

CONTENTS

	PAGE
ABSTRACT.....	ii
ACKNOWLEDGMENTS.....	iii
CONTENTS.....	iv
CHAPTER	
1. INTRODUCTION.....	1
1.1 Background.....	1
1.2 Statement of the Problem.....	4
1.3 Objectives of the Study.....	4
1.4 Variables and Definitions	4
1.5 Scope of the Study.....	5
1.6 Significance of the Study.....	6
1.7 Organization of the Study.....	6
2. REVIEW OF LITERATURE.....	7
2.1 Definition of Whitening Cream.....	7
2.2 Definition of Perception.....	7
2.3 The Concepts of Perception.....	8
2.4 The Concepts of Needs.....	10
2.5 Relevant Studies.....	11
3. METHODOLOGY.....	15
3.1 Subjects.....	15
3.2 Materials.....	15
3.3 Procedures.....	16
3.4 Data Analysis.....	16
4. RESULTS.....	17
4.1 Demographic Information.....	17

4.2 Perception Information.....	19
4.3 Usage Information.....	23
4.4 Cross Tabulation.....	26
5. CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS...	28
5.1 Summary of the Study.....	28
5.2 Summary of the Findings.....	28
5.3 Discussion.....	30
5.4 Conclusions.....	31
5.5 Recommendations for Further Research.....	31
REFERENCES.....	32
APPENDIXES.....	
A. Questionnaire in English.....	34
B. Questionnaire in Thai.....	38