PERCEPTION OF HERBAL PRODUCTS, MARKETING OF HERBAL PRODUCTS AND INTENTION TO USE HERBAL PRODUCTS: A CASE OF ELDERLY PATIENTS AT SOMDECH PHRA DEBARATANA MEDICAL CENTER, FACULTY OF MEDICINE RAMATHIBODI THAILAND

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Abstract: Herb is the important natural resource of the world. It is a component of food or medicine for a long time. Thai government has announced "National plan for Thai herb development" since 2017(Department of Thai traditional and alternative medicine, 2017). This plan aims to promote herbal research, development, production and consumption domestically to be self-reliant and reduce national medical expenditure. Thailand confronts the ageing society therefore herb maybe one of the medical choice for them. To understand their perception to herbal product and intention to use herbal product is important for the involving party. This cross-sectional quantitative research's objectives were to survey the perception of the elderly patients toward herb and marketing strategy of herbal product, to survey the patients' intention to use herbal products and to study the factoring influencing the patients' intention to use herbal products.The population of this study was the patients who have at least one of the following diseases, Hypertension, Diabetes mellitus and Dyslipidemia. They were treated at out-patient department at Somdech Phra Debaratana Medical Center (SDMC) Faculty of Medicine Ramathibodi hospital Mahidol University. Total population was 703,000 patients and sample size was 400 patients based on Taro Yamane. The questionnaire contained 3 parts; general information, perception to marketing activities according to the marketing mix concept (4P) and lastly perception to herbal product and intention to use.The result shown that perception to Product perspective was the highest among 4P's perception (2.48 out of 3.00) and the average perception of the respondent to herbal product was 2.41 from 3.00 which meant high perception to herbal product. While, average intention to use herbal product was 2.30/3.00 which meant moderate level of intention.The study also found that the factors influenced the intention to use herbal product were 1. Perception "using herbal product reduce medical expenditure", 2. Perception "using herbal product can raise nation income", 3. Perception "herbal product is useful to health", 4. Free sample, 5. Reasonable pricing, 6. Distribution store coverage, 7. Nice distribution store, 8. Informative label/insert, 9. Premium pricing, 10. Perception "herbal product can cure the disease", and lastly 11.Informative sales person. It also showed the R square was 0.377 which meant all of these factors predicted the intention to use herbal product at 37.7%.

Keywords: Elderly patients, herbal product, consumer perception, intention to use, marketing management

บทคัดย่อ: สมุนไพรเป็นทรัพยากรธรรมชาติที่สำคัญของโลก เป็นส่วนประกอบของอาหารและยามาเป็นเวลานาน รัฐบาลไทยได้ประกาศแผน แห่งชาติว่าด้วยการพัฒนาสมุนไพรไทยใน พ.ศ. 2560 เพื่อส่งเสริมงานวิจัยทางสมุนไพร การพัฒนาสมุนไพร การผลิตสมุนไพร และ การบริโภค สมุนไพรภายในประเทศ เพื่อการพึ่งพาตนเอง และ ลดรายจ่ายด้านการแพทย์ของประเทศ ปัจจุบันประเทศไทยกำลังเผชิญกับสังคมสูงวัย และ สมุนไพรอาจจะเป็นตัวเลือกหนึ่งในการรักษาโรคของคนไข้ การทำความเข้าใจการรับรู้ต่อสมุนไพร และความตั้งใจที่จะใช้สมุนไพรจึงมีความสำคัญ ต่อภาคส่วนที่เกี่ยวข้อง งานวิจัยเชิงคุณภาพแบบภาคตัดขวางนี้มีวัตถุประสงค์ เพื่อศึกษาการรับรู้ของคนไข้สูงอายุต่อผลิตภัณฑ์สมุนไพร และ กลยุทธ์ การตลาดของผลิตภัณฑ์สมุนไพร รวมทั้งปัจจัยที่มีอิทธิพลต่อความตั้งใจจะใช้ผลิตภัณฑ์สมุนไพร

