

Digital Marketing Communication that Affects Online Purchase Decision Health and Beauty Supplements

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ABSTRACT

The purposes of this research were 1) to study the factors affecting customers' decision online purchase health and beauty supplements. 2) To study the relationship between the digital marketing communication and customers' decisions online purchase health and beauty supplements in Thailand. Quantitative research is research methodology. Population and sample are internet users in Thailand. The questionnaire is tool for collecting data and statistical is used for analyzing data such as frequency, percentage, mean, standard deviation, t-test analysis, one-way analysis of variance (ANOVA), and the Pearson's Correlation coefficient analysis. Results indicated that 1) customer decisions about online purchase of health and beauty supplements were at the highest level ($\bar{x} = 4.20$, S.D. = 0.498) in which the distribution channel is the most impacted. Moreover, differences in gender, age, marital status, and occupation had no significant impact on customer decisions. 2) The relationship between the digital marketing communication and customers' decisions online purchase health and beauty supplements was 0.69 (R= 0.69). Regarding to each aspect found that the digital marketing communication has a significant relationship with customers' decisions online purchase health and beauty supplements at 0.05.

Keywords - Digital Marketing Communication, health and beauty supplements, Online purchase

INTRODUCTION

In the past 5 years, the overall health and beauty supplement market has grown at a higher. However, today's consumers declining and the potential for supplement spending is limited. As a result, the health and beauty supplement market face more challenges in doing business. There has begun to slowdown after outstanding growth in the past 5 years, the health and beauty supplement consists of health food, medicine beauty supplement and nutritional supplements to increase physical performance. Currently, the health and beauty supplement market in Thailand is worth about 14 billion baht or 21 percent of the total the health and beauty supplement market value. Therefore, during 2016 and 2020, this market experienced remarkable growth 12% per year, with bestsellers in the skincare and weight loss products segment. This is mainly due to the media or current trends that focus on promoting the image of young people with smart body shape or brightly skin by representing a healthy person. In addition, consumers' spending habits to buy the health and beauty supplements that have spent almost the full ceiling of their budget, which is not more than 1,000 baht per month, due to potentially reduced income and the situation that caused the country's economy to slow down. Causing that they have not interested in the health and beauty supplements. Therefore, the growth prospects of the supplement market in the future may be limited by less demand. (Beauty supplements market with the challenges of the future, 2021).

However, online shopping of goods and services on the Internet is gained more attention from consumers in the digital age. The trend of using the internet and smartphones is increasing rapidly. As a result, there are more sales channels through the internet or online that able to be changed customer behavior. According to the results of the Thailand Internet User Profile 2020 survey conducted by the Electronic Transactions Development Agency or ETDA, it is found that Thai people tend to shop online more. The top three products or services that are most popularly ordered online are fashion products (42.6 percent), IT equipment (27.5 percent), and health and beauty products such as dietary supplements, cosmetic products, etc., (24.4 percent). Besides, the trend of increasing smartphone that make people access the Internet more convenient as well as the digital marketing trend has increased rapidly. This is an additional channel for business operators to better meet the customer needs. In addition, in 2020 online marketing is 89.92% high, with the first most popular being Facebook in the form of Boost Post and Boost Ads to reach more customers and target audience. On behalf of the service user, Big Data is used to develop e-commerce businesses by analyzing customer behavior. In order to offer new products up to 100%, to meet the needs as well as for marketing planning up to 92.85% and use environmental analysis to set a merchandising strategy at 85.71%. Marketingoops (2020) stated that the healthy and beauty supplement market in Thailand is expected to grow by 8.7% per year. The more Thai people's lifestyles with easy access to the Internet, there will be more Thai customers buying healthy and beauty supplements.

From the above reasons, the paper is interested in studying digital marketing communication affecting consumers' decision to online purchase healthy and beauty supplements in Thailand. In order to use the information as a guideline for improvement and development in digital marketing communication to suit the needs of the service users. Furthermore, there is the benefit of the manufacturer Distributors, marketers, as well as new entrepreneurs that interested in the healthy and beauty supplement marketing business.

