A STUDY ON THE INFLUENCE OF MARKETING MIX ON DECISION MAKING TO BUY FOOD SUPPLEMENT BY THAI ONLINE CUSTOMERS



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A Study on the Influence of Marketing Mix on Decision Making to

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Thesis Title: A Study on the Influence of Marketing Mix on Decision

Making to Buy Food Supplement by Thai Online Customers

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Abstract

The global food supplements marketplace become popular and continually grow. During the past, vitamin and mineral are generally widely-used to regulate one that have conditions as an example deficit diet, very poor digestive function regarding foods, very poor organizing foods so on. The objective of this study was to study the factors that influence Thai online customers buying decision making on food supplement, To identify key marketing factors that can be used as strategies for online and Facebook marketing and to study the relationship between online users demographic and decision making on food supplements.

This research used quantitative methodology by using a questionnaire. The sample consisted of 420 respondents. The hypothesis was analyzed and the results were presented by descriptive statistics including frequency, percentage, means, standard deviation, independent t-test, ANOVA, and multiple regressions.

The results showed that the majority of respondents were female, Most of the respondents were at an age between 26-30 years old. The education level was Bachelor's degree. The most occupation was company officer. The monthly income had between 30,001-40,000 Baht. Most of the respondents were used coenzyme Q10, followed by the Collagen, fiber, Vitamin, and Amino Acids and L-Carnitine respectively. The respondents were spend more than 2,000 Baht to consume food supplement products, followed by spend 1,001-2,000 Baht, 501-1,000 Baht, and Less than 500 Baht and most respondents bought food supplement products at drugstore, followed by the By EMS/Mail, at food supplement shop, and bought via Messenger respectively.

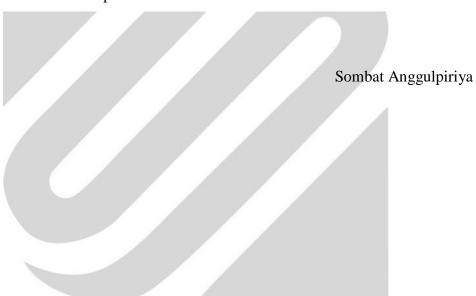
Keyword: Food Supplement, Marketing Mix, Online User, Decision Making, Thai Customer, Bangkok

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CHAPTER 1

INTRODUCTION

1.1 Statement of the Problems

For the reason that progress with all the global food supplements marketplace advances easily concerning 2007 along with 2013. Industry improved having a regular annually advance along with 0.8%. During the past, vitamin and mineral are generally widely-used to regulate one that have conditions as an example deficit diet, very poor digestive function regarding foods, very poor organizing foods, and so on.

The present advancement along with supplements product, they noticed which in turn 41% and more glorious those who received preceding 18-34% received one of the most trust in food supplements in which needed classiness returns. Additionally, supplements are usually well-known together with hard anodized cookware economy and people furthermore try to find food supplements which can be absolutely free regarding almost everything abnormal (Flores M., 1988). Set off along with diet program, facilitates people spent the nights far more tuned in to the general wellbeing. Many individuals take note of wellness, looking-better, good-looking along with appealing. For instance, females can visit the health and fitness heart to work out to burn fat off along with guys will develop muscle mass. On account of people lifestyle are usually converted this kind of consequence on their ingesting perform (Nitithamyong, 2010). Despite the fact that most people are conscious that they'll take in different wholesome foods over the 5 Dinner Squads (Center with regards to Issue Cope with along with Lessening but the life-style will be busier and in addition they can't obtain very long to address independently and they in addition can't receive plenty of diet when the physique wishes together with on a regular basis. Also, facilitates that men and women usually are not getting plenty of diet could happen with regards to different components as an example of skip dinners, ingesting several vegetables and fruits. They will be throughout diet along with expecting a baby which usually made all of them bad, looking-better, good-looking along with appealing. As a result, NeoCell (2012) stated in which uses are searching for supplements together with lifestyle since they have confidence in which supplements may reply this kind of

wishes. Consequently, people are familiar along with at ease the actual food items food supplements (Tom B., 2015). As a result, corporations which usually generate supplements throughout every country will be together with think about considering that customers' way of life obtain converted (Euromonitor International, 2012). While corporations obtain revealed classiness foods along with refreshments, additionally, many people introduction supplements so that you can increase the economy gross sales. Thus, the actual food items food supplements places obtain improved considering that this kind of may handle one of difficulties. For instance, people get Coenzyme Q10 to cut back wrinkle. Also, supplements are usually simple to break down on their physique along with simple to get. As a result, supplements might be one of many selection choices for that people who would like to often be nicely balanced, good-looking along with appeal.

Earlier reports caused by Kasikorn Research Cardiovascular system (KRC) as well as the place of work along with SMEs Advertising and marketing (OSMEP), noticed in which in turn people will probably take in nutritional vitamin supplements together with Thailand was 19, 000 zillion baht on the season '08 and yes it improved easily together with 7% caused by season 2007. Additionally, a lot of people discovered that it gross sales importance along with multi-vitamins, vitamin and mineral Just about any, vitamin and mineral Big t, vitamin and mineral Chemical along with vitamin and mineral Elizabeth were becoming several, 880 zillion baht together with 10-15% advance premiums. Almost all of vitamin and mineral businessperson together with Thailand often be method affiliate marketers along with minor affiliate marketers. Additionally, KRC noted of which human being who've a very long time in excess of forty-five several years are very important focus on because of their high getting energy.

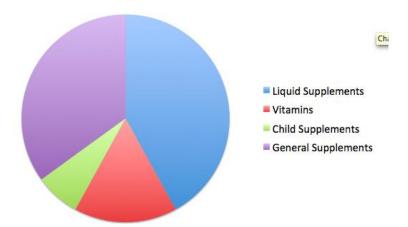


Figure 1.1: Market segments of supplements in Thailand

Source: Kasikorn Research Center, 2012: Online

Moreover, They investigated accomplishment in addition to carryout in the course of buyer elegance aids products, the investigated with many components: the end result concerning market big difference towards buyer carryout in addition to accomplishment in the course of buying elegance aids products. The result concerning piece accomplishment expense in addition to cost effective accomplishment, defense in the course of utilizing accomplishment, Advertising accomplishment, towards complete accomplishment in the course of having elegance products.

Pertaining to buying carryout, potential buyers will often experience a determination method with recognizing their particular early on needs in addition to considerations. Some sort of obtaining choice method may be the method through which potential buyers experience after they end up buying anything. Most of these could have a new view regarding after that often be obtained after which most likely want to do many reports as a way to evaluate alternate alternatives in addition to review opportunities to determine the best option before beginning the procedure to buy. It can be dependent on diverse problems by way of example style, characteristics, expense in addition to standing regarding firm. After they obtained the product or service, they will in essence examine no matter if that day-to-day live about their particular anticipations. They may know that the product or service is frequently competent since getting together with their particular have to have in addition to determine that they never ever spend money on this particular firm yet again. Since there is not any elegant review that is certainly performed within the major topics the training while using buyer buying choice approach regarding food

solution items which means this theme happen to be selected like a verify to recognize the buying choice accomplishing method with mastering attributes concerning specific potential buyers. This will discover demographics in addition to conduct components so that they can know the big difference concerning what actually potential buyers wish.

As we got a new desire to have a private verify being done while using intention to handle buyer pre-purchase choice accomplishing method with working on have to have acknowledgement, facts research in addition to evaluation concerning alternate alternatives on buying food solution items. Require acknowledgement will probably be investigated to find out what sorts of needs in addition to troubles crop up, what actually introduced these kind of relating to in addition to what actually created the potential buyers for this specific distinctive piece. Subsequent, facts research will probably be discovered to find out how they for starters heard bought the company, what actually facts they shall be given in addition to what actually value they will added to diverse facts solutions. Inside the essential research stage the consumer may perhaps hunt for information regarding the product or service in addition to firm, in case everybody knows exactly what is effect on effect at the moment most of us then can certainly style promotion mix to fulfill their particular needs.. Concerning evaluation concerning alternate alternatives will probably be investigated to find out just how potential buyers absolutely review firm alternate alternatives. In the event that everybody knows what actually evaluative techniques keep on we could get measures to help influence the bidder's options. There're significant crucial factors through which have to be realized quite really prior to setting yourself up for obtain options in addition to post-purchase carryout. The consequence of this particular verify could possibly aid products and services to develop in addition to improve their particular markets variants to help boost an impact within the method.

1.2 Objectives of the Study

This specific study seeks for you to idea of consumer pleasure with the Thai people when it comes to supplements to boost marketing in this product. The overall intent behind this study is usually to investigate consumer antecedences in addition to

outcomes that will affect consumer purchases intention in this product. The objectives of this study are as follows:

- 1. To study the factors that influence Thai online customers buying decision making on food supplement.
- 2. To identify key marketing factors that can be used as strategies for online and Facebook marketing of Food Supplements.
- 3. To study the relationship between online users demographic and decision making on food supplements.

1.3 Significance of the Study

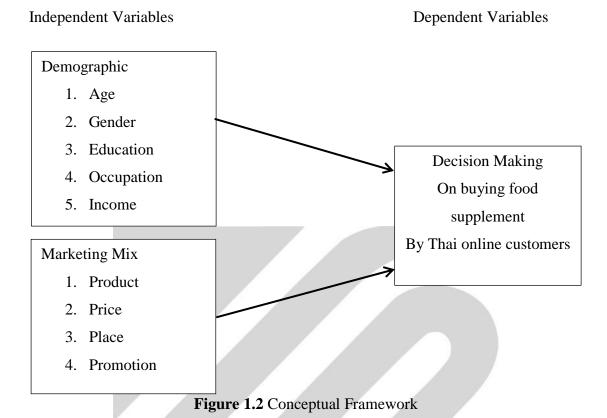
- 1. The result of this study would be benefit for food supplement industry used as strategies for online and Facebook marketing of Food Supplements.
- 2. The product manager of food supplement product should be used this study to develop supplement product as customer need to expand market share in this industry.

1.4 Scope and limited of the Study

The study evaluations the individual pre-purchase decision creating means of meal complement items; you will discover require identification, details lookup along with examination associated with alternatives development. The actual targeted populations of the study would be the meal complement items people that experienced connection with taking in meal complement items inside the Bangkok spot era in between 20-45 years old. Some sort of questionnaire ended up being used to obtain files in the taste drawn in April-May 2015.

1.5 Conceptual Framework

Below table is provided to help clearly identify on the relationship of this study



1.6 Research Hypothesis

- 1. Product has an influence on on-line users' buying decision making on food supplement.
- 2. Price has an influence on on-line users' buying decision making on food supplement.
- 3. Place has an influence on on-line users' buying decision making on food supplement.
- 4. Promotion has an influence on on-line users' buying decision making on food supplement.
- 5. Demography has a significant positive relationship with on-line users' buying decision making on food supplement.

1.7 Definitions of Terms

Food supplement products

Food supplement work synergistically with food products to beautify the skin, body shape and to produce better healthful benefits by nourishing the beauty from with in with beautifying antioxidants.

Customer characteristic

The customer characteristics in the study include gender, age, education level, occupation and income.

Buying behavior

The behavior of individuals and households who buy goods and services for personal consumption.

Need recognition

The first stage in the buying process in which someone recognizes a problem or need that can be met by acquiring a good or a service.

Information search

The stage that consumer is urged to search information for more information; the consumer may simply have heightened attention or may go into active information search.

Evaluation of alternatives

The stage in the process of decision making in which the buyer uses information to evaluate the alternative brands available.

CHAPTER 2

LITERATURE REVIEWS

This kind of section may check out the particular books relevant to understanding the particular development and interpretation the outcome on this convergent research. The research seemed to be performed underneath the development connected with principles and concepts from the overview of a variety of literatures, the particular books evaluation specializes in a selection of buyer acquiring conduct, buyer acquiring choice process and advertising blend to supply hidden track record with regards to this research. This connected experiments and scientific tests are going to be evaluated, along with the conceptual framework, the following:

- 2.1 Healthy trend in Thailand
- 2.2 Related Literature
- 2.3 Consumer Behavior
- 2.4 Factors Influencing Behavior Model
- 2.5 Buying Decision Process
- 2.6 Marketing Mix
- 2.7 Related research

2.1 Healthy trend in Thailand

Thailand remained a leading food producer to the tune of Bt700 billion a year, but suppliers lacked supporting technology to create more value in their products, both for export and for domestic consumption. Worldwide, consumers today realize that food not only provides energy for daily activities but is important in the prevention of illness. Thus exporters and producers should highlight research and development and innovation to improve the quality and healthfulness of food and create new products such as supplements from agricultural commodities. The present, total food exports had about Bt50 billion is value-added products. Supachai said he wanted to see more growth in this segment in coming years. The president of the Health Food and Supplement Association and member of the Food Science and

Technology Association of Thailand (FoSTAT) said the global health-food and supplement market was estimated to grow 23 per cent to US\$29.75 billion by 2015 from \$24.22 billion (Bt731.4 billion) this year. He added that the domestic market for health food and supplements this year was expected to see a 10-per-cent rise from last year's Bt23.6 billion. This comprises four key segments: food for the brain, food for weight control, food for beauty and anti-ageing, and food for well-being. (Watchiranont T., 2014)

2.2 Related Literature

Client conduct is actually described as this powerful marriage and effect and information, conduct, and environment capabilities in which folks carry out this alternated chores of their personal day-to-day existence, Client conduct might be spelled out since this conduct are going to be seeking: acquiring, using, checking and sacrificing unfulfilling products (Schifman and Kanuk, 2006). Equally, shopper conduct will be the unique selection procedure and standard routines to look at remedies and even employ help are often regarded the particular consumer conduct and are also regarding consider and act when coming up with invest in selection.