กลุ่มประชากรที่จะศึกษาคือ ผู้สูงอายุที่มีโรคประจำตัวอย่างน้อย 1 โรคใน 3 โรคต่อไปนี้ โรคความดันโลหิตสูง เบาหวาน ไขมันในเลือดสูงที่ได้รับ การรักษาที่ศูนย์การแพทย์สมเด็จพระเทพรัตน์ โรงพยาบาลรามาธิบดี จำนวน 703,000 คน และทำการสุ่มแบบสะดวกจำนวน 400 คนโดยการคำนวณ กลุ่มตัวอย่างของ Taro Yamane แบบสอบถามมีด้วย 3 ส่วนได้แก่ แบบสอบถามข้อมูลทั่วไป แบบสอบถามความรับรู้ต่อกิจกรรมการตลาดของ ผลิตภัณฑ์สมุนไพรตามแนวคิดของส่วนประสมการตลาด (4P) และ การรับรู้ต่อผลิตภัณฑ์สมุนไพรรวมทั้งความตั้งใจจะใช้ผลิตภัณฑ์สมุนไพร ผล การศึกษาพบว่า การรับรู้ต่อมุมมองด้านผลิตภัณฑ์ในส่วนประสมการตลาด (4P) มีระดับการรับรู้ที่สูงสุด (2.48 จาก 3.00) ค่าเฉลี่ยการรับรู้ของกลุ่ม ตัวอย่างต่อผลิตภัณฑ์สมุนไพรเท่ากับ 2.41 จาก 3.00 นับว่ามีการรับรู้ที่สูง ในขณะที่มีความตั้งใจใช้ผลิตภัณฑ์สมุนไพรเฉลี่ยเท่ากับ 2.30 จาก 3.00 ซึ่ง หมายความว่ามีความตั้งใจจะใช้สมุนไพรในระดับปานกลาง นอกจากนี้ยังพบปัจจัยที่มีอิทธิพลต่อความตั้งใจจะซื้อผลิตภัณฑ์สมุนไพร ได้แก่ 1. การ รับรู้ว่าผลิตภัณฑ์สมุนไพรจะช่วยลดค่าใช้จ่ายทางการแพทย์ 2. การรับรู้ว่าผลิตภัณฑ์สมุนไพรช่วยสร้างรายได้แก่ประเทศ 3. การรับรู้ว่าผลิตภัณฑ์ สมุนไพรเป็นประโยชน์ต่อสุขภาพ 4. การมีตัวอย่างแจกฟรี 5. ราคาสมเหตุสมผล 6. การจัดจำหน่ายที่ครอบคลุม 7. การมีสถานที่จัดจำหน่ายที่สวยงาม 8. การมีฉลากและเอกสารกำกับที่ให้ข้อมูลเกี่ยวกับผลิตภัณฑ์ 9. ราคาที่แพง 10. การรับรู้เกี่ยวกับผลิตภัณฑ์สมุนไพรว่าสามารถช่วยรักษาโรค 11. การ มีพนักงานขายที่ให้ความรู้และข้อมูล ปัจจัยทั้งหมดส่งผลต่อการตั้งใจจะใช้ผลิตภัณฑ์สมุนไพรร้อยละ 37.7 หรือ R^2 มีค่าเท่ากับ 0.377

คำสำคัญ: ผู้ป่วยสูงอายุ ผลิตภัณฑ์สมุนไพร การรับรู้ การตั้งใจจะใช้ การจัดการการตลาด

INTRODUCTION

Herb is the important natural resources of the world. It is a component of food or medicine for a long time. Thai government has announced "National plan for Thai herb development" since 2017(Department of Thai traditional and alternative medicine, 2017). This plan aims to promote herbal research, development, production and consumption domestically to be self-reliant and reduce national medical expenditure. In addition, another aim is to increase the amount of herbal export internationally. It is accepted that herb is one of the medical alternative for patients.

