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MARKETING MIX FACTORS INFLUENCING THE BEHAVIOR TO BUYING HEALTHY SUPPLEMENTARY FOODS OF THE CUSTOMER IN PATHUMTHANI PROVINCE

Abstract:

This Research aims to studied Marketing mix factors influencing the behavior to buying healthy supplementary foods of the customer in Pathumthani Province that consist of individual factor, marketing mix factor and behavior to buying healthy supplementary foods of the customer in Pathumthani Province. The research result showed that almost of the sampling are female who has between 25-30 years old. Almost of them were graduated in bachelor degree, their career are government or state enterprise personal and has income per month between 15001-20000 baht. Marketing mix factor which are price, product and promotion found that in the highest level. In the other hand, Place strategy, personal, physical and process factors showed that all in high level. Hypothesis testing result found that 1. Sex, Age, Education, Career and Salary per month are related with behavior to buying healthy supplementary foods and also to rely on hypothesis with statistic significant at .05. 2. In the holistic of Marketing mix factors are related with behavior to buying healthy supplementary foods and also to rely on hypothesis with statistic significant at 0.05. 3. Marketing mix factors are related with behavior to buying healthy supplementary foods and also to rely on hypothesis with statistic with statistic significant at 0.05.

Keywords:

Marketing mix , Healthy supplementary foods, Factor influencing the behavior

JEL Classification: Y80

Background and Significance of the Research

Today's world has encountered rapid changes in many things that effect human life and the whole society. Thailand, as part of the world, cannot avoid these changes. One prominent change that affect people in many countries is having stressful, fast-paced life with limited time. They also have to face with high living expenses and have to eat unhealthy food or food with no nutrition value. Many people have to depend their lives on fast food or instant food because they have limited time for eating and such food can be prepared for a very short time. These people just want to do everything as quickly as possible without being aware of nutrition value that they should get from consuming food. Therefore, a problem of nutrition deficiency and malnutrition disease has become one of big problems faced by many people in today's society. More number of people become unhealthy and get sick easily. Food supplement or dietary supplement, thus, represents an alternative for these people (Kositwanich, 2011).

Dietary supplement products are one types of health products that can be easily purchased and are popular among consumers who believe that these products can be used as substitutes and supplement to normal food which can make themselves healthy in a very short time. They also believed that these products can cure diseases, help them have perfect body and beautiful skin. Some people who are worried that they will not have enough nutrition for the body or are scared to be sick, they tend to use these dietary supplement products.

Consumers of these dietary supplement products generally buy these products from information they have received from media, advertising, and reference people without checking whether such information is true or reliable. These people always become victims of irresponsible advertisement without being aware of this fact. They often are teenagers who are generally the targets of dietary supplement product business at the present time (The food and Drug Administration, 2007).

Dietary supplementary products have become the products that many people have to consume in their daily lives because they believe that these products can help create balance for their body and keep them healthy. Production and sales of dietary supplementary products have rapidly increased and this business has experienced significant growth during the past decades. Therefore, this type of business has faced with intense competition. Both producers and retailers of these products have tried to find an efficient way to increase the sales of their products by using a variety of marketing and promotional activities to encourage consumers to buy their products.

Price of dietary supplementary food is quite high compared to price of normal food for each meal. Target customers of these products are people who have high income. At the present time, as marketing mix including product, price, place, and promotion has played an important role in the business, there are a number of products offered to customers. Customer today have unlimited choices of products to choose and they

can buy any products, including the dietary supplement products, at any place much more easily. With this reason, the dietary supplement products have been popular for people who care about their health.

From the above mentioned information, the researcher would like to study on factors affecting a decision to buy dietary supplement products of consumers in Pathumthani Province, Thailand. She aimed to use the research findings as guidelines for people who are interested in these products. Moreover, the research findings were expected to be useful for producers and retailers of dietary supplement products and those who were about to invest in this business in determining a strategic marketing plan more appropriately.

Research Objectives

This research primarily aimed to

1. Study a relationship between consumers' demographic background and their behavior in buying dietary supplement products; and
2. Examine a relationship between marketing mix and consumer behavior in buying these products.

Scope of the Research

Scope of variables

There were two groups of variables as follows:

- 1) Independent variables include consumers' demographic background and marketing mix
- 2) Dependent variables consist of consumer behavior in buying dietary supplement products.

Scope on population

The population of this study were people who lived in Pathumthani Province, Thailand.

Research Methodology

This research employed a quantitative research methodology because it aimed to discover a casual relationship between consumer's demographic background and their behavior in buying dietary supplement products and marketing mix and consumer behavior.

Population and sample

Population of this research were people who lived in Pathumthani Province, Thailand. Since the number of these population is very large and unknown, the sample size was calculated using the Cochran formula, with a confidential value of 95 percent and an error value at 5 percent. As a result, 400 respondents were selected using simple random sampling.

Data collection tool

The main data collection tool used in this study was a self-administered questionnaire. It is a closed-ended questionnaire which contained two main parts as follows:

Part I consisted of questions on the respondents' demographic background including gender, age, educational level, career, and average income per month.

Part II consisted of questions on the consumers' opinion on the role of marketing mix on their behavior in buying dietary supplement products. These questions were designed in a form of five-scale rating.

Data collection period of time

The researcher conducted a data collection process from the respondents who were customers of the dietary supplement products between January and June 2018. In doing this, the researcher distributed the questionnaire by herself.

Data analysis

In analyzing the data, the researcher followed the steps as follows:

- 1) Creating codes for answers in the questionnaires which had been checked for their accuracy;
- 2) Entering codes in the computer software programs to store and process the data and calculate their statistical value. Then, the results were analyzed in order to answer the research questions and objectives by displaying them in a form of tables.

Data Analysis

Statistics used to analyze the data include:

- 1) Descriptive statistics consisting of percentage, frequencies, mean, and standard deviation;
- 2) Inferential statistics consisting of Chi-Square and Pearson product moment correlation coefficient

Research Findings

In terms of the respondents' demographic background, the data showed that most of them were female, aged between 25-30 years old, and graduated with bachelor's degree. Generally, they were government officers or state enterprise officers, earned around 15,001 – 20,000 Baht per month.

As for the marketing mix, it was found that price, products, and promotion were rated at the highest level in the opinion of the respondents whereas place, personnel, physical attributes, and process were rated at a high level.

In terms of the relationship between two variables, the result of hypothesis testing showed that the respondents' demographic background consisting of gender, age, educational level, career, and average income per month had a relationship with their behavior in buying dietary supplement products. These findings are in an agreement with the study of Jumpawan (2011) which studied factors affecting customer behavior in buying a drink called 'Peptein' by using a case of consumers who lived in Bangkok. The study showed that consumers with different age, career, average income per month, and marital status tended to have different buying behavior for this product, with statistical significance.

Moreover, it was also found that overall, marketing mix had a relationship with the consumers' behavior in buying these products and when considering each of the marketing mix, the findings showed that only price and products had a relationship with the customers' buying behavior. These findings are consistent with the study of Sriphanomthorn, Thubhiranrak, & Khruenamkham, (2017) which studied factors affecting customer behavior in buying dietary supplement products of vocational students in Muang District, Ranong Province, Thailand. This study found that the overall marketing mix had an influence of these students' behavior in this case and when considering the role of each marketing mix, the study showed that place or channel of distribution, and promotion had an influence of these students' behavior with .05 level of statistical significance.

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