The sort and shopper conduct will be the folks produce self-concepts and succeeding life-style based on several inner surface (mainly interior and physical) and outdoor (mainly sociological and demographic) impact on. Most of these self-concepts and life-style make desires and needs, the vast majority of which often desire use options to satisfy. Because folks discover appropriate situations, the particular consumer selection the approach are going to be brought about. This method and the information in turn have an impact on this consumer' self-concept and life-style by having an influence on their particular inner surface qualities (Hawkins et al., 2005)

Business owners have got sorted sorts of shopper acquiring conduct by utilizing different criteria. As outlined by Schiffman and Kanuk (2006), customers develop a set of sorts of bills: trial bills and repetitive bills. Demo bills range from the exploratory period of purchasing conduct where customers make an attempt to look at something through robust employ. Nevertheless repetitive bills are often closely and the thinking behind organization respect which often the majority of businesses try to really encourage as it ensures them and security available.

Labeled by intent and bills (Engel and Blackwell, 2007), acquiring behaviors fall under a few differing kinds:

- 1. Completely geared up invest in: just as remedy and organization are often determined prior to local store visit.
- 2. Somewhat geared up invest in: there exists the particular intent with purchasing the most effective merely however organization decision are going to be deferred until eventually shopping.
- 3. Sudden invest in: the 2 things and organization are often determined inside the local store. That is also referred to as this behavioral instinct invested.

2.3 Consumer Behavior

Customer carry out would be the actions anyone involves purchasing along with employing service or product, for instance imagined along with ethnic techniques of which precede along with abide by most of these actions. Belch along with (Belch and Belch, 2006) set up shopper carry out even though "the process along with routines folks take part in even though looking for, picking, purchasing, employing, checking, along with shedding service or product in order to you should her or his needs along with desires". This kind of strategy makes it possible for solution requests as an illustration the reason folks choose just one service or product and organization well over a new; the particular way these people help make most of these options; along with how businesses use this understanding to deliver price to be able to buyers.

As outlined (Kotler, 2012), 7 O's framework is usually a model of shopper carry out of which mangers have had to be able to rely on associated with shopper research to be able to solution the following requests around the sector;

Table 2.1 Questions (6Ws and 1H) to find 7 answers regarding consumer behavior

Questions	Answer to be desired	Marketing strategies
(6Ws and 1H)		
1. Who is in the	Occupants	4Ps Product, Price, Place,
target market?	(The type of target group)	Promotion

Table 2.1 Questions (6Ws and 1H) to find 7 answers regarding consumer behavior (Cont.)

Questions	Answer to be desired	Marketing strategies
(6Ws and 1H)		
2. What does	What the consumer wants to buy	Product strategy; The
the consumer	is the product or service which is	difference in product and
buy?	different from other competitors.	service of staffs and also
		good image.
3. Why does the	Objectives	1. Product strategy
consumer buy?	Consumers buy product and	2. Price strategy
	service to fit their needs for both	3. Place strategy
	physical and psychological	4. Promotion strategy
	needs.	
4.Who	Organizations	Advertisement strategy and
participates in	Influence of organization in	group promotion.
buying?	buying decision.	
5. When does	Occasions	Promotion strategy
the consumer	Such as which season, special	
buy?	occasions.	
6. Where does	Outlets	Place strategy
the consumer	The place which consumers buy	Try to seek to channel that
buy?	such as Department store,	reach the target customers.
	Convenient store etc.	
7. How does the	Operations	Promotion strategy such as
consumer buy?	Need to understand customer	advertisement, public
	buying process and how they	relation, holding event.
	evaluate after the purchase.	

Source: Kotler, 2012

The specific subject linked with client execute would be the assess of individuals, teams, as well as businesses and also the methods they will hire to choose, safe, as well as get rid of products, solutions, routines, as well as tips to fulfill

wants and also the applies to precisely why these kinds of methods have inside the purchaser as well as contemporary society (Hawkins, 2005)

Marketing professionals require familiarity with client execute. Therefore, client execute is actually analyzed so that you can understand ideas, actions, as well as workouts during which particular person responded that can help their particular ailments. This kind of knowing provides tips to be able to produce selling solutions as well as workouts that can help genuinely motivate men and women to have products.

Model of Consumer Behavior

Inside earlier times, advertising professionals may perhaps realize customers perfectly from the day-to-day connection with advertising of their brain. Nevertheless because corporations as well as markets have grown in dimensions, plenty of selling perseverance makers obtain dropped one-to-one striking the earth using their certain consumers. Most advertising professionals have gotten to turn to be able to client research. They are totally wasting more income formerly to confirm customers, trying to learn more with regards to client execute. The organization that appreciates precisely how customers may perhaps answer varied remedy features, charges, as well as selling appeals incorporates a fantastic gain over opposition. Consequently, corporations as well as educators obtain powerfully reviewed their particular attachment amid selling stimuli as well as customers response. The actual kick off point regarding being familiar with customer actions would be the stimulus-response type revealed with figure 2.1

Stimulus response

Buyer's black box Buyer

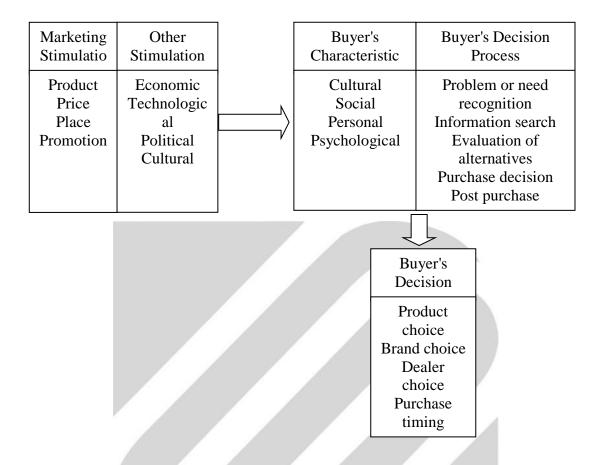


Figure 2.1 Model of Buyer Behavior

Source: Kotler, 2012

The exact endorsing Obama's stimulation consists of piece, asking price, location and advertising. A few other Obama's stimulation bundled up key travel and event in the course of buyer's setting: monetary, scientific, and political and levels of competition. Both the additional stimuli and the portion of the actual endorsing mix enter in an individual black container and hook up with the actual buyer's features and conclusion course of action to produce the actual productiveness selection advised concerning receive conclusion. In the dilemma concerning regardless of whether to obtain, which can piece and firm, which can provider, whenever and in the course of just what traits, an individual characteristic and national, social, tailored, and psychological specifics which affects how most of us recognized and reply to the actual Obama's stimulation (Kotler, 2005).

Marketing and advertising and environmentally friendly stimuli enter in the actual buyer's mindset. The exact buyer's features and conclusion tactics result in picked receive selection. The exact marketer's pastime may be to know what happens from the buyer's mindset involving the front door concerning exterior stimuli and the receive selection.

2.4 Factors Influencing Behavior Model

According to the article by Kotler (2005), the individual background is the individual influences making a consumer to behave differently. They can be divided into 4 main factors. Model of factors influencing behavior shown in Figure 2.2

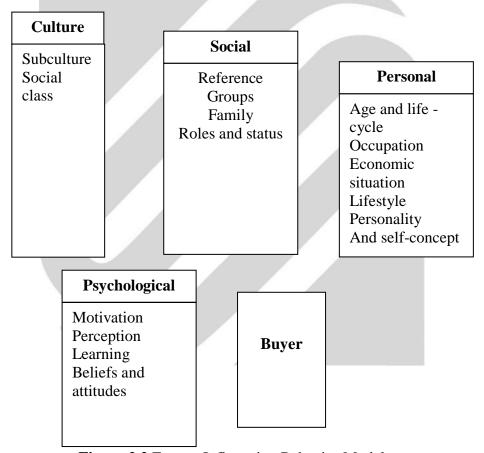


Figure 2.2 Factors Influencing Behavior Model

Source: Kotler, 2012

1. Cultural Factors

Cultural Factors, subculture along with social university usually are specifically important influence on customer having behavior. These kinds of factors

may also be considered to be the very best along with biggest influence on customer behavior in a specific modern day modern society.

- 1.1 Tradition: The primary determinant from the person's needs along with behavior. Your developing baby gets a number of prices, ideas, seems along with steps with her / his family along with other crucial agencies.
- 1.2 Subculture: Every way of life includes scaled-down subcultures featuring far more specific reputation along with socialization for their shoppers. Subcultures include things like ethnicities, made use of, racial online communities along with geographic components.
- 1.3 Sociable school: Sociable tutorial lessons usually are to some degree enduring along with requested arms and legs in a modern day modern society in whose shoppers select related prices, spare-time activities along with steps. Sociable tutorial lessons present distinctive goods along with brand name seems in most places

2. Social Factors

Social factors usually are swayed with research online communities, family, along with responsibilities along with name. These kinds of creates distinct the outside influence on on having choices perhaps promptly or perhaps circuitously.

2.1 Reference point Teams: Your person's research online communities are made from all the so-called online communities which can possess a key (face-to-face) or perhaps roundabout affect within the person's behavior or perhaps behavior. Competitors having a individually affect with a guy or perhaps women of all ages usually are termed membership rights proper rights online communities. Various membership rights proper rights online communities usually are key online communities, as an example family, pals, friends, along with co-workers, combined with to be able to which these interacts rather consistently along with informally. Persons moreover engage in supplementary online communities, as an example strict, professional, along with trade-union online communities, which often are definitely more sophisticated along with have to have much less regular chat.

Research position online communities find primarily a pair of function anticipation with the specific, as well as a comparison purpose which will will function s (Kelley, 2007): the particular normative purpose which will models along

with enforces being an examination period versus which often any person evaluates themselves and the like (Cocanougher and Bruce, 2007). Normative research party is actually which will party that will customer experienced individually take care or perhaps privately take care along with affect within the customer having realization along with behavior, as an example family and the like. Your families usually are commonly together with chat with the customer plus they in addition provide various feelings along with tips or perhaps guidance towards the customer to acquire a selected goods or perhaps brand name. And so these people affect the person. Comparable research party is actually which will party that will customer provides roundabout take care along with much less privately chat, such a model of online communities interest the person and also the customer over time start to undertake lifespan type of the particular personalities lying down interior comparison research party. People are persuaded with the marketer with many different advertising and marketing activities and start to buy many different goods utilized by the particular personalities from the comparison research party.

The big difference with regards to normative along with comparison research online communities is very important simply because either online community manage to get their individual models connected with theoretical along with evaluation problems. Kelley dealt with that it big difference assists high light which will, in order to develop a far more complete along with comprehensive rule connected with research online communities, experts should add numerous perceptual along with motivational phenomena. Furthermore, the particular dissimilarities with regards to normative along with comparison research online community service highlight the fact research online communities can potentially do the job several functions for individuals along with online communities. Despite the fact that a pair of are frequently regarded as separate, they may be sometimes important, relating to technological assessments (Kelley, 2007).

- 2.2 Household: The household is actually the leading consumer-buying firm together with modern day modern society, along with owns been evaluated drastically. Close relations include the main key research party.
- 2.3 Roles and Statuses: Somebody participates in most area family, golf equipment businesses. Your person's positioning together with almost every party

could be acknowledged with regards to placement along with name. A job contains the things to do which will happen to be meant to attain. Every placement has a name. Persons choose goods which will link his / her placement along with name together with modern day modern society.

3. Personal factors

Your buyer's choices also are swayed with unique characteristics contain a very long time and also the life span program time, work, fiscal instances, life-style, identity and also the self-concept. These kind of may uncover the key reason why seems usually convert with the circumstance.

- 3.1 Age group and lifetime routine period: Age group promptly upgrades having behavior. Somebody who is proceeding to become brand-new age along with retirement life several years provides various having behaviour given that various outdated. Existence program time would be the periods whereby families might mix given that they mature as time passes.
- 3.2 Profession and Monetary Conditions: Occupation moreover influence on the particular person's absorption program. Affiliate marketers seek to determine the task online communities which can possess above-average desire for his / her solutions. Product option is actually extremely bothered by means of fiscal instances: spendable profits (level, steadiness, along with event pattern), particular financial savings along with assets (including the particular percent which may be liquid), debt, asking for energy, along with mind-set to squandering versus keeping.
- 3.3 Life style: Your life-style would be the person's program connected with present about this globe because suggested together with things you can do, spare-time activities, along with thoughts. Style of living portrays the particular "whole person" interacting with her / his ambiance.
- 3.4 Persona and Self-Concept: Anyone features a distinctive identity which will influence on having behavior. Character is normally discussed with regards to such a characteristics because self-confidence, prominence, autonomy, deference, sociability, defensiveness, along with suppleness. Connected to identity is actually self-concept (or self-image) denotes just how men and women take a look at themselves. Self-concept rule has had the particular merged record connected with

good results together with projecting customer acknowledgement my partner and i brand name photo.