Literature and Theory

2.1. General information about health and beauty supplements

Healthy and beauty supplements are not a substitute for a main meal. It is intended for people with normal health, and it is not intended for patients to have it. Nonetheless, most healthy and beauty supplements have similar forms and ingredients to pharmaceutical products but are not pharmaceutical products. Therefore, it does not have the properties that can be used to treat any disease.

2.1.1. Healthy and beauty supplement types

Currently, healthy and beauty supplements is registered with the Food and Drug Administration. There are more than 1,000 types of healthy and beauty supplements (Data from the Food and Drug Administration,2020) which can be divided into 8 groups as follows:

- 1) Vitamin food supplement
- 2) Dietary supplements that reduce the absorption of fat
- 3) Dietary supplements that increase energy metabolism
- 4) Food supplement group extracted from grains
- 5) Food supplement group extracted from herbs
- 6) Dietary supplement group with antioxidant properties reduce the incidence of cancer
- 7) Dietary supplements that help slow down aging
- 8) Dietary supplements that help in excretion

2.1.2. Healthy and beauty supplement label

This is because the information indicated on the label is all information that has been considered useful to the consumer. In addition, to checking the advertising information clearly, consumers should also check the text on the label to show all the essentials as required by law. Healthy and beauty supplement labels must display text in Thai language such as food name, food serial number in the FDA's mark, name and address of the manufacturer/packer or in imported products, the country of manufacture must also be indicated, net content Key ingredients, date of manufacture and expiration date, with the words “produced” and “expired” or “consumed before” labeled. In the case of adding color, flavoring, using preservatives, sweetener instead of sugar must also be indicated on the label.

2.2. Demographic concepts and theories

Demography refers to the study of humans in terms of demographic behavior and changes in demographic phenomena. The word demography is derived from two Greek words demo, which means a group of people. The word graphy corresponds to the word “Writing Up” or “Description”, which means writing, describing or describing shapes. So, when the two are combined, demography refers to the study of population. However, initially this term was not commonly used. Studies" are now recognized by researchers around the world as "demography" as a branch of the study of populations by their extent and content that studies the size, distribution, and composition of the population. Demographic change and the composition of demographic change including births, deaths, migrations and change in social status

2.1.1 composition of demography

Demographic composition refers to the characteristics of the population in various fields, such as gender, age, place of residence, marital status, education, occupation, race, language and religion, etc. The age and gender components are a basic element of the population that is considered to be more important than other elements. Because it is an important factor affecting the birth, death and migration This is an important factor that causes changes in the size, composition and population distribution. The demographics composition can be divided into different composition as follows:

- 1) Gender composition, the information about the gender structure of the population which is important in activities planning for both government and private sectors, such as planning for health care services and business planning, etc.
- 2) Age composition, age is an important fundamental population composition in demographic analysis. Age is an important variable in education such as birth, marriage, death and migration. In addition, knowledge of the age composition of the population that assists in manpower planning. expanding education as well as government social welfare programs for the population, etc.
- 3) Marriage composition, the UN has classified marital status as: single, married, widowed, divorced, married but not legally separated in which the difference in marital status is important to demographically proportion. Because the marital status affects the fertility and the mortality rates in the country, that is, the higher married women, the higher the birth rate. It was also found that married men and women have lower mortality rates than singles, widows and divorces in the same age group.
- 4) Education composition, education level of the population is an index that shows the economic and social status of the country. Information about the population education is useful information for governments and private sectors in taking it as a basis for projecting future manpower and national

development. It can be seen that any country has a high illiterate population, it means that the country is still very underdeveloped. And knowing the population at school age also helps in the government's education planning (Patra Roddarong, 2016).

