

**IMPACT OF BRAND EQUITY ON PURCHASE INTENTION FOR  
VITAMIN B COMPLEX CUSTOMER IN BANGKOK AREA:  
A CASE OF ALINAMIN EX PLUS**



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**A THEMATIC PAPER SUBMITTED IN PARTIAL  
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Thematic paper  
entitled  
**IMPACT OF BRAND EQUITY ON PURCHASE INTENTION FOR  
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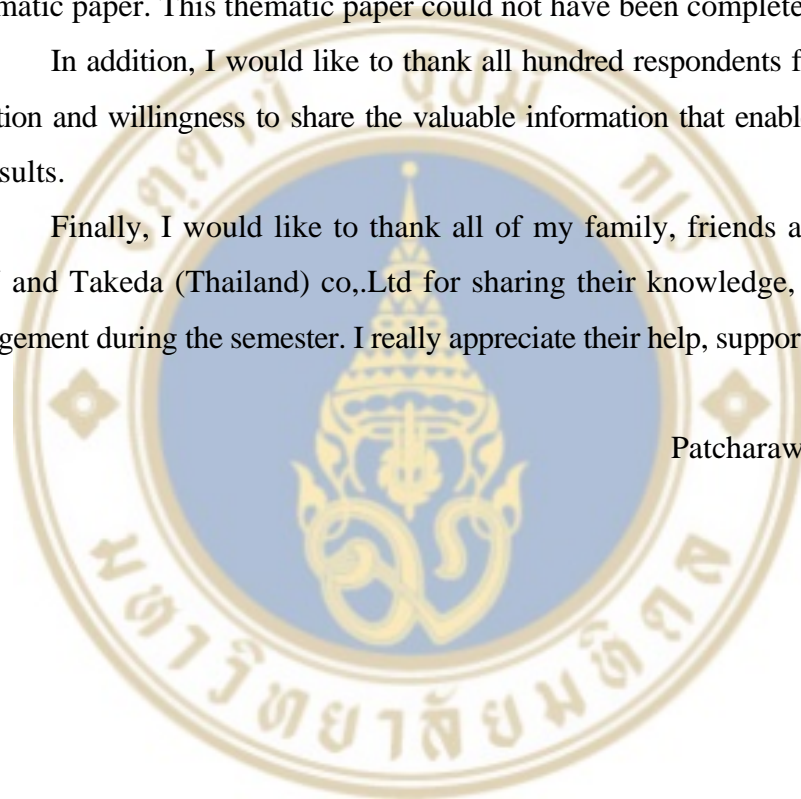
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**ABSTRACT**

According to vitamins and supplements market in Thailand has grown very rapidly in the past five years. Takeda (Thailand), Japanese pharmaceutical company, decided to launch Alinamin Ex plus as premium vitamin B complex at the beginning of the year (January, 2015) in order to capture a substantial share of rapidly growing Thai supplement. Therefore, this study aims to find which dimension of brand equity that impact on customer purchase intention. This research conducted by using questionnaire-based survey method. The main purpose of this study is to understand customer perception of Alinamin Ex plus and the factors that impact on their purchase intention for Alinamin Ex plus. Hence, the main conclusion of the study concludes that average brand equity level for Alinamin Ex plus is high in customer's perception and the factor that has positive impact on customer purchase intention is only brand loyalty. The finding is useful for The Takeda Company, especially for the marketing team, to adjust future marketing activities and develop more effective business to enhance competitive advantages, gain more market share and increase sale revenue.

**KEY WORDS:** Vitamins and Supplements / Vitamin B Complex / Brand Equity / Purchase Intention / Bangkok

37 pages

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# CHAPTER I

## INTRODUCTION

### 1.1 Introduction

In the present people turn into “digital-age working man and woman” especially urban people. The “digital-age working people” are unique and different from the past. Their lifestyles include mobile life, screen culture, value of money, fast track, good looking, health consciousness and online purchasing (Bangkokbiznews, 2013). One of their concerns is health consciousness that causes the vitamins and supplements market in Thailand to grow very rapidly in the past five years, marked by a notable upsurge in health consciousness among urbanites.

Because of long hours and hectic daily routines, the working-age is increasingly embracing vitamins and supplements to boost up work efficiency and to help the body maintain a healthy equilibrium.

Vitamin B complex plays an important role in repairing and improving nerve function. Because of its ability to boost energy for cells, it is especially useful to counter fatigue and weakness, and also increases the body's capacity to recover from injury. It also supports pregnant and breastfeeding women, and relieves various conditions related to vitamin B1 deficiency, including inflamed nerve endings and numbness in the fingertips and toes (dailyburn.com, 2014)

Takeda which is the latest pharmaceutical giant to enter the arena determined to capture a substantial share of the rapidly growing Thai supplements market. Its target consumers are the "digital-age working man and woman" - a demographic driving robust growth in the Thai supplements market. The company is implementing a strategy of continual market penetration with the launch of Alinamin EX Plus, a premium-quality vitamin B complex.