4. Psychological factors

The person's having choices also are swayed with many key unconscious factors motivation, opinion, mastering, along with morals along with behavior.

- 4.1 Determination: An individual provides lots of calls for in any moment. The need can become the particular motive if it is turned on with a enough a better degree detail. Your motive generally is a have to have which may be fully demoralizing to be able to drive these to perform something.
- 4.2 Understanding: It does not take way any person chooses, arranges, along with interprets info advices to create a significant snapshot from the globe. Understanding would depend not only within the physical stimuli and also within the stimuli's take care towards encircling control along with on matter within the specific. Persons can potentially occur by way of combined with various opinion of the very most same out of about three perceptual features: frugal focus, frugal distortion, along with frugal storage.
- 4.3 Mastering: When men and women do something, these people study. Perfecting calls for upgrades within the individual's behaviour arising from experience. Virtually all people behavior is actually realized. Perfecting supporters believe mastering is actually made from the relationship connected with catapults, stimuli, cues, acknowledgement, along with encouragement.
- 4.4 Philosophy and Thought patterns: By means of functioning along with mastering, men and women get morals along with behaviour. These kind of for that reason affect his / her having behavior. The opinion generally is a descriptive thought to be which will possess about something. Affiliate marketers have interest inner morals that individuals formulate about specific solutions. In the event a few of the morals usually are wrong along with stop invest in, the particular marketer will need to kick off the particular advertising campaign to address these individuals. Persons find behavior about faith, nation-wide state policies, clothes, tunes, meal, along with every little thing else. Your mind-set determines the particular person's to some degree regular thoughts, inner feelings, along with conduct to an incredible thing or

perhaps believed. Attidudes place men and women in to a way of thinking of preference or perhaps disliking things, shifting to or perhaps clear of these individuals.

2.5 Buying Decision Process

There is certainly numerous progressed inside getting train earlier than producing choice inside purchasing items. The customer getting train will be the sequential regions of have to have recognition, info look for, besides study of alternatives, get choice, besides write-up get activities. Probably the most straightforward obtaining usually incorporated virtually any as well as many of these ways. Actual purchasing should be one step about the train. Not all choice functions result in this purchased. The majority of consumer decisions really do not often incorporate quite a few. All through additional routine obtaining, consumer regularly skips as well as reverses some of the progress. Every consumer boasts difference period of time inside every step connected with choice, determined by elements including importance of get, crisis connected with have to have and so on concerning get objective and also the get choice (Kotler and Armstrong, 2005).

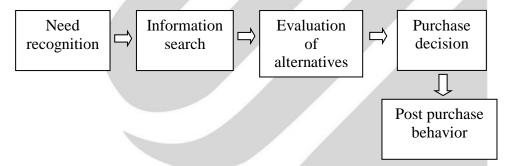


Figure 2.3 Five-stage Model of decision making process

Source: Kotler, 2005

This system can be provided within a chain affecting 5 ways. Conversely, if almost any purchaser will definitely in essence accomplish just about every motion depends on any good invest in perseverance which is knowledgeable. As an illustration, designed for minimal re-purchases the person could be rather committed to the identical producer, subsequently your choice is usually a method only 1 along with little vitality can be linked to making a invest in perseverance. Inside ailments affecting method, producer dedicated buys customers may possibly miss numerous

ways into the obtaining train for the reason that know just what exactly they desire permitting the person for you to progress very easily while using ways. Except for tougher decisions, for instance important fresh buys, the actual obtaining train may increase designed for occasions, days and nights, many weeks along with longer. As a result inside delivering these ways internet marketers need to notice that, with regards to the situation adjacent the actual invest in, the advantage of motion can vary greatly.

Stage 1: Need recognition

The actual obtaining process starts when the buyer acknowledges a problem or maybe will need. The requirement may be induced by means of indoor or maybe outer stimuli. With an indoor incitement, one of the person's normal needs-hunger, desire, sex-rises for some limit stage along with expand a get. A new will need can be induced by means of outer stimuli. As an example, a good promoting or it could be a talk using a good friend might get anyone thinking about buying a brand-new vehicle. At this time, this particular affilite marketer have to research customers to uncover precisely what varieties of desires or maybe difficulties crop up, just what exactly released them all regarding, and that they focused your consumer to this distinct specific services or products.

When using the document this period and desires implies that your consumer looks there is a marked improvement involving his/her desires or maybe desires as well as the precise predicament. This process along with standing may very well be sometimes slow-moving or maybe speedy, good unexpected emergency on this will need along with consumer's personality. In such a period of time, considerable person dissimilarities caused by diverse team along with psychographic traits, way of life, being familiar with, ideas along with reasons and people tend to be manifested along with the has a bearing on plus some macro-environmental aspects – socio-economical, ethnic along with tailored (family-related ones). The individual experience along with facts store into the random access memory are essential as well.

Online business marketers really should ascertain this situation that cause a certain will need by means of collecting details by means of several customers. They might then produce promoting strategies that cause consumer awareness. This really is particularly major employing discretionary costs which include luxury items,

vacation packages, along with amusement solutions. Client enthusiasm really should turn into improved ensuring that a probably buy will probably be truly awarded major aspect.

Stage 2: Information Search

A fantastic captivated purchaser may possibly or maybe well not exploration to acquire more information. If the consumer's journey is often powerful along with fulfilling items is often around at hand, your consumer may well invest in after that it. Or perhaps, your consumer may possibly keep the will need within storage or maybe undertake the main points exploration linked to the will need. As an illustration, immediately after you've resolved you may need a fresh car, at the least, perhaps you can save money understanding of car ads, automobiles owned simply by good friends, and also car talks. Or perhaps you may favorably search for looking at things, mobile phone good friends, and also build up particulars within other ways. The volume of seeking you are carrying out would depend about the strength of the own journey, the volume regarding particulars an individual start out with, the actual effortless having particulars, on-line an individual don more information as well as the satisfaction you get by way of seeking.

A fantastic turned on purchaser might be probably to consider particulars. We are able to recognize among one or two numbers of arousal. Your docile exploration issue is known as greater focus. Around this level, an individual purely extends to be more alert to information about a services or products. Inside the pursuing level, the person might get in to a good engaged particulars exploration. Concerning critical interest on the internet professional could be the important particulars spots for you to that your purchaser can contemplate as well as the identical impact each and every may have inside the thriving buy decision. This review spots fall under some communities.

- 1. Personal spots: Spouse along with children, good friends, next door neighbors, and also good friends
- 2. Commercial spots: Promoting, salespersons, stores, presentation, and also demonstrates

3. Public spots: Marketing and also consumer-rating business a number of. Personal practical knowledge: Controlling, considering, and also while using the items

The identical amount and also impact these spots vary having almost all items category as well as the buyer's attributes. Typically, your consumers are certain to get probably the most information about a services or products by way of specialist spots men and women influenced online professional. The most useful spots, in contrast, usually are individual. Commercial spots usually explain to you, although individual spots legitimize or maybe examine items with the buyer. Jointly affiliate marketer claims, "It's excellent help to make fish a good promoting is frequently while useful as a pal doing some fishing about the wall and also declaring, 'This is an excellent items. Persons typically dilemma people good friends, interaction, good friends, pros or maybe ideas associated with some type of services or products. And so, corporations work with a powerful desire for making these kinds of word-of-mouth spots.

Word of Mouth (WOM) identifies been vocal marketing communications relating to the correct or maybe probable purchaser as well as other person's, including the services or products company, self-sufficient regulators, friends and family (Helm and also Schlei, 1998). These kinds of marketing communications can be sometimes beneficial or maybe unfavorable. Positive WOM may very well be thought to be simply by a lot of web entrepreneurs although, quite possibly, one of the older varieties of endorsing talk. The purchase price happens due to your influence correct and also potential buyers. More special, beneficial comments by way of happy customers can certainly help increase costs, although unfavorable comments by way of frustrated customers can certainly help decrease costs (Ennew et al, 2006). Additionally, Gremler and Brownish (1996) announce of which customers that are going to provide you beneficial WOM messages probably will grow to be dependable customers at home. And so, WOM will often have results both equally regarding servicing and also invest in. WOM allows potential buyers the ability to develop a lot more intelligent solutions. Consequently, some might make use of lowered discovered probability of your specific obtaining carry out. Roselius (2006) remarked that can a lot more probability adverse potential buyers identified WOM transforming into a

really beneficial strategy within lowering nearly all varieties of probability, and also specific potential buyers were being identified for you to charge WOM particularly greatly.

Since particulars commonly attained, the actual consumer's awareness and also information regarding the actual provided producers and also attributes increase. Inside the car particulars exploration, you could find out about the number of producers provided. Your data may additionally allow you to drop specific producers by way of considered. An enterprise need to layout your endorsing mix for making sales opportunities privy to and also proficient in the maker. It's going to thoroughly recognize consumers' selections for particulars along with the fact each and every source.

Stage 3: Evaluation of Alternatives

We have discovered the fact purchaser works by using information to reach having some ultimate company solutions. How can your consumer opt for one of the replace designs? The professional would need to learn about replace analysis -- which can be, the fact purchaser methods information to reach having company alternative. Unfortunately, consumers will not make use of a straightforward as well as specific analysis method to almost all obtaining setbacks. Instead, numerous analysis methods have been in do the job.

Zero approach is used by means of almost all consumers or perhaps by means of a real purchaser to everyone obtaining setbacks. There are numerous methods, probably the most found sorts of of which comprehend the tactic although cognitively-oriented. That is certainly, lots of people comprehend your purchaser although developing choice usually about the well informed as well as authentic foot work. Various basic methods can help most of us know purchaser analysis methods: Initial, your consumer is actually seeking to meet almost any need to have. Second, your consumer wants picked advantages of the goods reply. 3 rd, your consumer acknowledges each and every services or products just like a bundle regarding characteristics having a lot of abilities regarding offering your huge benefits needed to meet this kind of need to have. The characteristics regarding interest in order to consumers change by means of services or products.

The average person confirms thinking towards different designs by way of analysis process. Precisely how consumers attempt verifying buy alternative selections is dependent upon the individual purchaser and also the special obtaining predicament. Occasionally, consumers employ careful car lease car finance calculations as well as realistic thinking. Using other circumstances, a similar purchaser accomplish minimal verifying; somewhat lots of people acquire having impulse as well as depend upon sensations. Occasionally consumers produce obtaining selections independently; sometimes lots of people employ associates, purchaser manuals, or perhaps sales people regarding obtaining support.

Marketers need to evaluate consumers to uncover that they can in reality assess company alternative selections. If he or she knew what evaluative approach keep on, online business marketers will take ways in order to influence this particular buyer's decision.

Stage 4: Purchase Decision

Inside the examination stage, your consumer rates producers along with types invest in ulterior motives. Normally, your consumer's invest in finish will be to invest in the most popular company, nevertheless one or two factors should come among invest in target as well as invest in finish. The very first matter may behave affecting others. When a person critical you a person observed which you find the lowest-priced car, next the chances of the buying a lot more value car tend to be low.

The second matter is actually unanticipated situational factors. You may well style invest in target driven by factors which include estimated profit, estimated cost, along with estimated services or products results. On the other hand, unanticipated circumstances may well adjust your invest in target. As an example, your financial system usually takes a switch for the worse, a detailed participant may well lower the cost, or it could be a fantastic pal may well affirmation growing to be frustrated into the suggested car. Hence, alternatives and also invest in ulterior motives don't commonly lead to real invest in alternative.

Stage 5: Post-purchase Behavior

Marketer's do the job isn't really end in the event the merchandise is often obtained. Following obtaining the item, the consumer might be happy along with disappointed along with most definitely can participate in post-purchase behaviors regarding attention towards business. What exactly establishes whether the purchaser is often happy along with disappointed using invest in? The result is based on the connection among consumer's targets as well as the product's understood efficiency. If your merchandise declines close to targets, the consumer is often frustrated; in the event the item meets targets, the consumer is often happy; in the event the item meets targets, the consumer is often really pleased.

Because even bigger the actual pit affecting targets along with efficiency, the higher the actual consumer's discontentment. This specific suggests that merchants need to ensure purely precisely what their brand names can certainly produce ensuring that individuals are usually happy. Many merchants may possibly understate merchandise efficiency portions to further improve soon after purchaser success.

Nearly all important buys end in cognitive dissonance, along with agony due to post invest in collide. Following invest in, individuals are proud of the advantages of the actual selected producer and they're pleased to end the actual drawbacks through the brand names not obtained. Nonetheless, every purchase in entails bargains. Consumers feeling unsure regarding obtaining the distinct drawbacks through the selected producer along with regarding reducing the advantages of the actual brand names not received. Consequently, customers feeling at the very least some post invest in dissonance for virtually any invest in.

Why is this item so crucial to fulfill the purchaser? Client happiness is a essential to developing lucrative romantic relationships having customers: for you to keeping along with expanding customers along with savoring their purchaser life-time price. Happy potential buyers buy merchandise again, talk together with for you to people about the merchandise, fork out a lesser amount of awareness of competing brand names along with marketing, and purchasing other items through the corporation. Various web entrepreneurs increased compared to just obtaining the actual targets regarding potential buyers: that they can make an effort to remember to the consumer.