Currently Thailand and worldwide is going to be an ageing society. In 2050, elderly population in Thailand will be 30% of total population (Nilnate *et al.*, 2016). In addition, elderly people have a tendency to suffer from many diseases (Luerat *et al.*, 2018) and they will need more alternative for their well-being. Herb may be one of their choices.

Perception is a process by which individuals organize and interpret their sensory impressions to give meaning to their environment (Robbin and Judge, 2013). It composes of 4 steps; exposure, attention, interpretation and retention (Hawkins *et al.*, 2007). Perception of consumer determines their purchase as a result. Therefore, perception to herbal product is the important information for the healthcare service providers and herbal product producing company as well as Thai Government. Herb is one of the health alternatives which is reasonable price and easy to use with less harm. Additionally, consumption of herbal product is the source of growth for herbal product company and GDP of the nation.

Marketing mix is the marketing concept (Constantinides, 2010) that has been used to design the offering to meet the customer's needs by focusing 4 perspectives i.e. product, price, place and promotion. The product perspective normally covers ingredient, appearance, package, label and brand of the product offering. The price perspective is referred to the pricing tactic for the product i.e. price premium, reasonable pricing, psychological pricing, seasonal pricing, discounting pricing and etc. The place perspective is the distribution of the product to the customer including store decoration, store coverage and e-commerce. Finally, the promotion perspective is how the company communicates with their customer. It consists of advertising, public relation, sales promotion, direct marketing and personal selling. (Goi, 2009)

This research's objectives were to survey the perception of the elderly patients toward herbal product and marketing strategy of herbal product, to survey the patients' intention to use herbal products and to study the factoring influencing the patients' intention to use herbal products.

MATERIALS AND METHODS

This was a cross sectional study. The researcher developed the questionnaire by using the marketing mix concept (4P) and perception-buying theory. It was validated by 3 experts and the pilot survey for reliability test was done by using 30 elderly patients. The Cronbach's apha coefficient was 91.00 which meant very high reliable (Cronbach, 1990). It was 3-level Likert scale (1=minimal agreement, 2= medium agreement, 3=maximum agreement) and there are 3 meaning intervals (1.00-1.67 means "minimal agreement/less positive perception ", 1.68-2.34 means "moderate agreement/moderate positive perception" and 2.35-3.00 means "maximum agreement/high positive perception)

The population of this study was the patients who have at least one of the following disease; Hypertension, Diabetes mellitus and Dyslipidemia. They were treated at out-patient department at Somdech Phra Debaratana Medical Center (SDMC) Faculty of Medicine Ramathibodi hospital Mahidol University. Total population was 703,000 patients as of October 2017 and sample size is 400 patients based on Taro Yamane (1973). The inclusion criteria were; 1) age older than 60 years old and 2) having at least one disease from 3 diseases; Hypertension, Diabetes mellitus and Dyslipidemia. Convenient sampling was used in this study.

The questionnaire contained 3 parts; general information, perception to marketing activities according to the marketing mix concept (4P) and lastly perception to herbal product and intention to use.

This study has been approved by Internal Review Board of Faculty of Medicine Ramathibodi hospital Mahidol University on Dec28, 2017. Data collection method was asking the selected patients and recording by the team of researchers at the ground floor of SDMC during January-Febuary 2018.