The company expected that the product is a natural fit with health-conscious consumers and new-generation working types facing the demands of a hectic urban lifestyle. Moreover, the objective of the company is to ensure that “digital-age consumers

embrace Alinamin EX Plus as the nutritive support they need to offset the fatigue engendered by our constant, daily reliance on computers, smart phones and tablets”. (The Nation, 2015)

After Alinamin Ex-plus launched in Thailand at the beginning of the year. The researcher would like to know how strong the brand is in customer perception and what factor impacts on their purchase intention.

## **1.2 Problem Statement**

The researcher aims to understand customer perception about brand equity toward purchase intention. This study will explore how branding will affect the purchase intention of vitamin B complex in Bangkok area. Which factor will affect customer perception on vitamin B complex purchase, will the customer purchase vitamin B complex if it exhibits good brand image among others, and if the customer never heard about the brand, will they try to purchase this brand. Will they remain purchase the same brand that they currently use, will the customer be loyalty to brand on vitamin B complex. Whether the awareness of brand will affect purchase intention, will either the product quality or product attribute impact on customer perception?

The purpose of this thematic paper is to determine the factors that related between brand equity and customer perception toward purchase intention. The brand equity includes brand awareness, brand loyalty, perceived quality and product attribute. This study helps researcher to focus on how relevant of brand and purchasing intention. This study provides customer perception about vitamin B complex purchase intention that will benefit the company in order to develop marketing strategy in the future.

### **1.2.1 The focus of study:**

- 1) The brand equity of vitamin B complex (Alinamin Ex-plus)
- 2) Customer's purchase intention of vitamin B complex (Alinamin Ex-plus)

In this study, we will find the answer for the following research questions;

1) Which are the factors that influence on customer to purchase vitamin B complex?

2) Which brand equity's dimensions influence on purchase intention of vitamin B complex for the consumers in Bangkok area: In case of Alinamin Ex-plus?

I have chosen to study how brand equity influences on purchase intention of vitamin B complex user because food supplements market in Thailand has shown significantly growth in past five year and tends to grow up in the future. However, there are papers that study on customer perception toward branding and purchase intention but they study on other fields such as beverages, baby soap, and palm oil or automobile. There is no research with specific study on purchase intention of vitamin B complex in Thailand especially in Bangkok area.

### **1.3 Objectives of the Study**

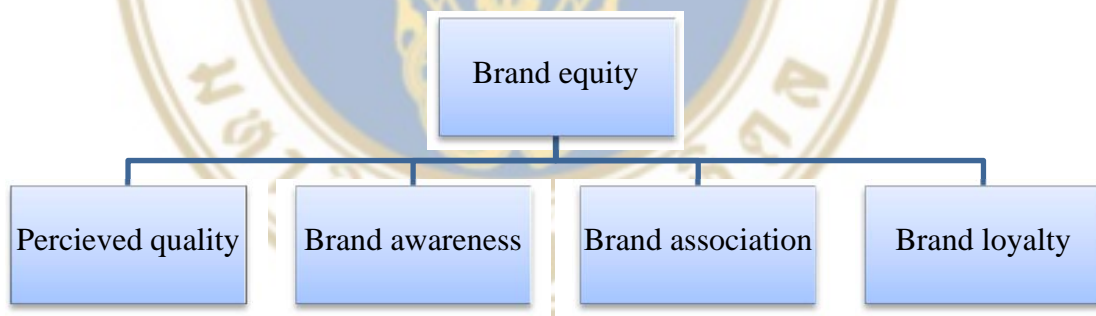
- 1) To understand customer perception of vitamin B complex through brand equity.
- 2) To find the dimension of brand equity that impact on customer purchase intention.

## CHAPTER II

### LITERATURE REVIEW

#### 2.1 Brand Equity

Brand equity as a set of assets and liabilities linked to brand's name and symbol that add to the value of product that provided to company's customer (Aaker, 1991). The brand equity can separate into five dimensions, perceived quality, brand loyalty, brand awareness, brand association and other proprietary brand assets such as patent, trademarks and channel relationships. Under well-management, these assets add value to product or service and create customer satisfaction which is providing a number of benefits to the firm (Aaker, 1991). Only the first four dimension of brand equity that could be reflect by customers and customer can interact with its (Tong and Hawley, 2009). Explanation of each dimension describe below.