A new disappointed purchaser responds inside one more way. Poor advice usually our educational career faster along with faster when compared with beneficial advice. It could actually speedily damage purchaser ideas on corporation and it is items. But corporations are unable to merely depend on disappointed potential buyers to supply their promises if they usually are disappointed. Virtually all unhappy potential buyers under no circumstances explain to this company regarding their problem. For that reason, an enterprises need to estimate client satisfaction on a regular basis. It will create units by which encourage potential buyers for you to whine. Using this method, this company can certainly know how well it happens to be undertaking along with just how it can increase.

Through being familiar with the complete purchaser finish, web entrepreneurs just might locate methods to assist customers carry out the item. For instance, any time individuals are not buying a brand-new merchandise because they just don't recognize a requirement of the item, promoting may well begin marketing messages by which result in the requirement along with suggest what kind of merchandise resolves customers' difficulties. If perhaps potential buyers discover the item although won't be obtaining simply because shop unfavorable ideas toward the item, the actual internet marketer need to locate indicates typically to change the item along with adjust purchaser awareness.

Acquiring Tasks

Mainly because might possibly persons result an individual within getting a services or products, this kind of created much more difficult to realize you. For that reason, Kotler (2005) well known 5 tasks persons might delight in in a very obtaining perseverance; (1) Initiator of which taken part the point along with advising some to try a distinct services or products; (2) Influencer while their looked over along with advice has an effect on the selection; (3) Decider of which motivated if, precisely what, just how along with in which you should obtain a services or products; (4) Purchaser of which created the actual invest in and also (5) Person who used along with utilized your services or products.

For that reason, a business need to fully grasp what's needed regarding obtaining perseverance gamers due to the fact the organization offers significances

with regard to making the item, working out email messages and also allocating your marketing funds.

2.6 Marketing Mix

Marketing mix will be the list of advertising instruments a business makes use of to follow it is advertising purpose inside the audience. (Kotler, 2012) The actual advertising mixture includes anything the particular corporation are capable of doing to effect the particular need due to the solution. The many options could possibly be obtained into some teams of specifics referred to as the particular some Ps: solution, price, position, along with campaign.

Marketing mix had been combined jointly to make an effective advertising method to have the particular company's advertising goals. The actual U .s .publisher, Philip Kotler wants the particular some Cs. He or she encouraged how the some Ps are a seller's mixture or even the particular scales-orientated technique and it also for that reason ought to be exchanged with the some Cs which might be customer-oriented, or even marketing-orientated.

4Ps Product, Price, Place, and Promotion

Kotler (2005) said that marketing mix is the set of the marketing tools that the firm uses to pursue its marketing objectives in the target market. The term marketing mix refers to the four major areas of decision making in the marketing process that are blended to obtain the results desired by the organization. The four elements of the marketing mix are sometimes referred to the 4 Ps of marketing. Each element in the marketing mix is product, price, promotion, and place (Kotler, 2012).



Figure 2.4 Marketing Mix

Source: Kotler, 2012

From the consumer's mindst, every marketing and advertising tool was created to offer value some sort of buyer advantage. Thus, organizations required to concern additional concerning consumer's a number of Cs and also company's a number of Ps. The actual effective organizations were those that can certainly fulfill buyer needs monetarily and also conveniently along with useful communication (Kotler, 2012)

1. Product

Product implies the products and also help blend the organization supplies the market industry people operate within. (Kotler, 2005) The goods is generally the standard selling blend product. It's just a electric power and also significance inside consumer's scalp and it consists of the goods high quality, size, capabilities, pattern, product and the labeling.

In times past, your believing was wonderful merchandise can certainly marketplace themselves. However you can find virtually no unfavorable objects again in today's incredibly cut-throat areas. Furthermore there are several laws and regulations representing purchasers the proper an extra shot objects by which interprets since unfavorable. This means problem within merchandise has become: does the provider develop exactly what it is intended purchasers have to have? Determine your characteristics on the products and also companies by which fulfills what's needed on the purchasers. The actual useful enterprise can certainly find out what purchasers have to have or perhaps have to have after that create the proper merchandise with the right second-rate top quality to fulfill individuals wants in the current and also in the future. The right merchandise have to supply significance for that buyer.

Product is generally outlined by simply Kotler, 2012 that is certainly anything at all that is needed to an industry designed for attention, order, use or perhaps swallowing which may fulfill the have to have or perhaps have to have. This will incorporate actual physical objects, companies, folks, places, enterprise, and also ideas.

The actual online strategy will start with the merchandise. You can't strategy your supply technique or perhaps arranged a cost, know what genuinely know what you will current market. (McDanial, 2007)

2. Price

Selling price is going to be what kind of money purchasers need to fork out to locate your service or product. (Kotler, 2005)

Selling price may be the charges the ones are going to fork out to be able to get some great benefits of applying service or product and also help. As a consequence of price may be the just facet within the specific marketing blend which might be looked at some sort of cash flow the industry incredibly oversensitive factor which could swayed in order to client acquiring selection and also getting pregnant. After which it it's very important preset probably the most sensible price to improve organization earnings. Whenever setting up price, there are several inside and also outside variables that have been regarded for example internet marketing method, company's marketing aim, charges and also service or product, the market industry marketplace and also necessity, rival's charges and also prices, economic climate and also for instance. The value method is going to be basis concerning necessity within the service or product and also expenditure on the service or product. (McDanial, 2005)

One thing is only really worth what precisely purchasers will certainly cash. The value must keep on being cut-throat, though it is not important suggest the most inexpensive. Though rivaling concern price is going to be as dated simply because humankind, your patron is generally nevertheless oversensitive regarding price discounts and also promotions. Importance has additionally your certainly not reasonable place: something is going to be high priced must be beneficial. Absolutely rivaling concerning price is designed for a number of organizations not just a very good method. Price ranges method need to deal with this center concern and also what precisely price regarding selling the machine and also help having a special time period. It is vital that this economic price priced really should suggest beneficial knowledge within the specific help provider's remedied and also variable charges, competitor's prices tips, and the need for your help within the purchasers.

Selling price selections must be synchronized and also service or product style, syndication, and also marketing and advertising selection to be able to build the same and also highly effective marketing technique. On top of that, selections created pertaining to different marketing blend specifics might swayed in order to prices selections. For that reason, a lot of these things must be carefully synchronized when generating this marketing technique. (Kotler, 2005)

3. Place

Wherever customers buy merchandise and also ways of showcasing items so that you can customers, it might be through world-wide-web. The item should be easily obtainable in the suitable place, for that appropriate time frame, inside appropriate amount, products and also submitter costs with an suitable point. Integrated the latest service-oriented enterprise incorporates your accessibility from the system. Supplying merchandise so that you can customers will involve conclusion within the number in order to supply, and the approaches and also hard-wired currently employed. Fee and also easy place pertaining to customers are getting to be critical determinants operating supply method.

Spot incorporates enterprise destinations that could create items wanted to targeted customers. (Kotler, 2005) For instance submitter shows. A good option regarding level brings an optimistic transform within the realizing regarding merchandise, as a result setting up a robust gross sales channel regarding submitter is important. To consider which will shows regarding submitter to pick out relied about several components. Circumstances are typically producing major features, have to have regarding control, and also perfect edge.

The specific submitter method possesses produced your programmes together with which in turn a product or service works from the corporation for some customer. Taking care of from the submitter method picking out the quantity of retailers and also which will special wholesalers and also companies will probably control items in an exceedingly geographic position. (McDanial, 2005)

4. Promotion

Promoting signifies programs which join the value on the service or product and also impact focused customers. (Kotler, 2005) the bond train comprises of origin posting a contact by using a route having a recipient. your good results associated with connection depends on the way in which very well your concept is going to be encoded, the way in which simply and also obviously it can be decoded. Because of advertising are definitely additional resulting to be able to consumers' shopper behavior, the bond is vital. The item raises the companies' photograph plus the gross sales associated with products, what's needed associated with advertising are typically to express together with, impact, and also guide persons. Promoting incorporates advertising, selling advertising, public relation, sales force and also powerful selling.

Promoting may be implies a corporation communicates what precisely it is going to and also what precisely it could current customers. It provides programs for instance produce, advertising, public relations, gross sales operations, offers and also features. In addition, central stakeholders learn about the value and also characteristics of the products that they can perhaps end up being experienced and also show know-how and also customers. Promoting inside a service-oriented enterprise is made of your opinions associated with front-line companies all of the employees. Promoting is definitely regarding the main / in order to take note of. Certainly no selling technique could have excellent outcomes not having affective gadgets.

Promoting offers can improve pleasure to be able to common identical costs and also interest price-conscious persons. Many individuals feel that advertising may be the many exciting section of the current market incorporate, your advertising method covers non-public selling, advertising, pr and also gross sales advertising. Every aspect and the persons produce a brand-new advertising incorporate. Any offer facilitates the latest shopper get acquainted with the organization and also paves the way for any gross sales call up. An exceptional advertising method can greatly enhance the latest firm's gross sales. (McDanial, 2005)

2.7 Related research

Just for this examination, this specialist possesses reviewed along with review this identical review or maybe previous review that could offer gain to the present specific examination the following.

Foret and Prochzka (2006) methodical tests "Behavior along with determination making regarding Czech customers while buying beverages" This informative article works with the situation regarding examination on the aspects of which in turn consequence this activities along with decision-making regarding customers while buying refreshments. When using effects acquired, it had been decided high quality have also been a significant of most elements having an influence on this decision-making train regarding the invest in regarding refreshments. Regarding vitamin normal water have also been required, name have also been a significant result in regarding invest in nevertheless regarding loaded normal water along with distillates, price tag along with offer was a significant elements. It's in addition interesting to discover compared to that stretch may be the buying along with usage of refreshments swayed through further elements, elizabeth. price tag, high quality, marketing, offer, name along with appearance regarding products.

Ulf Fohannson (2002) reviewed "Food store buying tactics – exploration on the BRITAIN, Croatia along with Sweden". Talks about the best way buying tactics together with meals planning are generally methodized in various buying contexts; just what facts is usually applied concurrently along with applied about the same buying train. Uncovers within each of the truth methodical tests, individuals actions on the store buying train was genuinely comparative. It absolutely was primarily much the same sequence regarding pastimes which was completed (even nevertheless there is evidently several dissimilarities and just what parts of the position this companies emphasized). Ends that was not potential to get just about any real train development but instead everyone uses this is the identical plan tactics.

GirishPunj, NarasimhanSrinivasan (1992) methodical tests "Influence regarding issues popularity when exploration along with other determination train variables" A fantastic analytic framework regarding issues popularity, containing 5 parts; brand-new need, products deficient, forecast good results along with most

current dissatisfaction is usually offered. The modern need along with products deficient competitors transform significantly within the people pertaining to quite a few pre-search, exploration, along with decision examination along with good results specifics. Problem Id, nevertheless regarded becoming a important the main purchaser determination train, stays on pretty directly below searched into. This type of review unveils some sort of conceptual framework regarding issues popularity. Outcomes indicate which a couple of parts the newest need concept plus a products deficient concept are generally evidently distinguishable pertaining to the subsequent determination train specifics. A few further competitors, nevertheless conceptually distinct, normally do not find out just about any record physical appearance. More examination is generally attain some sort of richer sometimes more proper understanding on the technique this unique major build can in fact frame along with information purchaser determination making.

Gilly, Linda L., Yale, Laura Big t. (2006) reviewed "Dyadic awareness together with tailored offer facts search". A written report for that connection between your offer along with beneficiary together with word-of-mouth (WOM) marketing and advertising and also gross sales and marketing communications demonstrated which customers include special awareness regarding the cause of your data as well as the predicament. Attention was assessed good awareness regarding customers when 'opinion leadership, we products know-how as well as the consequence on the home elevators products decision. A final connection between the research file how the specific WOM train has a important impact within the specific consumers' buying activities. However, this unique result just isn't entirely appreciated except the sort regarding facts offer assortment along with consequence are generally reviewed.

On this specific self-sufficient review happen to be covered with insurance 3 ranges regarding purchaser buying determination train, you can find need popularity, facts exploration along with examination regarding possibilities. A large number of ranges will probably allow to determine purchaser need popularity, the best way purchaser search for a much bigger products facts along with just what was this aspects of which in turn consequence purchaser when buying the goods.

When using novels review along with identical examination, this phenomenal may be defined the following on the conceptual frame operate

Gender: The actual impact components about buying conclusion process are generally perceived in a different way through males and females. That they identified a few levels involving conclusion generating: issue acceptance, try to find details and also concluding decision. The actual assignments and also comparable impact involving males and females differed depending on conclusion generating point and also merchandise variety.

Age: The actual dissimilarities old decide your intricate involving decision-making procedures. This can find major dissimilarities within the conclusion procedures on the respondents who are youthful and also more mature. According to the age groups, respondents don't act in the same manner whenever they create decisions. Decision-making procedures within the elderly are definitely more intricate researching together with youthful persons.

Education: The amount of training possesses produced a large big difference within buying conclusion. Higher education consumers are more likely to look for details before buying merchandise as compared to a lesser amount of training consumers. Those consumers have been additional educated were very likely to become more mindful of buying conclusion process.

