

FACTORS RELATED TO DECISION MAKING TO BUY DIETARY SUPPLEMENT PRODUCTS FOR ADULT CUSTOMERS IN BANGKOK

PATTRAREE RUNGCHAIPATANA
Dr. SUDAWAN SOMJAI

Suan Sunandha Rajabhat University, Bangkok, Thailand
Email: sudawan.so@ssru.ac.th

ABSTRACT

The lifestyle behavior of people in Bangkok changed especially outdoor meal and fast food that affected the health and caused the dietary supplement products were interesting for healthy caring. The research objectives were 1) personal factors, online social media, marketing strategies and buying decision making in dietary supplement products of the adult in Bangkok and 2) to study the relationship among personal factors, online social media, marketing strategies and buying decision making in the dietary supplement products of the adult in Bangkok. The sample was 400 people who were 20-60 years old in Bangkok and selected by simple random, the instrument for data collecting was the questionnaire that was approved the validity from three specialists, the Cronbach's alpha of validity was .887, analyzed data by statistical descriptive by frequency, percentage, standard deviation and Pearson correlation coefficient. The finding found that 1) the statistical score level of online social media, marketing strategies and buying decision making in dietary supplement products of the adult in Bangkok were high and 2) educational background, income, online social media and marketing strategies related the buying decision making in dietary supplement products of the adult in Bangkok with the statistical significant level 0.01 ($r = .107, .412, .592$ and $.729$ respectively)

Keyword: buying decision making, dietary supplement products, online social media, marketing strategies

INTRODUCTION

Nowadays, the consumer behaviors and lifestyles were changed, the rush time, the constrain of food selection or consumed incomplete 3 meals made the consumers especially the adult who had good duties, jobs and income to be healthy self-conscious and interested in consuming the completed nutrition to create immunity for the body, increase digestive system efficiency, lose weight and enhance the beauty of the body (Food Intelligence Center, 2011).

The consumers turned to another form of healthy food that called the dietary supplement products which were the intense nutrition, important, essential to health and caused more consumption of dietary supplement products. The belief of these nutrition had positively impacted to the health (Sirico and et al, 2018) and the entrepreneurs implemented the marketing strategies with customer perspective on 4C's that comprised with 1) customers need and want 2) consumer's cost to satisfy 3) convenience to buy and 4) communication (Burim O-thaganond, 2012) through online social media that was accessible channels, perception of products and ease to buying decision making (Delcea and et al, 2019).

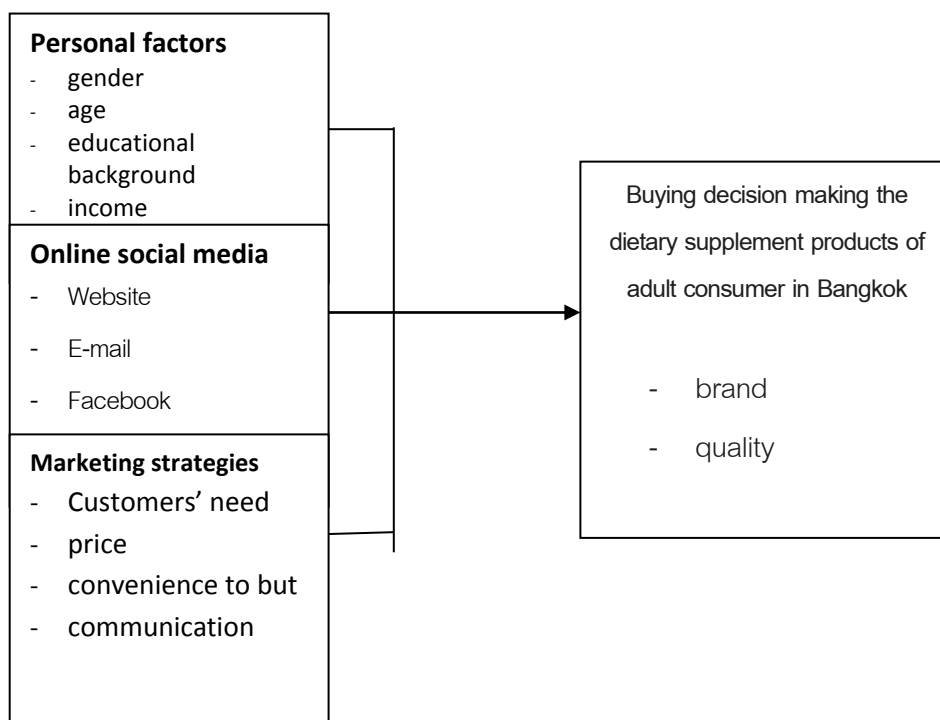
The adult was the major manpower, having income, purchasing power and interested in healthy self-consciousness (Jaruaiporn Keawsamor, 2008). The high-frequency and long time duration of using social media (National Statistical Office Thailand, 2015). The researcher was an entrepreneur of dietary supplement products and interested in studying the factors that related with