**Figure 2.1 Dimension of Brand Equity**

##### 2.1.1 Perceived quality

Perceived quality can be defined as the customer's perception of the overall quality or superiority of a product or service relative to alternatives. Perceived quality is valuable in several ways. First, the perceived quality of a brand provides a pivotal reason to buy. Perceived quality is one of dimensions in consideration set when consumers decide to select or non-select the particular products. Second, the perceived quality advantage provides the option of charging a premium price which increases profitable

for the business. Third, the perceived quality can also be meaningful to retailers, distributors and other channel members then they may help in gaining distribution. Fourth, the perceived quality can be exploited by introducing brand extensions, using the brand name to enter new product categories. And last, a strong brand with respect to the perceived quality will be able to extend further, and will find a higher success probability than a weak brand. (Aaker 1991, 86–88)

### **2.1.2 Brand awareness**

Brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of certain product category. Brand awareness involves a continuum ranging from an uncertain feeling that the brand is recognized to a belief that it is the only one in the product category. (Aaker 1991, 61–62)

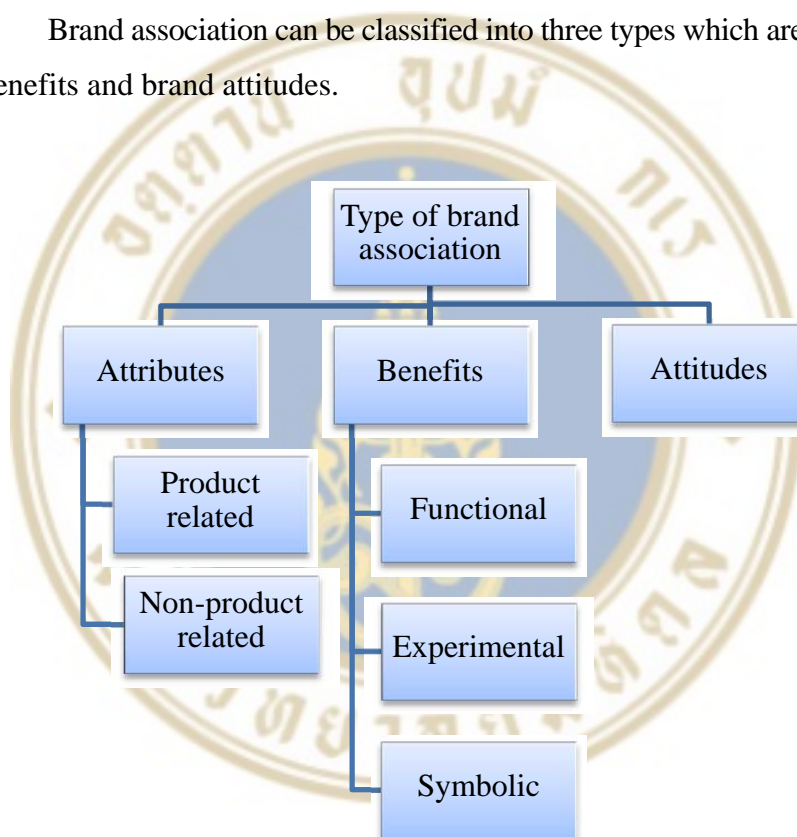
Brand awareness consists of two compositions which are brand recognition and brand recall. Brand recognition relates to consumers' ability to confirm prior exposure to the brand when given the brand as a cue. Including, brand recognition requires that consumers correctly discriminate the brand as having been seen or heard previously. Moreover, Brand recognition is particularly important when a buyer chooses a brand at the point of purchase. The next level of brand awareness is brand recall. Brand recall is consumers' ability to retrieve the brand when given the product category. Brand recall is based on unaided recall, which is a substantially more difficult task than recognition. The first-named brand in an unaided recall task has achieved top-of-mind awareness. The relative importance of brand recognition and recall depends on the extent to which consumers make decisions in the store versus outside the store (Keller 1993, 3; Keller 1998, 87–92)

Brand awareness is important in consumer decision making for three reasons. First, it is important that consumers think of the brand when they think about the product category. Raising of brand awareness means that the brand will be a member of the consideration set. Second, brand awareness can affect decisions about a brand in the consideration set. Indeed, some consumers have been shown to adopt a decision rule to buy only familiar, well-established brands. Finally, brand awareness affects consumer decision making by influencing the formation and strength of brand associations in the brand image. (Keller 1993, 3)

### 2.1.3 Brand association

A brand association is any mental linkage to the brand. It may include, e.g., product attributes, customer benefits, uses, life-styles, product classes, competitors and countries of origins. Brand association can affect the processing and recall of information, provide a point of differentiation and a reason to buy, create positive attitudes and feelings and serve as the basis of extensions. The associations that a well-established brand name provides can influence purchase behavior and affect user satisfaction. (Aaker 1991, 272; Aaker 1992)

Brand association can be classified into three types which are brand attributes, brand benefits and brand attitudes.