RESULTS AND DISCUSSION

Response rate of this study was 100% (n=400). Average age of the respondent was 70.09 years (S.D.=7.22) and average income was 19,508.25 Baht (S.D.=52,425.13). More than half was female (53.8%) and their education were lower than bachelor degree (52.8%). Most of the respondent stayed in municipal area (79.8%) and had CSMBS health insurance scheme (66.8%). Seventy-nine percent had lived with family. Lastly, 50.5% aware of National herb promotion roadmap and 22.3% knew about the details of the roadmap. (Table 1)

Table 1. General information of the respondent

Data	Amount	Percentage
Gender		
Male	185	46.3
Female	215	53.8
Education		
Below bachelor degree	211	52.8
Bachelor degree	189	47.3
Living area		
Municipal	319	79.8

Out of municipal	81	20.2
Health insurance		
CSMBS	267	66.8
UC	61	15.3
SSS	33	8.3
Etc. (self-insurance, out of self-pocket)	39	9.8
Staying		
With family	316	79.0
With married couple	68	17.0
Alone	16	4.0
National Herb roadmap		
Aware	202	50.5
Not aware	198	49.5
Know detail of the roadmap	89	22.3
Not know detail of the roadmap	311	77.8

Regarding perception to marketing mix, perception to Product perspective was the highest among 4P. It was 2.48 from 3.00 and meant maximal or highest perception. (Table 2) When considered individual item in Product perspective, it was found that 4 from 6 were in the maximal perception which were FDA or GMP certificate (2.75/3.00),Informative label(2.64/3.00), Informative external package (2.59 /3.00), and Convenient package(2.49/3.00). Reasonable price was the highest perception (2.58 /3.00) of the Price component. Distribution store coverage was the highest perception (2.37/3.00) of the Place component and Informative Sales person was the highest perception of the Promotion component and its average score was 2.02 and it meant medium perception (Table 2)

Table 2. Perception to marketing mix (4P)

Statement		Mean	S.D.	Perception
Product				
Nice package		1.95	0.88	Moderate
Informative external package		2.59	0.71	High
Convenient package		2.49	0.77	High
Informative label/insert		2.64	0.67	High
FDA or GMP certificate		2.75	0.56	High
Strong brand		1.91	0.86	Moderate
	Total	2.48	0.52	High
Price				
Reasonable pricing		2.58	0.70	High
Premium pricing		1.83	0.82	Moderate
Psychological pricing		1.61	0.82	Less

	Total	2.01	0.59	Moderate
Place				
Distribution store coverage		2.37	0.83	High
Nice distribution store		2.09	0.90	Moderate
Internet channel		1.79	0.87	Moderate
	Total	2.23	0.76	Moderate
Promotion				
Free sample		1.87	0.90	Moderate
Informative Sales person		2.02	0.88	Moderate
Advertisement and PR		1.92	0.85	Moderate
Sales promotion		1.61	0.82	Less
Celebrity as a presenter		1.41	0.71	Less
	Total	1.79	0.63	Moderate

Table 3. Perception to herbal product and intention to use herbal product

Perception statement	Mean	S.D.	Perception
Herbal product is safe to use	2.28	0.65	Moderate
Herbal product is useful to health	2.47	0.64	High
Herbal product can cure the disease	2.49	0.64	High
Herbal product has less toxic /side effect	2.07	0.73	Moderate
Using herbal product can raise nation income	2.65	0.60	High
Using herbal product supports self-reliance	2.60	0.64	High
Using herbal product reduce medical expenditure	2.43	0.75	High
Herbal product has scientific evidence support	2.26	0.78	Moderate
Herbal product has clear indication	2.14	0.81	Moderate
Herb is valuable intellectual property	2.84	0.42	High
Average perception	2.41	0.41	High
Intention to use herbal product	2.30	0.67	Moderate

From Table 3, average perception of the respondent to herbal product was 2.41 from 3.00 which meant high perception to herbal product. Considering in each item, it found "herb is valuable intellectual property" (2.84/3.00) was the highest perception (2.65/3.00) and the lowest perception was "Herbal product has less toxic/side effect" but it was in the moderate level (2.07/3.00)of the meaning of the perception. Intention to use herbal product was 2.30/3.00 which meant moderate level of intention.