Income: The actual dissimilarities involving month to month cash flow impacted for the likely involving buyer and to your with regards to about in search of details before buying merchandise. Buyers who may have increased cash flow are definitely more educational delicate and also find more info as compared to lower income consumers. In addition high-income is actually supposed to enable consumers to purchase higher priced merchandise as compared to lower cash flow consumers.

Frequency about taking in: Customer behavior is it being notable through adjustments within use movements. Thus, consumers' use ranges improve the conclusion generating procedures and become more difficult. The actual consumers who may have increased frequency about taking in will probably pay additional concern about buying conclusion process than the consumers who may have decrease frequency about taking in.

CHAPTER 3

METHODOLOGY

This chapter illustrates and describes research methodologies in detail which were used in the study. The Chapter contained five stages as follows:

- 3.1 Sample and population
- 3.2 Research Instrument
- 3.3 Data Collection
- 3.4 Data Analysis

3.1 Sample and population

To help qualify seeing that participants, the participants need to be relatively skilled customers, throughout splendor supplement goods type. The healthy reported that will splendor supplement goods is really a brand-new pattern in addition to progressively growing throughout popularity throughout Thai market. This kind of brand-new sounding practical ingest incur pirates a specific attract splendor mindful customers aged between 20-45 years old whom realize tough to be able to resist unhealthy food in addition to conditions. Thus, the test will be directed at teenagers in addition to middle-aged men in addition to female aged between 20-45 years old.

The actual test sizing analysis had been depends upon utilizing assurance phase tactic. On top of that, 95% assurance levels had been used. Which means that if you had taken \$ 100 or so examples via people, a few of the people examples can have a rate realized the distinction an individual particular in the previous question.

Sample sizing had been computed by using the next formula (Haizer and Render, 2004)

$$\begin{array}{ccc} n & = & & Z^2Q^2 \\ \hline & e^2 & & \end{array}$$

where

n = the sample size

z = the confidential level at 95% (z=1.96)

O = standard deviation (O = 0.5)

E = acceptable sample error at
$$5\%$$
 (e= 0.5)

Calculation

n =
$$\frac{(1.96)^2(0.5)^2}{(0.5)^2}$$

= 384 16

The result from calculating the sample size was 384.16 samples, which means the appropriate sample size for this study should be at least 384.16 samples. However, 420 sets of questionnaires will be distributed because some mistakes could occur such as respondents could skip a series of questions or misinterpreted the instructions for filling out the questionnaire.

3.2 Research Methodology

Questionnaire is used as the study instrument to gather data from the collected samples. Questions in questionnaire derive from the concept and theories as previously stated in Chapter II and they are designed according to the conceptual framework in order to accurately solve the problem of the study. Questionnaire used in this study consisted of three main parts as the follows:

Part 1: Personal Characteristics

Demographic variable are the most popular bases for distinguishing consumer groups. One reason is that consumer wants, preferences, and usage rates are often and demographic variables. This part composes questionnaire which ask respondents about their demographic data which are gender, age, education, occupation, and monthly income; total 5 questions. All questions in this part use nominal scale and the respondents must select only one answer on each question that matches them most perfectly.

Part 2: Consumer Behavior

Consumer behavior is the study how individuals select, buy, use, dispose of goods or services, ideas or experiences to satisfy their needs. Thus, studying consumer behavior provides clues for improving or introducing products or services,

setting prices, devising channels, crafting messages and developing related market activities. This part includes 5 questions that are designed to measure consumer behavior on buying food supplement products. These 4 questions are measured in nominal scale. However, some questions allow respondents to choose more than one answer because there are many choices being provided in the market then it may be possible that consumers will have experience more than one.

Part 3: Buying Decision Process

The part was looked at the influences that affect buyers in order to know how consumers make buying decisions. This part was designed to collect information from 30 questions to measure the influence factors affecting each process of buying decision. The question has been divided to three processes; there are need recognition 8 questions, information search 12 questions and evaluation of alternative 10 questions. All questions use Likert's scale with five-point rating scale.

Likert scale was applied in this part. The respondents answered the questions by indicated as a rating scale from 1 to 5. The scale is employed to measure the degree of agreement in each factor, which was determined as follows:

Score	Level
1	Strongly disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly agree

Pre-Testing

In order to check evidence of ambiguity and misunderstanding of questions, a preliminary test was performed. 30 sets of questionnaires were distributed to the respondents. These 30 respondents would not be incorporated again when the actual survey taken. According to the reliability statistics result, the calculation result of alpha value was 0.835 which means the questionnaire is reliable and able to be used for data collection from the sampling group. The reliability was classified by prepurchase decision making process as follow:

3.3 Data Collection

Primary Data

After the pretest, the questionnaires were launched and collected them respectively. The sample method for this study is multi-stage sampling method. In order to cover all respondents in Bangkok area, the questionnaires were launched to 6 zones. Each zone was selected one district then we could find different sample characteristics and behavior of the respondents in Bangkok. This collection process was done in office area and department store. The researcher directly distributed the questionnaires to respondents and requested them to help filling in which shall take their time of 5-7 minutes in average. All questionnaires were equally separated to distribute the respondents; partially in the morning and in the afternoon of each official working day. This collection process was conducted during the April-May, 2015. The set of 420 questionnaires were distributed to respondents in Bangkok who had the experience on buying food supplement products. Total useable questionnaires were 400 sets from 420 returns.

Bangkok Metropolitan Administration divided Bangkok to 6 zones which composed 50 districts

Table 3.1 Zone 1 and 50 districts of Bangkok

Area No.	District
Zone 1: Central Bangkok (*	709,150)
1	Khet PhraNakhon
2	Khet Dusit
3	Khet PomPrapSattruPhai
4	Khet Sam Phanthawong
5	Khet Din Deang
6	Khet Huaikhwang
7	Khet Phaya Thai
8	Khet Ratchatavee
9	Khet Wangtonglang

Source: Bangkok Metropolitan Administration

Table 3.2 Zone 2 and 50 districts of Bangkok

Zone 2: Southern Bangkok (1,016,149)		
10	Khet Pathum Wan	
11	Khet Bang Rak	
12	Khet Sathon	
13	Khet Bang KhoLaem	
14	Khet Yan Nawa	
15	Khet Khlong Toei	
16	Khet Watthana	
17	Khet PhraKhanong	
18	Khet SuanLuang	
19	Khet Bang Na	
20	Khet Pravet	

Source: Bangkok Metropolitan Administration

Table 3.3 Zone 3 and 50 districts of Bangkok

Zone 3: Northern Bangkok (1,072,856)	
21	Khet Chatuchak
22	Khet Bang Sue
23	Khet LatPhrao
24	Khet Lak Si
25	Khet Don Muang
26	Khet Sai Mai
27	Khet Bang Khen

Source: Bangkok Metropolitan Administration

Table 3.4 Zone 4 and 50 districts of Bangkok

Zone 4: Easthern Bangkok (1,115,217)		
28	Khet Bang Kapi	
29	Khet Saphan Sung	
30	Khet Bang Kum	

Table 3.4 Zone 4 and 50 districts of Bangkok (Cont.)

Zone 4: Easthern Bangkok (1,115,217)		
31	Khet Khan Na Yao	
32	Khet LatKrabang	
33	Khet Min Buri	
34	Khet NongChok	
35	Khet Khlong Sam Wa	

Source: Bangkok Metropolitan Administration

Table 3.5 Zone 5 and 50 districts of Bangkok

Zone 5: North-Westhern Bangkok (825,989)		
36	Khet Thon Buri	
37	Khet Khlong San	
38	Khet Chom Thong	
39	Khet Bangkok Yai	
40	Khet Bangkok Noi	
41	Khet Bang Phlad	
42	Khet Taling Chan	
43	Khet ThawiWhatthana	

Source: Bangkok Metropolitan Administration

Table 3.6 Zone 6 and 50 districts of Bangkok

Zone 6: South-Westhern Bangkok (783,127)		
44	Khet Phasi Charoen	
45	Khet Bang Khae	
46	Khet NongKheam	
47	Khet Bang KhunThian	
48	Khet Bang Bon	
49	Khet Rat Burana	
50	Khet ThungKru	

Source: Bangkok Metropolitan Administration

In this study, the questionnaires were gathered by using multi-stage sampling method as follows:

Stage 1: By purposive sampling, Bangkok is divided into 6 zones by geography as Central Bangkok, Southern Bangkok, Northern Bangkok, Eastern Bangkok, North-Western Bangkok and South-Western Bangkok. Then select 6 districts that have the office building or department store from each zone. The districts selected were HuaiKhwang, Sathon, Chatuchak, Bangkapi, Bang Phlad and Bang Khae respectively.

Stage 2: By purposive sampling, some of office buildings and department stores around the location indicated above had been randomly selected as targeted places to collect the sample of questionnaire. Charnissara II Tower (Huaikhang), United Center Building (Sathorn), Sun Tower (Chatuchak), The Mall Bangkapi (Bangkapi), Thanalongkorn Tower (Bangphlad) and The Mall Bang Khae (Bangkhae) were where the questionnaires had been distributed. Under assumption of statistics that the targeted respondents, who had experience on consuming food supplement products, would be easily found. Furthermore, considering lifestyle in the city, the targeted respondents are mostly the groups of office people who have limited of time in taking care of healthy concerns and been always looking for any supporting products. And to cover all levels of respondents, department stores were also selected to ensure that the difference samples of characteristics and behaviors were fairly measured.

Stage 3: By the quota sampling, 420 self-administrated are distributed to those places as population proportion, Bangkok population is 5,686,252 (surveyed 2013). So questionnaires would be distributed at targeted place as table 3.2

Stage 4: The respondents were selected by convenience sampling.

Table 3.7 The data collection sites from 6 zones

Zone	District	Place	Sample size
1	Khet HuaiKhwang	Charn Issara 2 Tower	54
2	Khet Sathon	United Center Building	77
3	Khet Chatuchak	Sun Tower Building	81

Table 3.7 The data collection sites from 6 zones (Cont.)

Zone	District	Place	Sample size
4	Khet Bangkapi	The Mall Bangkapi	85
		Department store	
5	Khet Bang Phlad	Thanalongkorn Tower	63
6	Khet Bang Khae	The Mall Bangkhae	60
		Department store	

Source: Bangkok Metropolitan Administration

The survey had been conducted during April-May, 2015. After that, all returned questionnaires were checked for completeness and analyzed statistically then.

Secondary Data

The secondary data were gathered from textbooks, articles, published journals, related previous study and thesis which were concerned with buying decision process.

3.4 Data Analysis

Table 3.8 Variables of the study of consumer buying decision process

Independent Variables	Dependent Variables
Personal factors and consumer behavior	Pre-purchase decision making process
1. Gender	1. Need Recognition
2. Age	2. Information Search
3. Education	3. Evaluation of Alternative
4. Occupation	
5. Income	
6 Marketing Mix	

After gathering data from the questionnaires, editing approach, coding approach and statistical analysis using data analysis program were used to scrutinize the data. The data analyses in this study were classified into 4 parts as follow;

Part 1: Personal Characteristics

This part was going to analyze the personal characteristics which are gender, age, education, occupation and monthly income by using descriptive statistics in order to process the data as the frequency and percentages interpretation.

Part 2: Consumer Behavior

This part focused on the consumer behavior was processed upon the descriptive statistics as well. The frequency and percentages interpretation of the questions regarding consumer behavior of buying food supplement products were clarified.

Part 3: Buying Decision Process

Frequency, percentages, means and standard deviation were applied to describe the agreement level of difference in personal factors and behavior interacting affect buying decision process toward need recognition, information search and evaluation of alternatives on buying products. The level of average scores will be classified at the interval range. The class of interval range was computed from the following formula;

Interval = Highest score – Lowest score

Number of interval

$$= 5-1$$

$$= 0.8$$

Therefore, from the above calculation, 0.80 was used to separate the score into 5 level of agreement. Each level of the average score described as follows:

Average scale	Level of agreement
1.00 - 1.80	Very low
1.81 - 2.60	Low
2.61 - 3.40	Moderate
3.41 - 4.20	High

Very high

Part 4: Hypothesis Testing

Mean Difference Analysis:

In this study, difference of means employs t-test to examine the difference between two independent groups. To measure the difference among three or more dimension groups, one-way ANOVA is utilized. The difference of mean scores between groups in the same factors will be described by using multiple comparisons LSD (Least Significant Different) at 95% confidential level.

Significant Mean Difference between Two Groups: t-Test:

It is applied to test difference of mean between two independent groups of hypothesis stating that the means score on some variable will be significant difference for two independent groups at 95% level of significant. ($\alpha = 0.05$) Decision making basis was to compare the computed t-test value with the critical t-test values from table t-test distribution at the same probability level and the same degree of freedom. If value of t-test from calculating was smaller than the absolute critical t-value from table, then it was considered that the hypothesis is substantiated.

Significant Mean Differences among Multiple Groups: ANOVA (F-test):

This method is applied to test a hypothesis stating the difference of mean among three or more independent groups at 95% level of significant ($\alpha = 0.05$). The total variance in the observations is partitioned into two parts that from within group variation and that from between group variation. That ratio of variance between groups to the variance within groups gives an F-statistic. The F-distribution is a measure used to determine whether the variability of two samples differs significant.

