexts. Longitudinal or cross-cultural studies could help explore how materialistic values and media influence vary across consumer groups and regions. Practitioners are encouraged to use insights from this framework to design targeted marketing campaigns that align with consumers' emotional and symbolic brand preferences. Additionally, marketers should continuously





adapt their communication strategies to digital trends, ensuring their messaging remains relevant and resonates with evolving consumer values and behaviors.

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