the buying decision making in adult of dietary supplement products in the area of Bangkok Metropolitan that studied on the factors of personal characteristics, social medias such as website, email, facebook, instagram and marketing strategies which consisted of needs, consumers, price, the convenience and communication.

Research objectives

1. To study the factors of personal characteristics, social media, marketing strategies and the buying decision making in adult of dietary supplement products in the area of Bangkok.
2. To study the relationship among the personal characteristics, social media, strategies and the buying decision making in adult of dietary supplement products in the area of Bangkok.

The conceptual framework



LITERATURE REVIEWS

The dietary supplement products were nutrients in addition to regular food which had the purposes for adding, protection or treatment. The nutrients were in the form of tablet, powder, scale, liquid or the other invented form by the manufacturers. The consumers who had the normal health, not to be the patients, the dietary supplement products could be classified by characteristics and efficiency of products in five categories as following 1) the health food which had the healthy properties, price was quite expensive, such as bird's nest. 2) a food for prevention and diseases treatment such as fish oil, collagen. 3) weight-loss food had been increased the amount of consumption but not providing nutritional value 4) sports supplement products were the nutrients that provided fast energy such as glucose drinks and mineral drinks. 5) the products that supplied or added some nutrients, such as dietary fiber and calcium which was an alternative for someone who got inadequate of nutrition for life (Ubonrat Chomrat, 2015)

The online social media was a popular communication channel because the users unlimited accessed on the internet system. The social media networking played a role in the way of individual life as well as allowing users to use more social benefits among more than 1,200 million users worldwide.

The marketing strategies concept of 4C's consisted of 1) the consumers need was the goods or items were produced to response the consumers want and solving their problems more than producing for survival of the manufacturers and distributors 2) the consumers' cost was the pricing that determined to the cost of consumer paid to acquire the goods 3) buying convenience, the distribution channel contributed the convenience to buy goods or services 4) the communication was the media or news that the consumers should consume or not, believe or not (Kotler and Armstrong , 2014; Chaisaengduean, 2019).

The decision making process was the consumer behavior that related with the thought, feeling and action which were different according to five steps of decision making process as following 1) problems awareness occurred when a person felt the difference between the actual situation and the ideal condition causing the need to find anything that would fulfill the needs. 2) the information acquisition from various sources to make the decision, the more important of problems, the more information acquisition 3) the evaluation and decision making in alternatives that was the most satisfaction 4) buying decision making was the process that the individual spent inequality of time and information depended on product and price and 5) post-purchase behavior that depended on the product satisfaction after purchasing, the satisfaction made the repurchase or the word of mouth but the consumers were not satisfied in products that affected to lose the current customers and could lose the new customers prospects that caused the word of mouth of the disadvantages of products to others (Kotler and Keller, 2006; Chaisaengduean 2019).

METHODOLOGY

The sample: the sample was 400 adults in the area of Bangkok who were selected by simple random

The instrument: The instrument was a questionnaire that was divided three parts as following: 1) part 1 contained four items with two to four choices of the personal characteristics 2) part 2 contained twenty four items of five scales rating maximum-minimum 3) part 3 contained twenty four items in five rating scales maximum to minimum of the marketing strategies 4) part four contained 16 items in five rating scales maximum to minimum of buying decision making in the dietary supplement products. The questionnaire was approved in quality by 3 specialists, and each IOC item were 0.80 to 1.00 and the validity was .887

The data collection was made with simple random on 400 voluntary participants.

Data analysis

The statistical tools for data analysis were 1) the descriptive statistic of frequency, percentage, mean and standard deviation to explain the personal factors of the sample and the statistical score level of online social media, marketing strategies and the buying decision making in dietary supplement products 2) the statistical analysis by Pearson correlation coefficient explained the relationship among the studied variables.