This study would check significant difference at 95% confidence level. (α . = 0.05) If the observed statistic is less than the test value for some value of significant, the hypothesis is that has no significant difference in the means of the sample groups will be accepted. On the other hand, if the study statistic shows less than the test value for some level of significance, the hypothesis that has significant level in the means of the sample groups would be rejected.

Multiple Regression

Multiple regression analysis is used for predicting the unknown value of a variable from the known value of two or more variables- also called the predictors. This is mean of models with just one dependent and two or more independent variables. The variable whose value is to be predicted is known as the dependent variable and the ones whose known values are used for prediction are known independent variables.

The Multiple Regression Model

In general, the multiple regression equation of Y on $X_1, X_2, ..., X_k$ is given by:

$$Y = b_0 + b_1 X_1 + b_2 X_2 + ... + b_k X_k$$

Interpreting Regression Coefficients

Here b_0 is the intercept and b_1 , b_2 , b_3 ,..., b_k are analogous to the slope in linear regression equation and are also called regression coefficients. They can be interpreted the same way as slope. Thus if $b_i = 2.5$, it would indicates that Y will increase by 2.5 units if X_i increased by 1 unit.

The appropriateness of the multiple regression model as a whole can be tested by the F-test in the ANOVA table. A significant F indicates a linear relationship between Y and at least one of the X's.

CHAPTER 4

RESEARCH FINDING

The study of the Influence of Marketing Mix on Decision Making to Buy Food Supplement by Thai Online Customers has the proposal to study the factors that influence Thai online customers buying decision making on food supplement, to identify key marketing factors that can be used as strategies for online and Facebook marketing of Food Supplements, to study the relationship between online users demographic and decision making on food supplements. The researcher has collected from questionnaires from 420 people. The researcher has evaluated data by data analysis program to present data in the table. The result of the research is divided into 4 parts as following:

Part 1: Personal Characteristics

Part 2: Consumer behavior

Part 3: Buying decision process

Part4: Hypothesis testing result

Part 1: Personal Characteristics

Table 4.1 Show the percentage of gender

	Gender	Frequency	Percent
Male		109	26.0
Female		311	74.0
Total		420	100.0

Table 4.1Analysis has shown that the majority of respondents were female, 311people (74.0 percent), and male 109 (26.0 percent).

Table 4.2 Show the percentage of age

Age	Frequency	Percent
20-25 Years Old	16	3.8
26-30 Years Old	123	29.3
31-35 Years Old	108	25.7

Table 4.2 Show the percentage of age (Cont.)

Age	Frequency	Percent
36-40 Years Old	98	23.3
Over 40 Years Old	75	17.9
Total	420	100.0

Table 4.2 The results showed that the majority of respondents were aged26-30years, 123 people (29.3 percent.), Followed by the 31-35 year old 108 peoples (25.7 percent) aged 36-40years. 98 people (23.3) over the age of 40 years, 75 people (17.9 percent) and age of 20-25 years 16 people (3.8 percent).

Table 4.3 Show the percentage of Education level

Education level	Frequency	Percent
Lower than Bachelor's degree	91	21.7
Bachelor's degree	220	52.4
Master's degree	103	24.5
Higher than Master's degree	6	1.4
Total	420	100.0

Table 4.3 The results showed that the majority respondents were Education level Bachelor's degree 220 people (52.4 percent.), Followed by the Master's degree 103 (24.5 percent) Lower than Bachelor's degree 91people (21.7 percent) and Higher than Master's degree of 6 (1.4 percent)

Table 4.4 Show the percentage of Occupation

Occupation	Frequency	Percent	
Student	38	9.0	
Business owner	35	8.3	
Company officer	222	52.9	
Government officer	82	19.5	
Employee	43	10.2	
Total	420	100.0	

Table 4.4 The results showed that the major respondents were Company officer 222 people (52.9 percent.), Followed by the Government officer 82 people(19.5 percent) Employee 43 people (13.1 percent) Student 38 people (9.0 percent) and Business owner of 35 people (8.3 percent).

Table 4.5 Show the percentage of monthly income

Monthly income	Frequency	Percent
Less than or equal 10,000 Baht	49	11.7
10,001-20,000 Baht	70	16.7
20,001-30,000 Baht	81	19.3
30,001-40,000 Baht	177	42.1
More than 40,000 Baht	43	10.2
Total	420	100.0

Table 4.5 The results showed that the respondents were 30,001-40,000 Baht 177 people (42.1 percent.), Followed by the 20,001-30,000 Baht 81 peoples (19.3 percent) 10,001-20,000 Baht 70people (16.7 percent) and Less than or equal 10,000 Baht group 49 people (11.7 percent) and More than 40,000 Baht of 43 people (10.2 percent)

Part 2: Consumer behavior

Table 4.6 Show the percentage of the type/kind of food supplement products

Kind of food supplement products	Frequency	Percent
Collagen	98	23.3
Fiber	66	15.7
Coenzyme Q10	163	38.8
Vitamin	64	15.2
Chlorophyll	10	2.4
Detox	13	3.1
Amino Acids and L-Carnitine	6	1.4
Total	420	100.0

Table 4.6 The results showed that the major respondents were Coenzyme Q10, 163 people (38.8 percent.), Followed by the Collagen 98 people (23.3 percent), Fiber 66 people (15.7 percent) Vitamin 64 people (15.2 percent), Detox 13 people (3.1 percents), Amino Acids and L-Carnitine 6 people (1.4 percent).

Table 4.7 Show the percentage of the spend by average per month to consume food supplement products (price)

you spend by average to consume food		
supplement products	Frequency	Percent
Less than 500 Baht	77	18.3
501-1,000 Baht	88	21.0
1,001-2,000 Baht	92	21.9
More than 2,000 Baht	163	38.8
Total	420	100.0

Table 4.7 The results showed that the respondents were "more than 2,000 Baht" 163people (38.8 percent.), followed by "the 1,001-2,000 Baht" 92 people (21.9 percent) "501-1,000 Baht" 88 people (21.0 percent) and "Less than 500 Baht" of 77 (18.3 percent).

Table 4.8 Show the percentage of the channel do you prefer to get food supplement products (place/channel)

channel do you prefer to get food				
supplement products	Frequency	Percent		
By EMS/Mail	94	22.4		
By Messenger	69	16.4		
Shop at drugstore	184	43.8		
Shop at food supplement shop	73	17.4		
Total	420	100.0		

Table 4.8The results showed that the major respondents were "Shop at drugstore" 184 people (43.8 percent.), followed by "the EMS/Mail" 94 people (22.4

percent), "Shop at food supplement shop" 73 people (17.4 percent) and By Messenger 69 people (16.4 percent).

Table 4.9 Show the percentage of the promotion do you prefer to buy food supplement products (Promotion)

promotion do you prefer to buy food		
supplement products	Frequency	Percent
Buy10 boxes get 1 box free	78	18.6
Point collection for discount	92	21.9
Buyl box get 1gimmick	113	26.9
Special price	137	32.6
Total	420	100.0

Table 4.9 The results showed that the respondents were Special price 137 people (32.6 percent.), Followed by the Buy1 box get 1gimmick 113 people (26.9 percent), Point collection for discount 92people (21.9 percent) and Buy10 boxes get 1 box free 78 people (18.6 percent).

Part 3: Buying decision process

Table 4.10 Mean, Standard Deviation and level of agreement of Need Recognition

The decision to buy food	Mean	Std.	level of
supplement products		Deviation	decision
	2.00	0.002	
Food supplement products can actually help	3.98	0.902	Agree
us have a better shape			
Food supplement products can actually help	4.18	1.019	Agree
us have a better health			
Food supplement products can actually help	4.33	0.596	Strongly
us have a better skin condition			agree
I buy food supplement products for	3.99	0.728	Agree
eliminating thistly and increasing the			
freshness			

Table 4.10 Mean, Standard Deviation and level of agreement of Need Recognition (Cont.)

The decision to buy food	Mean	Std.	level of
supplement products		Deviation	decision
Obviously I have no time to take care of	4.24	0.675	Strongly
myself so food supplement products is			agree
becoming the easy way to help recover my			
health			
I consume food supplement products because	3.35	0.812	Neutral
of its testy more than its benefit			
I buy and consume food supplement products	3.03	0.678	Neutral
because it represents my better and new			
healthy lifestyle			
I buy food supplement products because I	3.98	0.662	Agree
have seen from somebody else and have been			
introduced by them		7 4	
Total Need Recognition	3.89	0.388	Agree

The table level reviews of consumer products, found that that the overall agree level with an average 3.89 when they are considered separately found. The item on the agreed level is Food supplement products can actually help us have a better skin condition with an average of 4.33, followed by Obviously I have no time to take care of myself so food supplement products is becoming the easy way to help recover my health with an average of 4.24 and above the level that is Food supplement products can actually help us have a better health 4.18 is I buy food supplement products for eliminating thistly and increasing the freshness with an average of 3.99 I buy food supplement products because I have seen from somebody else and have been introduced by them with an average of 3.98 Food supplement products can actually help us have a better shape with an average of 3.98 I consume food supplement products because of its testy more than its benefit with an average of 3.35 and I buy

and consume food supplement products because it represents my better and new healthy lifestyle with an average of 3.03

Table 4.11 Mean, Standard Deviation and level of agreement of Information Search

The decision to buy food	Mean	Std.	level of
supplement products		Deviation	decision
I research the information of food supplement	3.46	0.583	Agree
products from my family before buying and			
consuming			
My friends and office mates are a better	3.87	0.773	Agree
source of information where I should rely			
more than my direct experience			
I will be buying food supplement products	3.98	0.846	Agree
once its result must be guaranteed and			
recommended by food expert only			
I will be buying food supplement products	4.55	0.614	Strongly
once I can obviously get the confirmation			agree
from reliable organization only			
Advertising from either radio or TV is the tool	4.46	0.722	Strongly
to drive my buying decision			agree
Advertising from Newspaper, Magazine, and	4.26	0.567	Strongly
leaflet is the tool to drive my buying decision			agree
Support information from sale personal is the	3.89	0.595	Agree
tool to drive my buying decision			
Bottle Neck Tag on package is very useful to	4.05	0.715	Agree
provide the information and benefit of which			
can drive my buying decision			
Before making decision, I basically study and	3.81	0.887	Agree
research the information from its website			

Table 4.11 Mean, Standard Deviation and level of agreement of Information Search (Cont.)

The decision to buy food	Mean	Std.	level of
supplement products		Deviation	decision
Before making decision, I search the	3.88	0.618	Agree
information of food supplement products from			
related article or research			
Before making decision, I would normally	3.70	0.826	Agree
consider the benefit and quality I may be able			
to gain from other products that contribute the			
same value such as collagen capsule.			
Before making decision to buy food	3.37	0.775	Neutral
supplement products , I would normally			
consider the benefit from the other healthy			
(functional) drinks such as anti-stress & relax,			
smart brain			
Information Search	3.94	.475	Agree

From the table of consumers in terms of Information Search Found that the overall agree level with an average 3.94 when they are considered separately found. The item is I will be buying food supplement products once I can obviously get the confirmation from reliable organization only, with an average of 4.55, followed by the Advertising from either radio or TV is the tool to drive my buying decision With an average of 4.46 and Advertising from Newspaper, Magazine, and leaflet is the tool to drive my buying decision with an average of 4.26, and they are agree is that Bottle Neck Tag on package is very useful to provide the information and benefit of which can drive my buying decision with an average of 4.05 I will be buying food supplement products once its result must be guaranteed and recommended by food expert only with an average of 3.98 Support information from sale personal is the tool to drive my buying decision with an average of 3.89 Before making decision, I search the information of food supplement products from related article or research with an average of 3.88 My friends and office mates are a better source of information where I

should rely more than my direct experience with an average of 3.87 Before making decision, I basically study and research the information from its website with an average of 3.81 Before making decision, I would normally consider the benefit and quality I may be able to gain from other products that contribute the same value such as collagen capsule, with an average of 3.70 and I research the information of food supplement products from my family before buying and consuming with an average of 3.46 and they are level Neutral is that I Before making decision to buy food supplement products, I would normally consider the benefit from the other healthy (functional) drinks such as anti-stress & relax, smart brain with an average of 3.37

Table 4.12 Mean, Standard Deviation and level of agreement of Alternative Evaluation

The decision to buy food	Mean	Std.	level of
supplement products		Deviation	decision
I buy food supplement products because I	4.09	1.040	Agree
have realized that there are the varieties of			
advantage and specifically such as better sharp			
and better skin condition			
I buy food supplement products because it can	3.72	.571	Agree
obviously fulfill my healthy demand which			
can't be found from other drinks			
I buy food supplement products because it is a	4.02	1.082	Agree
reliable product and guaranteed by the food			
and drug administration			
I buy food supplement products because it can	3.71	1.130	Agree
provide more value and benefit than others			
such as collagen capsule			
I would basically compare the price among	4.58	.494	Strongly
functional drink category and before selecting			agree
the best one			

Table 4.12 Mean, Standard Deviation and level of agreement of Alternative Evaluation (Cont.)