2.3. Consumer behavior concepts and theories.

Consumer behavior refers to the behavior that consumers express whether they are seeking, buying, using, evaluating, or consuming a product or service in which consumers expect to meet their needs. There is focused on consumer decision-making to use the available resources, money, time, and energy to consume goods and services, including what to buy, why to buy, when to buy, how, where, and how often (Schiffman, L. G., & Kanuk, L. L., 2000). Furthermore, consumer behavior refers to the actions of any person who is directly related to the procurement and use of goods and services. This includes a pre-existing decision-making process, and which is involved in requiring such action (Schwarzl, S., & Grabowska, M., 2015).

2.3.1. Consumer behavior analysis

Consumer behavior analysis means the study or research of consumers' buying and using behaviors. In order to know the characteristics of the needs as well as the buying and using behavior of consumers. The results of the analysis support marketing mix to be able to meet the consumers satisfaction correctly and appropriately. The questions used in the consumer behaviour analysis to find consumer behaviour are 6Ws and 1Hs to analyse 7 aspects or 7Os. (Kotler P., and Keller K. L., 2012).

2.3.2. Consumer Buying Roles

Consumer buying roles refers to the consumption of goods or services at times as a group consumption, not as an individual (Thawanrat Yosakornwarakiat, 2017). Therefore, it is not only interested in the consumer who buys the product, but also that a product may be involved in other consumer buying roles, which must be addressed as follows:

- 1) Initiator means the person who presents the idea to buy the product first.
- 2) Influencer means a person who has a role to recommend buying or not buying a product and who has a role in finding information.
- 3) Decider means the person who decides to buy or not to buy a product.
- 4) Buyer means the person who buys the product.
- 5) User means the person who uses the product.

2.3.2. Target consumers

Marketers are unable to satisfy all consumers and cannot assume that every population is a consumer that needs to be valued. Therefore, marketing operations must select the target consumers. This means that a group of consumers who are similar in terms of needs and wants are likely to be satisfied with not much difference from the same marketing mix. Marketers have a variety of methods for segmenting consumers in order to reach their chosen target groups, such as single women, various occupations, groups with a bachelor's degree or higher, residing in Bangkok, etc. whether any group of consumers (Kotler P., and Keller K. L., 2012). The target consumer must have the following basic elements:

- 1) Need and want to consume goods or services.
- 2) Purchasing Power means having money and power to buy a product or influence to buy that product.

3) Purchasing behavior refers to the buying behavior of the final consumer who purchases goods or services for their own consumption or used within the family.

4) Consumption behavior refers to the decision-making behavior of consumers and expresses the choice of goods or services for consumption in order to obtain the highest satisfaction.

2.3.3. Factors Influencing Consumer Behavior

The decision to buy goods or services for consumption (Parinyaporn Sangsuk, 2018). It depends on the factors influencing consumer behavior as follows:

1) Consumer income, goods or services consumption of consumers will be more or less depending on the income of the consumer. That is, if there is more income, it will increase consumption accordingly. But if the income decreases, then the consumer will decrease consumption as well.

2) Price of goods and services, the amount of consumption depends on the product or service prices. That is, if the price of a product increases, the quantity consumed will decrease. But if the price of a product decreases, the quantity of consumption will increase.

3) Consumers tastes and values, it affects consumption behavior differently for each individual, age, sex, education level, income, occupation, society and environment.

4) Season. the consumption of some products varies according to the season. For example, the demand for water heaters will increase in winter. The use of air conditioning will increase in winter.

5) Price predictions³¹ it is a forecast of changes in the prices of various products that will occur in the future. This will affect the amount of product consumption, for example, if the price of rice is expected to increase the consumers also buy reserve rice before the price increases.

6) Sales strategy, credit gives consumers more power to consume goods or services to meet their needs.

7) Advertising and public relations, in order to stimulate consumers' desire to consume more product or service.