FINDINGS

1. The personal factor was found that mostly of the sample were 258 women or 64.50 percentage, 162 samples with the age between 51-50 years old or 40.50 percentage, 230 samples with bachelor degree background or 57.50 percentage and 144 samples with 40,001-50,000 Baht or 36.00 percentage.

2. The score level of the social media, marketing strategies and buying decision

making was high level that the score level of social media factors were highest in average descending order to buying decision making in dietary supplement products and the marketing strategies as table 1.

Table 1 mean, standard deviation and the score level of online social media and marketing strategies

The overall of the buying decision making in dietary supplement products (n=400)

factors	\bar{X}	S.D.	level
Online social media	4.02	.38	high
Marketing strategies	3.82	.41	high
buying decision making in dietary supplement products	3.83	.48	high

3. The overall relationship among social media, marketing strategies and buying decision making in the dietary supplement products were found that the personal factors that gender and age have negative relationship without statistical significant to the buying decision making on the dietary supplement products in the area of Bangkok, the educational background, income, social media and marketing strategies had positive relationship with statistical significant to the buying decision making on the dietary supplement products in the area of Bangkok as following the table 2.

Table 2 The relation among personal factors, online social media, marketing strategies with the buying decision making in dietary supplement products for adult in Bangkok in term of correlation matrix

variables	1	2	3	4	5	6	7
1 gender	1.00						
2 age	-	1.00					
3 Educational background	.090		1.00				
	.091	-	.213*				
4 income	-	-	.344**	1.00			
5 Online social media	.023	.062			1.00		
	-	.010	.150**	.454**			
6 marketing	.023					1.00	
	-	-	.177**	.552**	.659**		
7 Buying decision making in dietary supplement products	.072	.097					1.00
	-	-	.107*	.412**	.592**	.729**	
	.016	.097					

** $p < .01$

CONCLUSION AND RECOMMENDATION

The buying decision making in the dietary supplement products in the area of Bangkok had the several involvement factors. This research focused on the factors of personnel, social

media and marketing strategies only. For the further research should study on other factors that contributed to have the empirical data to support the decision making of the entrepreneurs to manage their business with efficient and high sales volume in the future.

Limitation

This research focused on the sample who were adult only in the Bangkok, if studying in the provinces or the more sample size might be the different results as well.

REFERENCES

- Burim O-thaganond. (2012). 4C's Marketing revolution. Accessed May 3,2018.
http://thaifranchisedownload.com/dl/group13_6445_20140108150608.pdf
- Delcea, C., Cotfas, L., Trica, C. L., Craciun, L., & Molanescu, G. (2019). Modeling the Consumers Opinion Influence in Online Social Media in the Case of Eco-friendly Products. *Sustainability*, 11(1796), 1-32.
- Food Intelligence Center. (2011). Market healthy food in the world. Retrieved June 6, 2019, from <http://www.fic.nfi.or.th/th/foodinsight/default.asp>.
- Jaruayporn Kaewsamor. (2008). Factors that buying decision making in the dietary supplement products in Ayutthaya Province. Independent study in Master of Business Administration (Business Management). Phranakorn Si Ayutthaya Rajabhat University.
- Chaisaengduean K. (2019) Market Orientation and logistics service process quality: an empirical investigation in the logistics service providers in Thailand. The ICBTS 2019 International Academic Research Conferenec in Vienna.
- Kotler, P. & Armstrong, G. (2014). *Principles of Marketing* (15th ed.). Toronto: Pearson Prentice Hall.
- Kotler, P., & Keller, K.L. (2006). *Marketing management* (12th ed.). Upper Saddle River, New Jersey: Pearson Education.
- National Statistical Office Thailand. (2015). The survey of Information Technology and communication in household usage 2015. Bangkok: Statistical Forecasting Press.
- Sirico, F., Miressi, S., Castaldo, C., Spera, R., Montagnani, S., Di Meglio, F., & Nurzynska, D. (2018). Habits and beliefs related to food supplements: Results of a survey among Italian students of different education fields and levels. *PLoS ONE*, 13(1), 1-11.
- Ubolrat Chomrat.(2016).Factors Affecting Workers Purchasing Decisions of Supplementary Food Capsule in Bangkok. Independent Study of Master of Business Administration. Bangkok University.