Table 4. Mean comparison of perception to herbal product and Intention to use herbal product

Aspect	Perception to herb product Mean (S.D.)	p	Intention to use herbal product Mean (S.D.)	p
Gender				
Male	2.50 (0.36)	<0.001*	**2.38 (0.64)**	0.035*
Female	2.34 (0.43)		2.28 (0.69)	
Education				
Below bachelor	2.38 (0.42)	0.149	2.26 (0.68)	0.189
Bachelor	2.44 (0.40)		2.34 (0.66)	
Living area				
Municipal	2.41 (0.41)	0.616	2.31 (0.67)	0.518
Out of municipal	2.39 (0.41)		2.25 (0.65)	
Duration of disease				
< 10 years	2.34 (0.42)	0.022*	2.27 (0.69)	0.523
10 years and more	2.44 (0.39)		2.32 (0.66)	
National Herb roadmap				
Aware	2.37 (0.41)	0.038*	2.25 (0.67)	0.133
Not aware	2.45 (0.40)		2.35 (0.67)	

Statistical significance at 95 %confidence interval

Table 4 showed the mean comparison of the respondent's general information to herbal product perception and intention to use herbal product .Male, Duration of disease and awareness to the national herbal roadmap were significantly higher than the counterpart .Only male respondent was significantly different to female for intention to use herbal product.

Table 5. Factor affecting intention to use herbal product, B, S.E., beta, t and p

	B	S.E.	beta	t	p
(Constant)	0.412	0.165		2.506	.013
Using herbal product reduce medical expenditure	0.162	0.044	0.180	3.644	.000
Using herbal product can raise nation income	0.162	0.056	0.144	2.878	.004
Herbal product is useful to health	0.125	0.053	0.119	2.350	.019
Free sample	0.133	0.041	0.178	3.227	.001
Reasonable pricing	-0.197	0.046	-0.205	-4.268	.000
Distribution store coverage	0.178	0.042	0.220	4.270	.000
Nice distribution store	-0.139	0.036	-0.186	-3.842	.000
Informative label/insert	0.166	0.047	0.165	3.525	.000

Premium pricing	0.171	0.036	0.208	4.693	.000
Herbal product can cure the disease	0.136	0.054	0.131	2.507	.013
Informative Sales person	-0.100	0.042	-0.132	-2.405	.017

$$R=0.614 \quad R^2=0.377 \quad R^2adj=0.359$$

After step-wised multiple regression was performed, the factor influenced the intention to use herbal product were 1. perception "using herbal product reduce medical expenditure", 2. perception "using herbal product can raise nation income", 3. perception "herbal product is useful to health", 4. free sample, 5. reasonable pricing, 6. distribution store coverage, 7. nice distribution store, 8. informative label/insert, 9. premium pricing, 10. perception "herbal product can cure the disease", and lastly 11. informative sales person (Table 5.) It also showed the R square was 0.377 which meant all of these factors predicted the intention to use herbal product at 37.7 %. The equation predicting the intention to use herbal product was as the following;

$$Y = 0.412 + 0.162X_1 + 0.162X_2 + 0.125X_3 + 0.133X_4 - 0.197X_5 + 0.178X_6 - 0.139X_7 + 0.166X_8 + 0.171X_9 + 0.136X_{10} - 0.100X_{11}$$

Y = Intention to use herbal product

X_1 = using herbal product reduce medical expenditure

X_2 = using herbal product can raise nation income

X_3 = herbal product is useful to health

X_4 = free sample, X_5 reasonable pricing, X_6 = distribution store coverage

X_7 = nice distribution store, X_8 = informative label/insert, X_9 = premium pricing

X_{10} = herbal product can cure the disease, and lastly, X_{11} = informative Sales person

Awareness to the National herb roadmap

Referring to the Table 1, around 50% of the respondent has an awareness of the National plan while only 22.3% of this group knew the detail of the plan. It was low awareness comparing the suggestion from Kotler and Keller (2012). The good marketing campaign should build 70% awareness of the target group in the first year of the campaign launch. In the case of the National herb plan, the communication strategy to the public should be reconsidered and raise up the awareness quickly because the high awareness will bring about the high volume of the purchase. Consequently, objective of the National plan will be achieved.