2.4. Digital marketing communication

Digital marketing communication is online marketing communication format that used Internet media for communication and sales between buyers and sellers to distribute and create market value. By creating communication and branding to meet the customer needs. In order to increase the opportunity to promote and sale products and services. This is a marketing tool to create marketing activities including image content, sound animation for the main purpose of marketing and distributing content to consumers as a means of communication that makes it accessible to each other (Lada Ampai Kimkaew, 2017). In addition, online marketing communication means marketing that uses Internet technology to support in advertising, public relations or information dissemination. It is a channel that allows consumers and entrepreneurs to communicate information easily accessible. Consequently, results in more effective communication to reach the target audience and data can be updated at any time, instantly and with accuracy (Rujirek Srisansuk, 2018).

Related Works or Discussion

Nusara Buranawong (2015), Sarocha Nonraksanukul (2017) and Kannikar Naowsangsri (2017), studying factors in using Digital Marketing for consumer purchasing decisions. The three researchers came to a consistent conclusion that Consumers perceive advertising media with creative presentation style. It helps to understand the

properties of the product more and often choose to remember the advertising media of the brand. Therefore, design advertising media to have a creative presentation style. Conveys the properties of the product clearly and concisely. It is unique and can reach consumers directly. Consumers are exposed to a variety of advertising media. Therefore, the content should not be too long as it makes it uninteresting. But consumers prefer product reviews. by reviews from trusted people who are credible in the eyes of consumers If able to recommend products correctly and able to answer questions This will make the information received from the salesperson be reliable as well. Creating products that meet the needs of consumers is important. Details that show consumers that the product has advantages or strengths that Being superior to competitors is another important factor for digital marketing.

Patra Roddamrong (2016) studied the factors affecting the purchasing decision of collagen beauty supplement products through Facebook. The result found that most of the samples were female, aged between 31 - 40 years, with a bachelor's degree and occupation of a private company employee. The average monthly income is between 20,001 - 30,000 baht. The frequency of playing Facebook is about 1-3 hours per day. There is a behavior of purchasing collagen beauty supplements through the Internet with a purchase frequency of 1 time per month. The cost per time is 500 baht. The water-soluble powder is selected product. It is intended to be purchased for skin whitening. The review from real users is influenced the purchase decision. In terms of marketing factors, it was found that consumers gave importance to products at the highest level. In term of price, distribution channels, place and promotion were at a high level for emphasis on motivation, reason and emotion.

Natthamon Dejpraphasorn (2015) studied the factors affecting consumers' decision to purchase dietary supplements via the Internet. The 7Ps marketing mix factor was used to determine the gender differences in demographic characteristics such as age, marital status, average monthly income, education and career. Are there different decisions to buy dietary supplements on the Internet? To find the factors affect consumers' decision to buy dietary supplements on the Internet. This will be a guideline for doing business and will be the basic information that will be used in planning the development of the food supplement business in the future. Online questionnaires are used as a collection tool. Data were collected and analyzed by using the processing of the SPSS. The results showed that the factors affecting the decision to purchase dietary supplements on the Internet. The order from highest to lowest is the distribution channel, physical and process, price, product brand and packaging characteristics. The demographic characteristics were different in terms of gender, age, marital status, and average monthly income, education and career. The results showed that there were no differences in the decision to purchase dietary supplements on the Internet between different genders, ages, marital status and occupation while the average monthly income and educational are different. There are different decisions to buy supplements on the Internet with higher average monthly incomes had a higher than lower average incomes. In term of education, postgraduate had a higher average of making dietary supplement purchase decisions than lower education level.