**Figure 2.2 The main types of brand association**

Source: Dickson 1994, 310–311; Keller 1993, 4; Keller 1998, 93–102

First, Brand attributes are descriptive features that characterize a product or service. The attributes can be classified into product-related and non-product-related attributes. (Keller 1993, 4).

Product-related attributes are defined as a product's physical composition or a service's requirements (Keller 1998, 93–99). Non-product-related attributes are

defined as external aspects of the product or service that relate to its purchase or consumption. Non-product-related attributes divided into four types which are price information, packaging or product appearance information, user imagery such as where and in which situations the product or service is used (Keller 1993, 4).

Second, Brand benefits are the personal value and meaning that consumers attach to the product or service. Benefits can be further distinguished into three categories: functional benefits, experiential benefits and symbolic benefits. For Functional benefits, they are the more intrinsic advantages of product or service consumption that linked to fairly basic motivations, such as physiological and safety needs, and may involve a desire for problem removal or avoidance. For experiential benefits, these benefits satisfy experiential needs such as sensory pleasure, variety and cognitive stimulation. For symbolic benefits, they are more extrinsic advantages of product or service consumption. These are especially relevant to socially visible products. Thus, consumers may value the prestige, exclusivity, or fashionability of a brand because of how it relates to their self-concepts. (Keller 1993, 4; Keller 1998, 99–100)

Third, Brand attitudes are defined in terms of consumers' overall evaluations of a brand. Brand attitudes are important because they are often form the basis for actions and behavior that consumers take with the brand (Keller 1993, 4–5; Keller 1998, 100–102)

The strength of brand associations depends on how the information enters consumer memory and how it is maintained as a part of the brand image. (Keller 1993, 5–8)

#### **2.1.4 Brand loyalty**

Brand loyalty represents a favourable attitude toward a brand resulting in consistent purchase of the brand over time. It is the result of consumers' learning that only the particular brand can satisfy their needs (Assael 1992, 87–89). Brand loyalty – which can reflect a range from the habitual buyer to the satisfied buyer to those that like the brand to the truly committed – generates value mainly by reducing marketing costs: retaining existing customers is much less costly than attracting new ones. It is also difficult for competitors to communicate to satisfied brand users because they have little motivation to learn about alternatives (Aaker 1992, 30).

The brand loyalty of the customer base is often the core of a brand's equity. It reflects how likely a customer will be ready to switch to another brand, especially when that brand makes a change, either in price or in product features. As brand loyalty increases, the vulnerability of the customer base to competitive action is reduced. (Aaker 1991, 39–41) A loyal set of customers can reduce marketing costs, since it is much less costly to keep a customer than to gain and regain, and it provides trade leverage over others in the distribution channel. Customers can create brand awareness and generate reassurance to new customers. Loyal customers will also give a company time to respond to competitive threats. (Aaker 1991, 46-49; Dekimpe – Steenkamp – Mellens – Abeele 1997, 405–407)

## **2.2 Relationship between brand equity toward purchase intention**

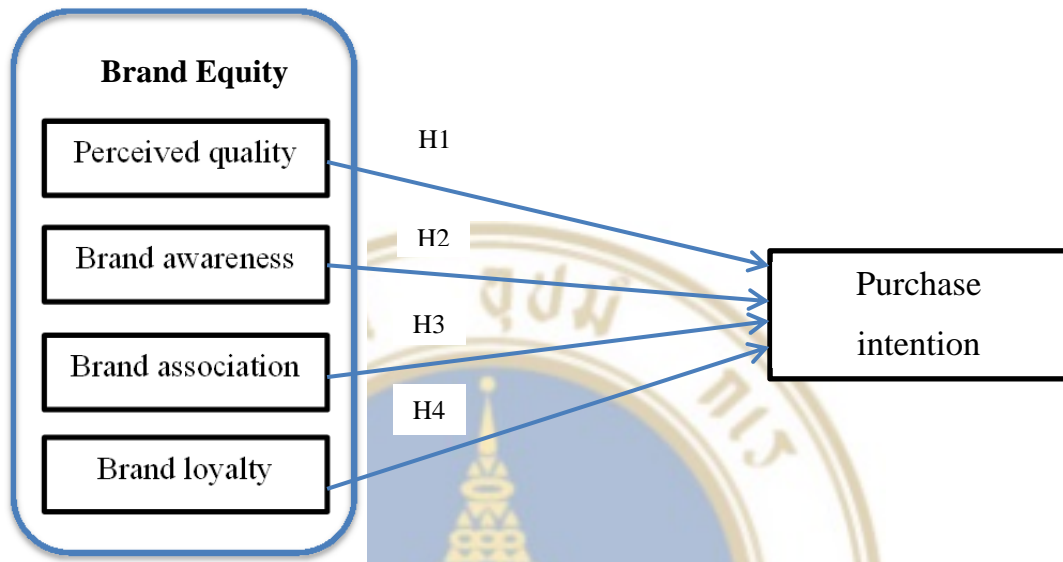
Many empirical studies have indicated that brand equity has an impact towards the purchase intention (Ashill & Sinha, 2004; Chang & Lie, 2009). Aaker (1991; 2009) also stated that brand equity has a positive impact towards the consumers purchase intention. According to Aaker (1991; 2009) and Keller (1993; 2003), stated that brand equity's elements (e.g. brand awareness, brand associations, perceived quality, brand loyalty) influence the consumers purchase intention.