The decision to buy food	Mean	Std.	level of
supplement products		Deviation	decision
I would normally compare the different brands	4.75	.513	Strongly
of food supplement products before buying by			agree
tasting			
I buy food supplement products because its	4.30	.857	Strongly
marketing promotion is very attractive			agree
I buy food supplement products because of its	3.92	1.253	Agree
package			
I buy food supplement products because I can	4.00	.345	Agree
clearly see the message and benefit about			
product on its package			
I buy food supplement products because its	4.60	.532	Strongly
presenter is very well known and reliable		7.	agree
Alternative Evaluation	4.19	.564	Agree

The table-level reviews of Alternative Evaluation Found that the overall agree level with an average 4.19 when they are considered separately found. The item on the agreed level is I would normally compare the different brands of food supplement products before buying by tasting with an average of 4.75, followed by I buy food supplement products because its presenter is very well known and reliable with an average of 4.60 I would basically compare the price among functional drink category and before selecting the best one with an average of 4.58 and I buy food supplement products because its marketing promotion is very attractive with an average of 4.30 that the overall agree level is I buy food supplement products because I have realized that there are the varieties of advantage and specifically such as better sharp and better skin condition with an average of 4.09 I buy food supplement products because it is a reliable product and guaranteed by the food and drug administration with an average of 4.02 I buy food supplement products because I can clearly see the message and benefit about product on its package with an average of 4.00 I buy food supplement

products because of its package with an average of 3.92 I buy food supplement products because it can obviously fulfill my healthy demand which can't be found from other drinks with an average of 3.72 and I buy food supplement products because it can provide more value and benefit than others such as collagen capsule with an average of 3.71

Table 4.13 Summary of buying decision

The decision to buy food	Mean	Std.	level of
supplement products		Deviation	decision
Need Recognition	3.89	0.388	Agree
Information Search	3.94	.475	Agree
Alternative Evaluation	4.19	.564	Agree
Consumer buying decision process of	4.01	.3010	Agree
food supplement products			

Table 4.13 show summarizes the buying decision factors that influence the buying decisions of consumers found that an average is 4.01, with a commentary on the Alternative Evaluation, followed by the Information Search and Need Recognition.

Part4: Hypothesis testing

Need Recognition has an influence on online customers' buying decision making on food supplement.

Table 4.14 The comparison between the buying decisions of consumers to Need Recognition

Online customers' buying decision	mean	S.D.	F	Sig.
making on food supplement.				
Neutral	3.00	0.000	94.144	0.000
Agree	4.21	0.616		
Strongly Agree	4.60	0.491		

^{*}Significant at or below 0.05 level

Table 4.14 comparative analysis between the Need Recognition of products purchasing decisions of consumers, the results showed that Need Recognition factors influence buying decisions of consumers. A probability value is less than 05. That is the Need Recognition factors affecting the buying decisions of consumers, with the level of significance 05

Information Search has an influence on online customers' buying decision making on food supplement.

Table 4.15 The comparison between the buying decisions of consumers to Information Search

Online cus	stomers' buying decision	mean	S.D.	F	Sig.
making	on food supplement.				
Neutral		2.54	0.508	61.087	0.000
Agree		3.53	0.543		
Strongly Agr	ree	3.73	0.447		

^{*}Significant at or below 0.05 level

Table 4.15 comparative analysis between the Information Search purchasing decisions of consumers, the results showed that Information Search factors influence buying decisions of consumers. A probability value is less than 05. That is the Information Search factors affecting the buying decisions of consumers, with the level of significance 05

Table 4.16 The comparison between the buying decisions of consumers to Alternative Evaluation

Online customers' buying decision	mean	S.D.	F	Sig.
making on food supplement.				
Neutral	3.46	0.508	190.400	0.000
Agree	4.11	0.378		
Strongly Agree	4.80	0.400		

^{*}Significant at or below 0.05 level

Table 4.16 comparative between the Alternative Evaluation purchasing decisions of consumers, the results showed that Alternative Evaluation factors influence buying decisions of consumers. A probability value is less than 0.05. That is the Alternative Evaluation factors affecting the buying decisions of consumers, with the level of significance 0.05

Demography has a significant positive relationship with online customers' buying decision making on food supplement.

Table 4.17 The comparison between the buying decisions of consumers to the Demography of gender.

Gender	Mean	Std.	T	Sig.
		Deviation		
Male	4.17	0.536	-1.234	0.218
Female	4.24	0.559		

^{*}Significant at or below 0.05 level

Comparative analysis between demographic factors of gender with buying decisions of consumers, the results showed that Gender factors influence buying decisions of consumers which the probability greater than 05. That is a gender factor has no affect in buying decisions of consumers, with the level of significance 05

Table 4.18 The comparison between the buying decisions of consumers to the Demography of age.

mean	S.D.	F	Sig.
4.06	0.680	1.849	0.119
4.22	0.536		
4.14	0.555		
4.33	0.513		
4.24	0.589		
	4.06 4.22 4.14 4.33	4.06 0.680 4.22 0.536 4.14 0.555 4.33 0.513	4.06 0.680 1.849 4.22 0.536 4.14 0.555 4.33 0.513

^{*}Significant at or below 0.05 level

Comparative analysis between demographic factors of age with buying decisions of consumers, the results showed that age factors influence buying decisions

of consumers. The probability greater than 05, that the factor of age has no affect in buying decisions of consumers, with the level of significance. 05

Table 4.19 The comparison between the buying decisions of consumers to the Demography of education level.

Education level	mean	S.D.	F	Sig.
Lower than Bachelor's degree	4.26	0.545	0.635	0.593
Bachelor's degree	4.22	0.553		
Master's degree	4.17	0.524		
Higher than Master's degree	4.16	0.606		

^{*}Significant at or below 0.05 level

Comparative analysis between demographic factors of Education level with buying decisions of consumers, the results showed that Education level factors influence buying decisions of consumers. The probability is greater than 05. That is an education level factor has no affect in buying decisions of consumers, with the level of significance 05

Table 4.20 The comparison between the buying decisions of consumers to the Demography of occupation.

Occupation	mean	S.D.	F	Sig.
Student	4.29	0.530	1.337	0.256
Business owner	4.13	0.583		
Company officer	4.26	0.517		
Government officer	4.24	0.511		
Employee	4.27	0.601		

^{*}Significant at or below 0.05 level

Comparative analysis between demographic factors of Occupation with buying decisions of consumers, the results showed that Occupation factors influence buying decisions of consumers .The probability is greater than.05.That is an Occupation factor has no affect in buying decisions of consumers, with the level of significance. 05

Table 4.21	The	comparison	between	the	buying	decisions	of	consumers	to	the
Demography of gender.										

Monthly income	mean	S.D.	F	Sig.
Less than or equal 10,000 Baht	4.00	0.000	10.975	0.000
10,001-20,000 Baht	4.60	0.558		
20,001-30,000 Baht	4.12	0.367		
30,001-40,000 Baht	4.21	0.648		
More than 40,000 Baht	4.21	0.559		

^{*}Significant at or below 0.05 level

Table 4.21 comparative analysis between demographic factors of Monthly income with purchasing decisions of consumers, the results showed that Monthly income factors influence buying decisions of consumers. A probability value is less than 0.05. That is the Monthly income factors affecting the buying decisions of consumers, with the level of significance 0.05

Table 4.22 Regression between factors of buying decisions of consumers.

	В	Std.	Beta	F	Sig.
(Constant)	.340	.045		10.47	.000
Need Recognition	.433	.087	.430	13.18	.000
Information Search	.013	.073	.527	11.07	.000
Alternative Evaluation	.333	.358	.626	8.39	.000

R= .660, R2= .780, F=1435.89, Sig.=.000

Table 4.22 Regression between factor of buying decisions of consumers. Found that the factor of buying decisions of consumers. And explain the influence to buying decisions of 78.0% for predicting the buying decisions of consumers is as follows.

According to the standardized regression coefficients (Beta) found Need Recognition = .430 Information Search Beta = .527 and Alternative Evaluation Beta = .626, which results in the equation. Multiple regression to forecast buying decisions of

^{*}Significant at or below 0.05 level

consumers as follows. Buying decisions of consumers = 0.433 Need Recognition + 0.013Information Search + 0.333 Alternative Evaluation + 0.340

Table 4.23 Analysis of buying decisions of consumers by need recognition

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	5.837	6	2.140	13.18	0.000
Residual	21.051	418	0.182		
Total	26.888	420			

^{*}Significant at or below 0.05 level

From Table 4.23 Hypotheses results from using multiple regression statistics were significant at 0.000, which is less than 0.05. Thus, it shows that the factors of buying decisions of consumers by need recognition has an influence to buy food supplement by Thai online customers.

Table 4.24 Multiple Coefficient of Determination of consumers by need recognition

R	R^2	Adjust R ²
0.137	0.126	0.220

^{*}Significant at or below 0.05 level

From Table 4.24, adjust R squared (R^2) can explain that the variable has 22% of the variation in the dependent variable which has an influence on the decision.

Table 4.25 Multiple regression analysis buying decisions of consumers by need recognition

	В	Std.Error	Beta	Т	Sig.
(Constant)	2.607	0.193		13.18	0.000
Better shape	0.162	0.024	0.052	1.026	0.000
Better health	0.182	0.059	0.066	1.290	0.000
Better skin condition	0.069	0.045	0.025	0.411	0.000
Increasing the freshness	0.150	0.037	0.021	0.430	0.000
Recover my health	0.144	0.028	0.071	1.025	0.000
Testy	0.121	0.021	0.006	0.113	0.000

Table 4.25 Multiple regression analysis buying decisions of consumers by need recognition (Cont.)

	В	Std.Error	Beta	T	Sig.
Represent new lifestyle	0.123	0.031	0.004	0.134	0.000
Get introduced	0.126	0.034	0.033	0.221	0.000

^{*}Significant at or below 0.05 level

From Table 4.25 the results show that eight independent variables which significantly correlate with a decision by need recognition factor. These variables were Better shape (B =0.162), Better health (B =0.182), Better skin condition (B =0.069), Increasing the freshness (B =0.150), Recover my health (B =0.144), Testy (B =0.121), Represent new lifestyle (B =0.123), Get introduced (B =0.126).

Table 4.26 Analysis of buying decisions of consumers by Information Search

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	4.891	6	2.435	11.07	0.000
Residual	2.920	418	0.173	r	
Total	25.811	420			

^{*}Significant at or below 0.05 level

From Table 4.26 Hypotheses results from using multiple regression statistics were significant at 0.000, which is less than 0.05. Thus, it shows that the factors of buying decisions of consumers by Information search has an influence to buy food supplement by Thai online customers.

Table 4.27 Multiple Coefficient of Determination of consumers by Information search

R	R^2	Adjust R ²
0.433	0.188	0.322

^{*}Significant at or below 0.05 level

From Table 4.27, adjust R squared (R^2) can explain that the variable has 32.2% of the variation in the dependent variable which has an influence on the decision.

Table 4.28 Multiple regression analysis buying decisions of consumers by Information search

	В	Std.Error	Beta	Т	Sig.
(Constant)	2.754	0.188		11.07	0.000
Family	0.121	0.021	0.032	1.035	0.000
Direct experience	0.176	0.045	0.054	1.291	0.000
Food expert	0.133	0.043	0.027	0.141	0.000
Organization	0.154	0.032	0.023	0.420	0.000
Radio or TV	0.134	0.031	0.067	0.125	0.000
Newspaper or magazine	0.167	0.024	0.054	0.123	0.000
Sale personal	0.187	0.037	0.034	0.144	0.000
Bottle neck tag	0.179	0.038	0.032	0.231	0.000
Website	0.133	0.043	0.048	0.213	0.000
Research	0.145	0.054	0.043	0.122	0.000
Other product	0.163	0.022	0.032	0.124	0.000
Other healthy	0.132	0.021	0.031	0.243	0.000

^{*}Significant at or below 0.05 level

From Table 4.28 the results show that twelve independent variables which significantly correlate with a decision by Information search factor. These variables were Family (B =0.121), Direct experience (B =0.176), Food expert (B =0.133), Organization (B =0.154), Radio or TV (B =0.134), Newspaper or magazine (B =0.167), Sale personal (B =0.187), Bottle neck tag (B =0.179), Website (B =0.133), Research (B =0.145), Other product (B =0.163), Other healthy (B =0.132)

 Table 4.29 Analysis of buying decisions of consumers by Alternative Evaluation

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	22.553	6	5.698	8.39	0.000
Residual	21.938	418	0.151		
Total	44.491	420			

^{*}Significant at or below 0.05 level

From Table 4.29 Hypotheses results from using multiple regression statistics were significant at 0.000, which is less than 0.05. Thus, it shows that the factors of buying decisions of consumers by Alternative Evaluation has an influence to buy food supplement by Thai online customers.

Table 4.30 Multiple Coefficient of Determination of consumers by Alternative Evaluation

R	R^2	Adjust R ²
0.661	0.437	0.425

^{*}Significant at or below 0.05 level

From Table 4.30, adjust R squared (R^2) can explain that the variable has 42.5% of the variation in the dependent variable which has an influence on the decision.