According to literature review can be summarized research conceptual framework as showed in figure 2.1

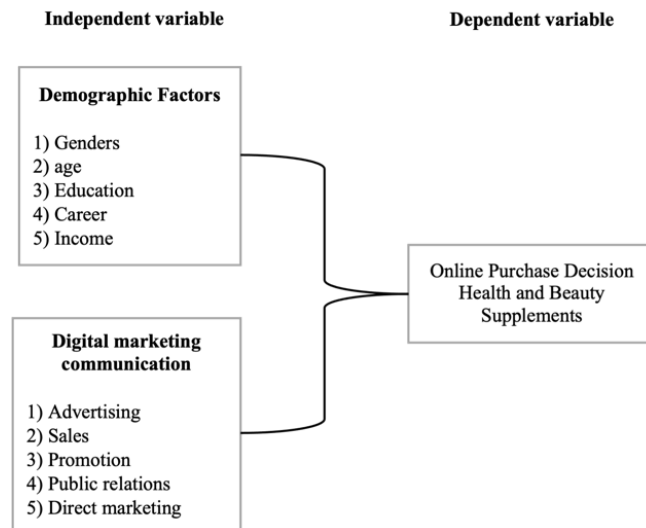


Figure 2.1. Research conceptual framework

Methods

The quantitative research is approached in this research by studying documentary research, theoretical concepts, and related research. The questionnaire is research tool for collecting data.

3.1. Population and sample

The population in this study is people who used to consume and purchase healthy and beauty supplements on the Internet. Since the exact population from reliable sources are unable to determine, the Cochran formula is used to calculate the sample size (Cochran, 1963). The highest variance is $p = 0.5$ and $q = 0.5$ with 5% error at the 95% confidence. The optimal sample size is 385 cases by calculating the sample size in case of unknown population at the 95% confidence level. However, to prevent errors that may arise from incomplete survey responses, the sample size is changed to 400 cases in which questionnaires is distributed only to those who has consumed and purchased healthy and beauty supplements on the Internet.

3.2. Data collection

1) Secondary data, it can be obtained by studying and researching information from relevant electronic media sources such as academic documents, research, thesis, journals, and websites to use as research information.

2) Primary information, a total 400 questionnaires are distributed by collecting questionnaires online. Then all the information is collected manually after that the data collected from the completed questionnaire are checked for completeness of all items. Finally, the data is converted to be tested in the program for analysing the statistics.

3.3. Data analysis

The data obtained for statistical analysis are frequency, percentage, mean, standard deviation, hypothesis test, t-Test, One-way Anova, and Pearson Correlation.

Results

4.1. Analysis result

4.1.1. Demographic data of the respondents

The analysis results of the respondent's demographic found that the most respondents are female (75 %), aged 30-39 years (53%), bachelor's degree (70.50%), government employee (46%), and income 20,001-30,000 baht (41.50%).

4.1.2. Opinion level on digital marketing communication

Overall, digital marketing communication opinion is a high level ($\bar{x} = 4.09$). Considering each aspect, it is summarised that most digital marketing communication opinion is a high level. The sales by employees through digital media is at highest opinion level ($\bar{x} = 4.42$) and the public relation through digital media is at high opinion level ($\bar{x} = 4.20$), Sales promotion through digital media ($\bar{x} = 4.12$), advertising through digital media ($\bar{x} = 4.01$) and direct marketing through digital media ($\bar{x} = 3.88$), respectively.

An analysis of consumer opinions on online purchasing decisions of healthy and beauty supplement, the overall purchase decision of the product is at a high opinion level ($\bar{x} = 4.16$). Considering each aspect, it is found that most of the conclusion of their purchase decision has a high average opinion level. The evaluation of alternatives ($\bar{x} = 4.29$) is at highest opinion level. For information search ($\bar{x} = 4.20$) is at high opinion level then post-purchase behaviour ($\bar{x} = 4.16$), purchase decision ($\bar{x} = 4.07$), and problem recognition ($\bar{x} = 3.90$), respectively.

The relationship between digital marketing communications and consumers' online purchasing decisions of healthy and beauty supplement. Overall, the Pearson Correlations between independent variables is digital marketing and the dependent variables is purchase decisions. It is found that the correlation value $r = 0.691$ Sig = 0.000 which is less than the statistical significance level of 0.05 means that digital marketing is statistically significant relationship with the purchase decision (69.30%).