Perceived quality could be defining product values to consumers as it can be the point of differentiation and reason to purchase the products. Brand awareness plays an important role in consumers purchase intention and it may increase the familiarity of consumers towards the brand, which could then lead the customer possible making decision to purchase. Brand associations also affect the basis for purchase intention towards a brand itself helps consumer to obtain information, differentiate the brand, generate reasons to purchase, and create positive values/attitudes to the products and the firm. Finally, brand loyalty could generate consumers to attach to the brand. Consumers do not only repeat buying but also make them invulnerable to any brand changes such as the change of price or product features.

The brand equity consists of these four dimensions. Therefore, brand equity will also significantly influence purchase intention depending on the four dimensions (Jalilvand, Samiei & Mahdavinia, 2011).



From above discussion of brand equity, we found that every dimension of brand equity related to buying decision or purchase intention. Therefore, the conceptual model of this study determine as the picture below.



**Figure 2.3 Conceptual of study framework**

The researcher has developed four hypotheses, which are:

- H1. Perceived quality has a significant positive direct effect on purchase intention.
- H2. Brand awareness has a significant positive direct effect on purchase intention.
- H3. Brand association has a significant positive direct effect on purchase intention.
- H4. Brand loyalty has a significant positive direct effect on purchase intention.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Overview**

This research framework is designed to evaluate the customer perception on Alinamin Ex plus, a new brand of vitamin B complex in Thailand and impact of brand equity toward purchase intention for Alinamin Ex plus as well. However, customer perception can be evaluated through the brand equity and also each dimension of brand equity shows the positive relation toward purchase intention. According to the theoretical framework, brand equity is analyzed from perceived quality, brand awareness, brand association, brand loyalty and other proprietary brand assets such as patent, trademarks and channel relationships. Only the first four dimensions of brand equity that could be reflected by customers and customers can interact with its (Tong and Hawley, 2009). Therefore, this study applied the theory to evaluate the current customer perception on the brand and impact of brand equity toward customer purchase intention by quantitative research

The brand that selected to study is Alinamin Ex plus, a premium vitamin B complex. It is a product of Takeda Co., Ltd. Alinamin Ex plus is registered in Thailand as vitamin supplement. Alinamin Ex plus contains Fursultiamine, a vitamin B1 derivative developed by Takeda, vitamin B6 and vitamin B12 and also contains calcium panthothenate, which becomes coenzyme A, an important role in the production of energy, and vitamin E, which improves blood circulation throughout the body. Alinamin Ex plus was approved for 2 indications. First, supply of vitamin B1, B6 and B12 in the following case: physical fatigue, decrease physical fitness during after illness and pregnancy and lactation. Second, relieve vitamin B deficiency symptoms such as peripheral neuritis or numbness of extremities ([www.alinamin.co.th/alinamin-ex-plus](http://www.alinamin.co.th/alinamin-ex-plus), 2015). Alinamin Ex plus was launched in Thailand in January, 2015. It has been contributed to sell in drugstores in Thailand. Alinamin Ex plus was advertised by using celebrities through television, magazines, digital medias and online channels. Target customer of Alinamin Ex

plus is urban working people aged 25 and up (digital-age working people) (the Nation, 2015).

The quantitative method which researcher chose is the online questionnaire in order to investigate the brand equity on Alinamin Ex plus. This selected method can help to describe the perceived quality, brand awareness, brand association, brand loyalty properly. Questionnaire is very appropriate for low involvement product as Alinamin Ex plus because it could draw suitable amount of data within time limitation. Moreover, it could reach our target customers, urban digital age working people, more than qualitative method. The advantage of quantitative method is statistical analysis which is testing different customers who responses in different way on the product.

### **3.2 Method and Data Collection**

This questionnaire is quantitative technique that considers the target group who is urban working people age 25 years old and up. To gather the valid result, the size of sample should have around 100 samples. This study conducts the online questionnaire in Thailand by distribute this survey to urban working people in Bangkok area.