Perception to marketing mix (4P)

Among 4 components of the marketing mix (4P), the top highest respondents' perception was product perspective and second top highest respondents' perception was place component. It meant the respondent concerned more of detail and feature of product and the distribution of the product rather than price and promotion of the product. It implied that the respondent was not sensitive to price and promotion activities of the herb product. This finding was very positive for consumer protection and showed that the respondent had a good mindset for consuming the herbal product (Table 2).

When analyzing the detail of each component of Product component (Table 2), it was found that most of the respondents preferred the herbal product having FDA or GMP certification, Informative label/insert and package, and convenient package. It implied that the

respondent relied mostly on the quality of the herbal product which has to be certified by the FDA or having the manufacturing standard (GMP). Information of label/insert and package was also important to the consumer's decision similar to another study finding which the respondent needed the information on the package. (Utama-ang *et al*., 2015). Because the respondent were evidence-based people who relied on the concrete information. Lastly the convenient of the package was important for the senior people like the respondent of this study. Because the elderly has less function of the organ causing by age, consumer focused package design would be crucial in the aging society and it was similar to Koonthonsabe (2010). Our findings also concord with the finding of Chirunthorn *et al*. (2007) which demonstrate the high perception of the consumer to the product perspective esp. FDA certificate.

      For price component, the study found that the respondent preferred reasonable price more than other 2 price strategy i.e. premium price and psychological price or shock price. It meant that respondent preferred reasonable price when purchased the herbal product because of the limited income. Contrary to the finding of Chirunthorn *et al*. (2007) which argued that the premium price had impact on the dietary products purchasing behavior of the not yet retired consumers.

      Because of the age of the respondent, it made them difficult to travel to buy the herb product, hence the distribution coverage was significant to the elderly when decided to purchase (Table 2). It was in line with Kotler and Keller's explanation (2012).

      Lastly, the lowest perception to 4P was using celebrity as a presenter and sales promotion. It confirmed that the respondent was evidence based mind set and did not concern about the mainstream marketing activities like these two activities similar to Anekthammakul (2010) and Watanasin (2012). (Table 2)

Perception to herbal product
      The average perception to herbal product was high (2.41 out of 3.00). The highest perception to herbal product was "Herb is valuable intellectual property". It implied that the respondents had a pride of Thai herb and positively perceived to herb. Following with "Using herbal product can raise the nation income" and "Using herbal product support self-reliance" was the second and third rank of the perception. It meant that the respondent's perception was as same as the National herb plan's intention (2017) and Health System Research Institute (2016). Among the bottom three of the lowest positive perception was surprisingly "Herbal product has less toxic/side effect", "Herbal product has clear indication" and "Herbal product has scientific evidence support". It reflected less positive opinion of the consumer to the herbal product due to there were many low quality product available in the market. Also the product indication that was not certified by the control agency and was promoted from the illegal herbal selling company or persuade by using less of scientific evidence to support the claim. It was similar to the finding of Chirunthorn *et al*. (2007) that showed the highly concern from the consumer about the FDA certificate. This situation showed the respondent had high consumer health literacy in order to safeguard themselves from the harm (Luerat *et al*, 2018). (Table 3)

Mean comparison of perception to herbal product
      Male respondent had a higher positive perception to herbal product and intention to use herbal product than female respondent significantly (Table4). It implied that male elderly had a tendency to perceive positively than female consumer. In addition male respondent also had higher intention to use herbal product than female respondents significantly. It might because male elderly had higher risk due to the male population life expectancy was lower than female (World health rankings, 2017). Male elderly might be afraid of that risk,

thereafter they seek for more supplement alternative than the counterpart. It was contrary to the finding of Woradej *et al.* (2015) and Chaichompoo (2012) which gender did not have an impact on using herb (Table4).