 Table 4.31 Multiple regression analysis buying decisions of consumers by Alternative

 Evaluation

	В	Std.Error	Beta	T	Sig.
(Constant)	2.303	0.231		8.39	0.000
Advantage	0.045	0.012	0.037	1.029	0.000
Demand	0.067	0.001	0.043	0.232	0.000
Guarantee	0.033	0.005	0.021	0.321	0.000
More value	0.054	0.021	0.065	0.240	0.000
Compare price	0.013	0.032	0.066	0.521	0.000
Different brands	0.087	0.023	0.032	0.213	0.000
Promotion	0.095	0.074	0.087	0.414	0.000
Package	0.043	0.006	0.023	0.321	0.000
Message	0.054	0.004	0.084	0.231	0.000
Presenter	0.082	0.051	0.066	0.212	0.000

^{*}Significant at or below 0.05 level

From Table 4.31 the results show that ten independent variables which significantly correlate with a decision by Alternative Evaluation factor. These

variables were Advantage (B =0.045), Demand (B =0.067), Guarantee (B =0.033), More value (B =0.054), Compare price (B =0.013), Different brands (B =0.087), Promotion (B =0.095), Package (B =0.043), Message (B =0.054), Presenter (B =0.082).



CHAPTER 5

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This research aims to understanding of consumer satisfaction of the Thai people toward food supplements to improve marketing of this product. The overall purpose of this research is to investigate consumer antecedences and consequences that affect consumer purchases intention of this product. This chapter uses all the information that the researcher has collected and analyzed and will discuss and offer recommendations of some future research in this specific field of studies. This chapter contains the main topics as follows:

- 5.1 Summary of the Study
- 5.2 Summary of the Findings
- 5.3 Conclusion and discussion
- 5.4 Recommendations

5.1 Summary of the Study

The objectives of this study was studied the factors that influence Thai online customers buying decision making on food supplement, to identify key marketing factors that can be used as strategies for online and Facebook marketing of Food Supplements, to study the relationship between online users demographic and decision making on food supplements. The number of the sample used was 420 respondents who lives in Bangkok area, the questionnaires were launched to 6 zones. This collection process was done in office area and department store.

The instrument of this study was a questionnaire which consisted of three parts: Part I: The respondent's personal information, Part II: Consumer behavior Part III: The buying decision to buy food supplement by Thai online customers.

The procedure of this study was the direct survey approach. The questionnaires were distributed to respondents to be analyzed by using the Data Analysis program.

5.2 Summary of the Findings

Personal data of the respondents

The respondents were female. Most of the respondents were at an age between 26-30 years old. The education level was Bachelor's degree. The most occupation was company officer. The monthly income had between 30,001-40,000 Baht.

Consumer behavior

The respondents were used coenzyme Q10, followed by the Collagen, fiber, Vitamin, and Amino Acids and L-Carnitine respectively.

The respondents were spend more than 2,000 Baht to consume food supplement products, followed by spend 1,001-2,000 Baht, 501-1,000 Baht, and Less than 500 respectively.

The most respondents bought food supplement products at drugstore, followed by the By EMS/Mail, at food supplement shop, and bought via Messenger respectively.

The most respondents liked promotion to buy food supplement product was gave special price, followed by the Buyl box get 1 gimmick, Point collection for discount, and buylo boxes get 1 box free respectively.

Buying decision process

Need recognition: The food supplement products can actually help us have a better skin condition, followed by obviously they have no time to take care of themself so food supplement products is becoming the easy way to help recover their health and above the level that is food supplement products can actually help them have a better health.

Information Search: The reason to buy food supplement products because they can get the confirmation from reliable organization only, followed by searching from advertising from either radio or TV is the tool to drive my buying decision and advertising from Newspaper, Magazine, and leaflet is the tool to drive my buying decision

Alternative Evaluation: The item on the agreed level is they would normally compare the different brands of food supplement products before buying by tasting, followed by they buy food supplement products because its presenter is very well known and reliable.

5.3 Conclusion and discussion

The overall results of this research study of international students can bring results to be discussed as follows.

From the research, the results found that the buying decision to buy food supplement by Thai online customers. That is ranking as need recognition, Information search, and alternative evaluation respectively.

Need recognition: The reviews of need recognition, found that the overall agree level with an average 3.89 when they are considered separately reason, the item on the agreed level was food supplement products can actually help us have a better skin condition, followed by obviously they have no time to take care of themself so food supplement products is becoming the easy way to help recover their health and above the level that is food supplement products can actually help them have a better health. If I buy food supplement products for eliminating thistly and increasing the freshness. I buy food supplement products because I have seen from somebody else and have been introduced by them. Food supplement products can actually help us have a better shape. I consume food supplement products because of its testy more than its benefit, and I buy and consume food supplement products because it represents my better and new healthy lifestyle.

Information Search: The overall agree level with an average 3.94 when they are considered separately reason found that the reason to buy food supplement products because they can get the confirmation from reliable organization only, followed by searching from advertising from either radio or TV is the tool to drive my buying decision and advertising from Newspaper, Magazine, and leaflet is the tool to drive my buying decision. They are agree is that Bottle Neck Tag on package is very useful to provide the information and benefit of which can drive my buying decision. They will buy food supplement products once its result must be guaranteed and recommended by food expert only. Support information from sale personal is the tool to drive my buying decision. Before making decision, they search the information of food supplement products from related article or research. Friends and office mates are a better source of information where they want more information than direct experience. Before making decision, the basically study and research the information

from its website. Before making decision, they would normally consider the benefit and quality that may be able to gain from other products that contribute the same value such as collagen capsule. and the research of information of food supplement products from my family before buying and consuming and they are level Neutral is that before making decision to buy food supplement products, they would normally consider the benefit from the other healthy (functional) drinks such as anti-stress & relax, smart brain.

Alternative Evaluation: Found that the overall agree level with an average 4.19 when they are considered separately found. The item on the agreed level is they would normally compare the different brands of food supplement products before buying by tasting, followed by they buy food supplement products because its presenter is very well known and reliable. They would basically compare the price among functional drink category and before selecting best one and buy food supplement products because its marketing promotion is very attractive. The overall agree level was bought food supplement products because they have realized that there are the varieties of advantage and specifically such as better sharp and better skin condition. They bought food supplement products because it is a reliable product and guaranteed by the food and drug administration. They bought food supplement products because they can clearly see the message and benefit about product on its package. They bought food supplement products because of its package. They bought food supplement products because it can obviously fulfill my healthy demand which can't be found from other drinks and they bought food supplement products because it can provide more value and benefit than others such as collagen capsule.

5.4 Recommendations

Recommendations from this study come directly from the results of this research. The best way of decision making to buy food supplement were using need recognition, information search and alternative evaluation respectively. The researcher give some advice that found from doing this research to person who may use this research for their information or reference as follow:

1. Department of Consumer Protection There should be a short-term plan. By promoting public knowledge and understanding of the benefits. The side effects and

dangers of consuming health supplements should act to suit the target audience and should be continued.

- 2. There should be coordination between government agencies and the private sector. In support of accurate and interesting information through various media, particularly television advertising is a medium that can reach people quickly and efficiently and also to educate the public properly. Instilling values and should be considered in choosing supplements. The quality and properties rather than considering the expensive prices of products.
- 3. The next research should be conducted in-depth interviews before making a query to guide and inform consumers first. Then came for correction and query optimization and should keep those who did not consume supplements.



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APPENDIX A SURVEY QUESTIONNAIRE

Questionnaire

Subject: A Study on the Influence of Marketing Mix on Decision Making to Buy Food Supplement by Thai Online and Facebook Users

Part 1: Perso	onal Characteristics	
Please mark ^a	$\sqrt{\text{into }}$ which right to the answer.	
1. Gender	□Male □Female	
2. Age		
	□20-25 Years Old □26-30 Yea	rs Old □31-35 Years Old
	□36-40 Years Old □Over 40 Y	ears Old
3. Education	level	
	□Lower than Bachelor's degree	□Bachelor's degree
	☐Master's degree	☐ Higher than Master's degree
4. Occupation	1	
	□Student	☐Business owner
	□Company officer	☐Government officer
	□Employee	☐Other, please
specif	·y	
5. Monthly in	come	
	□Less than or equal 10,000 Baht	□10,001-20,000 Baht
	20,001-30,000 Baht	□30,001-40,000 Baht
	☐More than 40,000 Baht	
Part 2: Cons	umer behavior	
6. Which type	e/kind of food supplement products ha	ave you been consuming currently?
(More tha	in one answer is acceptable)	
	□ Collagen	☐ Fiber
	□Coenzyme Q10	□Vitamin
	☐ Chlorophyll	□ Detox
	☐ Amino Acids and L-Carnitine	☐Other, please
		specify

7. How much do you spend by average per month to consume food supplement						
products?						
	☐Less than 500 Baht		$\Box 5$	01-1,000	Baht	
	□1,001-2,000 Baht			More than	2,000 Baht	
8. Which cha	nnel do you prefer to get food suppler			products?		
	□By EMS/Mail			By Messen	iger	
	☐Shop at drugstore (with onlin	e/faceboo	ok informa	ition)	
	☐ Shop at food supplement shop (with online/facebook information)					nation)
9. Which promotion do you prefer to buy food supplement products?						
☐ Buy10 boxes get 1 box free☐ Point collection for discount						
☐ Buy1 box get 1gimmick (such as key ring)						
	☐ Special price					
Part 3: Buying decision process						
Please mark $\sqrt{\text{ into }}$ to evaluate the level of importance relating to the following						
statements (Please choose only one for each question)						
statements (1	rease emocse emy eme r	or cach qu	cstion)			
	2000 0110000 01119 0110 1	or each qu		vel of agr	eement	
<u> </u>	aying decision process	5		evel of agree	eement 2	1
Consumer by			Le			1 Strongly
Consumer by of food su	uying decision process	5	Le 4	3	2	_
Consumer by	uying decision process	5 Strongly	Le 4	3	2	Strongly
Consumer by of food su	uying decision process	5 Strongly	Le 4	3	2	Strongly
Consumer by of food su Need Recogn 1. Food sup	uying decision process applement products	5 Strongly	Le 4	3	2	Strongly
Consumer by of food su Need Recogn 1. Food sup actually help	nition plement products can	5 Strongly	Le 4	3	2	Strongly
Consumer by of food sup. Need Recogn 1. Food sup. actually help. 2. Food sup.	nition plement products can us have a better shape	5 Strongly	Le 4	3	2	Strongly
Consumer by of food sup. Need Recogn 1. Food sup. actually help. 2. Food sup.	nition plement products can us have a better shape plement products can	5 Strongly	Le 4	3	2	Strongly
Consumer by of food sure. Need Recognomer 1. Food supactually help actually help health	nition plement products can us have a better shape plement products can	5 Strongly	Le 4	3	2	Strongly
Consumer by of food support of	nition plement products can us have a better shape plement products can p us have a better	5 Strongly	Le 4	3	2	Strongly
Consumer by of food support of	nition plement products can us have a better shape plement products can p us have a better	5 Strongly	Le 4	3	2	Strongly
Consumer by of food support of	nition plement products can us have a better shape plement products can p us have a better	5 Strongly	Le 4	3	2	Strongly
Consumer by of food support of	nition plement products can us have a better shape plement products can p us have a better plement products can us have a better plement products can us have a better supplement products can us have a better skin	5 Strongly	Le 4	3	2	Strongly

Consumer buying decision process		Le	evel of agre	eement	
of food supplement products	5	4	3	2	1
5. Obviously I have no time to take					
care of myself so food supplement					
products is becoming the easy way					
to help recover my health					
6. I consume food supplement					
products because of its testy more					
than its benefit					
7. I buy and consume food	7 ,				
supplement products because it					
represents my better and new		Ζ,			
healthy lifestyle					
8. I buy food supplement products					
because I have seen from					
somebody else and have been					
introduced by them					
Information Search	100				
9. I research the information of		- /			
food supplement products from my					
family before buying and					
consuming					
10. My friends and office mates are					
a better source of information					
where I should rely more than my					
direct experience					
11. I will be buying food					
supplement products once its result					
must be guaranteed and					
recommended by food expert only					

Consumer buying decision process		Le	evel of agre	eement	
of food supplement products	5	4	3	2	1
13. Advertising from either radio					
or TV is the tool to drive my					
buying decision					
14. Advertising from Newspaper,					
Magazine, and leaflet is the tool to					
drive my buying decision					
15. Support information from sale					
personal is the tool to drive my					
buying decision					
16. Bottle Neck Tag on package is					
very useful to provide the					
information and benefit of which					
can drive my buying decision					
17. Before making decision, I		/			
basically study and research the					
information from its website					
18. Before making decision, I					
search the information of food					
supplement products from related					
article or research					
19. Before making decision, I					
would normally consider the					
benefit and quality I may be able to					
gain from other products that					
contribute the same value such as					
collagen capsule.					

	Le	evel of agre	eement	
5	4	3	2	1
			9	
	5			Level of agreement 5 4 3 2

Consumer buying decision process	Level of agreement							
of food supplement products	5	4	3	2	1			
28. I buy food supplement products								
because of its package								
29. I buy food supplement products								
because I can clearly see the								
message and benefit about product								
on its package								
30. I buy food supplement products								
because its presenter is very well								
known and reliable		7						

Comment:		47				
				\mathcal{A}		
	/ /		\mathcal{A}		7	
		7				

Thank your kind cooperation

BIOGRAPHY

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