The questionnaire survey consists of three parts. First is general questions, second is brand equity dimension questions and third is demographic questions. The brand equity dimension including 4 parts as the theoretical framework suggested that perceive quality, brand awareness, brand association, brand loyalty. The perceive quality of Alinamin Ex plus, measured by asking about product efficacy, creditability and value for money. For brand awareness, this dimension is measured by asking level of product recognition in their mind. To analyze brand association, the questions will ask about customer attitude toward the product itself, distribution channel and recommend the product to others. Lastly, in terms of brand loyalty the questions ask about customer satisfaction and commitment of repurchase. The questionnaire applied 5 likert scales to evaluate each dimension of brand equity.

The result from this questionnaire will show the level of company success in lunching Alinamin Ex plus in Thailand this year. How strong the brand is in customer perception and what important dimension of brand equity will effect on customer purchase intention. The researcher will apply this result to confirm the right customer

target group, develop marketing strategy and marketing plan to capture more revenue in the next few years.

### 3.3 Data Analysis

In data analysis part, researcher applied SPSS statistics 18 for this research. SPSS statistics 18 programs is used widely for statistical analysis and free available for CMMU students. The SPSS will help to analyze the data in various dimension and it can help to analyze in terms of relation between each different variable that researcher needed to understand.

Finally, 33 surveys were considered valid and were used in the final analysis through the SPSS programing statistical analysis as follow:

1. Descriptive Statistics Analysis by using frequency and percentage to explain demographic data which consist of gender, age, monthly income and occupation.
2. The researcher used mean and standard deviation value to explain the level of Perceived Quality, Brand Awareness, Brand Association, Brand Loyalty and Brand Equity from sample group. For the measurement analysis, the author used mean and interval class formula to calculate the range of information in each level as followed;

$$\begin{aligned}
 \text{Interval class} &= \text{Range (highest value-lowest value) /Number of row} \\
 &= (5-1)/5 \\
 &= 0.8
 \end{aligned}$$

Therefore, the average score can be translating as followed: Average score of 4.21 – 5.00 refers to the highest agree level. Average score of 3.41 – 4.20 refers to a high agree level. Average score of 2.61 – 3.40 refers to a medium agree level. Average score of 1.81 – 2.60 refers to a low agree level. Average score of 1.00 – 1.80 refers to the lowest agree level.

3. Using Multiple Regression method to analyze the relationship between Perceived Quality, Brand Awareness, Brand Association, Brand Loyalty and Brand Equity for predicting the level of magnitude between dependent variable and multiple independent variables according to the hypothesis proposed in order to answer research objectives.

## CHAPTER IV

### FINDING AND DISCUSSION

In this chapter, the researcher represents the data analysis part. The analysis part will be conducted by using the framework of reference from the second chapter and the method from the third chapter. The finding represents in three parts as follow:

- 1) Demographic profile report
- 2) General finding report
- 3) Analysis of brand equity dimension
- 4) Purchase intention analysis report

The results were collected from 100 questionnaires. However, the valid questionnaires were kept only 33 participants who bought Alinamin Ex plus in the past three month. In consequence, 33 sets of data were employed in data analysis process.

#### 4.1 Demographic Profile Report

##### 4.1.1 Gender

This research draws all respondents only in Bangkok area. The respondents including 8 males which accounted for 24% and 25 females which accounted for 76% respectively

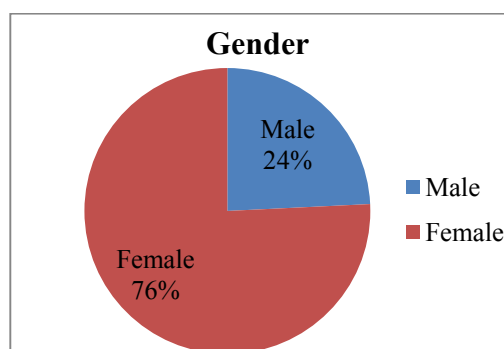
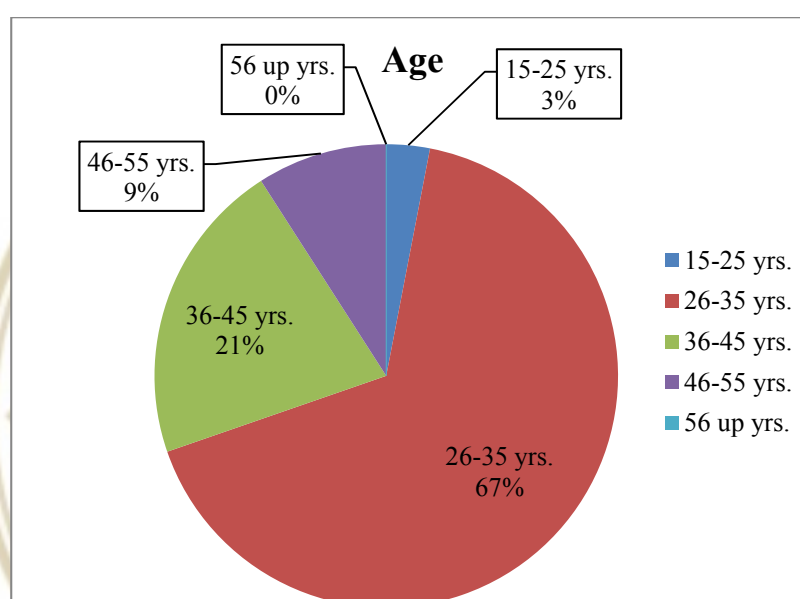