The respondent who had the duration of the disease more than 10 years had perception to herbal product morn than the respondent who had the duration of disease less than 10 year. Because the long duration of suffering might worried about their disease and looked for the supplement alternative to help enhancing the treatment outcome. This study's finding was similar to the previous finding of Woradej *et al.* (2015) (Table4).

Higher awareness of the National herb plan had more perception to herbal product than less awareness of the National herb roadmap. It might because the respondent who had high awareness of the plan, it influenced them to follow up the activities according to the roadmap and finally increased the preference to herbal product. It was similar to the theory of the perception based on Kotler and Keller (2012) (Table4)

Factor influenced the intention to use herbal product

Considering the predictive equation for intention to use herbal product, it contained 11 factors and all these factors predicted the intention to use herbal product (37.7%). 8 out of 11 was positively predicted the outcome while 3 of them was negatively influence. In this part, discussion was made based on categories of the factor as follows;

"Using herbal product reduce medical expenditure", "using herbal product can raise nation income" had a positive influence to intention to use herbal product and it was aligned with the intention of National Herbal Plan (Department of Thai Traditional and Alternative Medicine, 2017) and opinion of the researcher of Health System Research Institute (2016)

"Herbal product is useful to health" and "herbal product can cure the disease" were the fundamental belief of the respondent which had an impact on intention to use herbal product. When consumer had positively perception to herbal product, they will have strong tendency to use more of herbal product. This finding aligned with Kotler and Keller's concept of perception and buying behaviors (2012). It also aligned with the finding of Kountur and Huo (2013) that found the perception to the benefit from using herb is one of 3 major factors affecting attractiveness of herbal products.

Some of 4P components had a positive impact to intention to use herbal product i.e. free sample, distribution store coverage, informative label/insert, premium pricing. It could be explained that informative label/insert helped the consumer to realize whether the herbal product was suitable with their disease. So the information appeared on the label/insert would help consumer made-up their mind easily. This was similar to previous study that found the perception to herb indication had an impact on herb usage (Woradej *et al.*, 2015)

Free product sample could help the consumer learned about the efficacy of the herbal product after the trial period similar to previous (Wattansin, 2012).

Distribution store coverage made the consumer convenient to buy, therefore the intention to buy would increase as a result similar to Kotler and Keller (2012: 444). The premium pricing strategy implied the trustworthy of being premium. When the consumer looked at the price, they would assume that it was the high quality product similar to Kotler and Keller (2012) and Sandeep, Mewborn and Cain (2017). Contrary to reasonable price, it was not supportive the intention to buy the herbal product with the same explanation.

Nice distribution store had a negative impact to the intention to use herbal product. Similar to the perception of the elder consumer to the pharmacy store, the consumers perceived that the nice store would bring about the extra charge to their purchase comparing to the normal decorating store. Consequently the consumers would perceive the price of that store would be more expensive. It was similar with Kotler and Keller's suggestion that store

should consider all the sense in shaping the consumer's experience (2012) and related to their preference.

Informative sales person was also negative predictor for intention to use herbal product. It was an impact from Thai consumer behavior which did not prefer the more persuasive and aggressive sales persons to provide the. It made the consumer annoyed and did not like to be followed every foot-step to provide product information and it is similar to finding of Kountur and Huo (2013). They mention about friend was the good and trusted source of information to purchase herbal product

CONCLUSION

As we have realized the importance of herb to Thai society and promotion to develop and support to consume herb and herbal products are really crucial .This study confirmed the respondents had a high perception to herbal product and had a high perception to product perspective following by the moderate perception of Place, Price and Promotion respectively .

The respondents demonstrated the moderate intention to use herbal products and the research also found 9 factors influencing on the respondents 'intention to use herbal product.

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