

Research Title	Marketing Communication and Buying Behavior of Dietary Supplement Products : The Case of Consumers in Bangkok Metropolis
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The purposes of this research were: 1) to study the demographic characteristics of marketing communications and purchasing behavior of dietary supplements and 2) to compare the marketing communication and customers' purchasing behavior of dietary supplements classified by demographic characteristics. In this research, the samples were 400 supplement consumers, aged between 18 – 60 years old, who were obtained by purposive sampling. The research tool consisted of a questionnaire and the statistics used were frequency, percentage, average, standard deviation, T-test, one-way ANOVA and Chi-Square. The results were:

1. Supplement consumers were mostly females, aged between 31-40 years, who earned undergraduate degrees, were single, and professional employees. The average monthly personal income was between 15,001-20,000 baht.

2. The overall perception of marketing communications on dietary supplements to consumers in Bangkok was at a very high level. The level of advertisement perception aspects was very high: acknowledgement about details of dietary supplement from television. In the media relations aspect, the perception was at very much level: acknowledgement (company) dietary supplement promoted of corporate image through television. The promotion aspect was at very much level: acknowledgement (company) supplements have organized promotional activities by focusing on reducing prices. The sales by staff aspect was at very high: realize that sales agent/ independent freelance sales had a great personality. In addition, in the

direct marketing, the perception was an average level. Consideration on each aspect found that the level of perception was at the very high level: recognize the detail about dietary supplement from mail advertisements. On the other hand, the average level of perception was knowledge of details about the dietary supplement via electronic media such as the company's web site, email and so on.

3. The purchasing behavior of Bangkok consumers - most of them researched the information before making payment. The most important reason for selection was for health. At present, the most consumer buying brand is Herbalife and the reason for selecting this brand was its reputation. The satisfaction of the type of dietary was pill style. The cost per month was 1,000-2,000 baht. The most frequent places of purchase were pharmacies/health stores. In case of the product was not available, customers would wait until the brand which they want to purchase is available again. A person who most influenced the purchase decision was himself or herself.

4. The Results of the hypothesis test showed:

Hypothesis 1 Consumers in Bangkok with demographic characteristics, including age, education, and occupation have a different perception of marketing communications about different supplements at the significance level of 0.05.

Hypothesis 2 Consumers in Bangkok with a different demographic have a behavior of purchasing supplements that varies at the significance level of 0.05.

Hypothesis 3 The consumers in Bangkok who have different supplement purchasing behaviors differ in finding information about supplements before buying, differ in style of supplements purchased, differ in most preferred dietary supplements, and differ in perceptions of marketing communications at the significance level of 0.05