Figure 4.1 Gender of respondent

### 4.1.2 Age

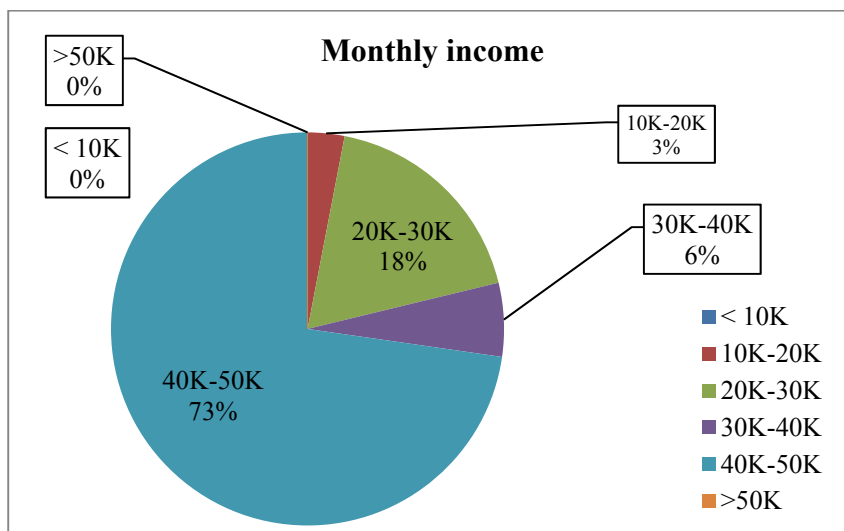
As the target group of this research is urban working people age 25 years old and up along with the data result shown that the majority respondents who are over 25 years old is about 97% of total respondents. The total respondents in this research were categorized into 5 groups by questionnaire. There is only one person who is 15-25 years old, 22 people are between 26-35 years old, 7 people are between 36-45 years old, 3 people are between 46-55 years old and there is no one over 55 years old respectively.



**Figure 4.2** Age of respondents

### 4.1.3 Monthly income

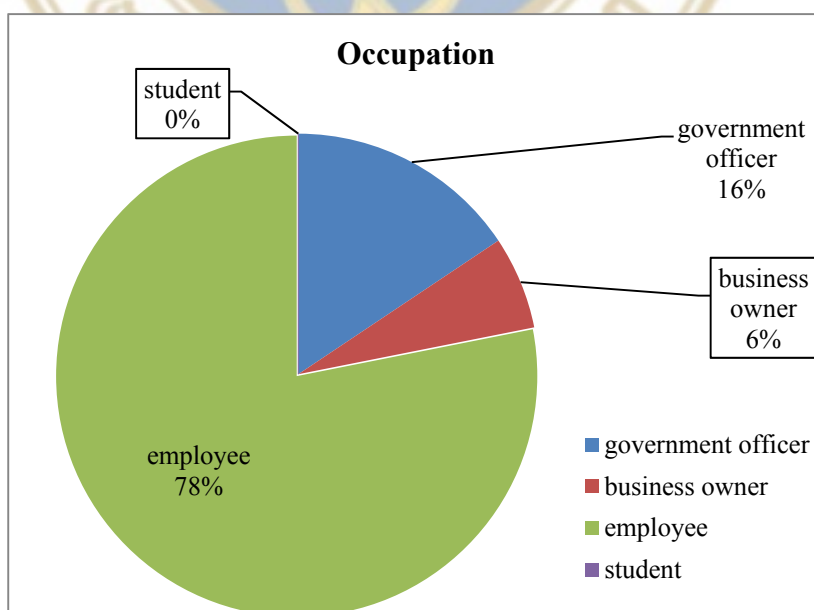
This research divided monthly income into 6 groups. The majority of respondents are 24 persons with income 40,000-50,000 baht which accounted for 73% of total respondents. Moreover, there is no respondent who earns less than 10,000 baht, 1 respondent with income 10,000-20,000 baht, 6 respondents with income 20,000-30,000 baht, 2 respondents with income 30,000-40,000 baht and no respondent who earns more than 50,000 baht. They are accounted for 0%, 3%, 18%, 6% and 0% respectively.