Conclusion and Future Work

5.1. Research results summary and discussion

The research result from study on digital marketing communication that affects online purchase decision Health and Beauty Supplements can be discussed as follows:

5.1.1 The factors affecting customers' decision online purchase health and beauty supplements

The factors affecting customers' decision online purchase health and beauty supplements consists of problem recognition, information search, alternatives evaluation, decision-making, and post-purchase behaviour in which the overall opinion is at a high level ($\bar{x} = 4.16$). This is consistent with Parinyaporn Sangsuk (2018)'s research in which the results showed that the opinions purchase behaviour have 100% ready-to-drink fruit and vegetable juice. For problem recognition and information search are very important factors which consisted with the research of Suthinee Chattarakul (2014). Where, the research found that the problem recognition opinion is high important level for the stage that the 3rd generation of Thai fashion designer brand consumers. Therefore, the brand has created and communicated to the target consumers in the form of clothes information and images that the brand presents when there is a preference and demand for the product. It is the motivation and driving force that causes the need to buy products. Besides, to find information to support the purchase decision by seeking information and evaluating external information based on cultural trends. Alternative's evaluation factor is high important level as the research results of Siriwat Mueanpho (2017), that showed that evaluating consumer choices used in purchasing decisions of consumers by comparing the prices of each brand and consider the benefits brand comparison after sales service and warranty.

5.1.2 The relationship between digital marketing communications and consumers' online purchasing decisions of healthy and beauty supplement

To find the relationship between digital marketing communications that affect consumers' online purchasing decisions of healthy and beauty supplement. The digital marketing communication consists of advertising through digital media, sales by employees through digital media, promotion through digital media, public relations through digital media and direct marketing through digital media. It is related to online purchasing decisions of healthy and beauty supplement in all 5 factors.

Digital advertising is 34% associated with overall online purchasing decisions of healthy and beauty supplement. Advertising through digital media being associated with online purchasing decisions of healthy and beauty supplement (27.70%). There is correlated with information search (25.50%), correlated with alternative evaluation (32%), 24.90% relationship with purchasing decisions and there is 24.90% correlated with purchase behavior, respectively.

In terms of employee sales through digital media, there is correlated (60%) with overall online purchasing decisions of healthy and beauty supplement. Employee sales through digital media is associated (40.01%) with online purchasing decisions of healthy and beauty supplement, correlated (52.30%) with information search, alternative evaluation relationships (50%), correlated with purchasing decision (49.80%) and correlated with post-purchase behavior (54.40%).

For promotion through digital media, there is (55.90%) correlation with overall online purchasing decisions of healthy and beauty supplement. Digital marketing communication in digital media promotion is (44%) correlated with online purchasing decisions of healthy and beauty supplement regarding problem perception. There is a relationship with the information search (45.10%), correlated with the alternative assessment (38.40%), correlated with the purchase decision (48.50%) and there is correlated with purchase behavior (53.50%).

In terms of public relations through digital media, there is (65.40%) correlation with overall online purchasing decisions of healthy and beauty supplement. Digital marketing communication, public relations through digital media is associated with online purchasing decisions of healthy and beauty supplement (49.80%) regarding problem recognition. There is a 52.40% relationship with information search, correlated with alternative evaluation (48.30%), 56.50% correlation with purchasing decision and there is a 57.50% relationship with purchase behavior, respectively.

Digital direct marketing is 51.80% associated with overall online purchasing decisions of healthy and beauty supplement. There is digital marketing communication in which direct marketing through digital media is 45.20% associated with online purchasing decisions of healthy and beauty supplement regarding problem recognition. There is a relationship in the information search (41%), (31.20%) correlated with the alternative evaluation, 46.50% relationship with the purchase decision and there is 48.60% correlated with purchase behavior.

5.3. Suggestions

This study used a quantitative research methodology in which questionnaire is a tool for collecting data. In the next research, qualitative research methods such as in-depth interviews with service users should be used

to obtain more information. This is because the interview data collection allows the sample to make other opinions beyond what is stated in the questionnaire.

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