**Figure 4.3 Monthly income of respondents**

#### 4.1.4 Occupation

Our target group of this research is working people and the result from respondents showed that we got the right target in working people with no students involved. The majority of respondents are 25 employees that accounted for 78%, 5 government officers that accounted for 16% and 2 business owners that accounted for 6% respectively.



**Figure 4.4 Occupation of respondents**

## 4.2 General Finding Report

### 4.2.1 Most influencer to purchase vitamin B complex

The researcher analyzes the influencer of the customer by using frequency analysis. For this part, the questionnaire is multiple-choice answers. The findings showed that top 5 influencer of customer are friend (44%), doctor or pharmacist (43%), Internet article (30%), family member or relative (21%) and promotion (11%) respectively. The data shown in table 4.1 below:

**Table 4.1 Most influencer to purchase vitamin B complex**

Customer was influence by	Count	N%
Friends	44	44.0
Family members/relatives	21	21.0
Doctor/pharmacist	43	43.0
Point of sales media	7	7.0
Internet article	30	30.0
Brochure/leaflet	10	10.0
Promotion	11	11.0
Product Advisor	10	10.0
TVC	8	8.0
Presenter	4	4.0
Magazine	7	7.0
Others	6	6.0

### 4.2.2 The occasions to consume vitamin B complex

The researcher analyzes the occasions that customers choose to consume vitamin B complex by using frequency analysis (questionnaire is multiple-choice answers). The findings showed that top 5 occasions that customers choose to consume vitamin B complex are when they feel weak (48%), when they feel exhausted (38%), when they feel that they are about to get sick (29%), when they don't get enough sleep (22%) and when they don't get enough nutrition (11%) respectively. The data shown in table 4.2 below:



**Table 4.2 The occasions to consume vitamin B complex**

<b>Occasion</b>	<b>Count</b>	<b>N%</b>
When I feel exhausted	38	38.0
When I feel weak	48	48.0
When I have pain and ache	5	5.0
When my allergy reaction occurs	9	9.0
When I don't eat enough/get enough nutrition	20	20.0
When I feel that I'm about to get sick	29	29.0
When I don't get enough sleep	22	22.0
For health protection	8	8.0

#### 4.2.3 Cost per month for purchasing vitamin B complex

This research finding shows customers spending per month to purchase vitamin B complex by using frequency analysis. Customers spend less than 500 baht per month around 40%, 501 – 1,000 baht per month around 30%, 1,001 – 1,500 baht per month around 16%, 1,501 – 2,000 baht per month around 7%, 2,001 - 2,500 baht per month around 4% and more than 2,500 baht per month around 3%. The data shown in table 4.3 below:

**Table 4.3 Cost per month for purchasing vitamin B complex**

	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Cost less than 500b	40	40.0	40.0	40.0
500-1000b	30	30.0	30.0	70.0
1001-1500b	16	16.0	16.0	86.0
1501-2000b	7	7.0	7.0	93.0
2001-2500b	4	4.0	4.0	97.0
2501 b up	3	3.0	3.0	100.0
Total	100	100.0	100.0	

### 4.3 Analysis of brand equity dimension

#### 4.3.1 Perceived quality dimension analysis

In order to understand customer's perception toward quality of Alinamin Ex plus, the researcher considers each question as in table 4.4 below which can reflect the customer's perception and analyze them by descriptive analysis. The finding showed that the average of mean value is 3.6969 which means that customers have high positive agree with quality in each aspects. Each aspect includes efficacy, availability, advertising frequency, reliability and value for money of Alinamin Ex plus.

**Table 4.4 The Mean ( $\bar{x}$ ) and Standard Deviation (S.D.) of Perceived Quality**

	N	Minimum	Maximum	Mean	Std. Deviation
I consider Alinamin Ex-Plus as a brand which has high efficacy, can see the results.	33	2.00	5.00	3.9697	.84723
I believe Alinamin Ex-Plus as a brand which is easy to find/ available everywhere.	33	1.00	5.00	3.7879	.89294
I view Alinamin Ex-Plus as a brand which has frequent ads.	33	1.00	5.00	3.1818	1.26131
I trust Alinamin Ex-Plus as a brand which has high quality because this product is produced by Japanese Pharmaceutical Company.	33	1.00	5.00	3.8485	1.17583
I admire Alinamin Ex-Plus value for money.	33	1.00	5.00	3.6970	.98377

#### 4.3.2 Brand awareness dimension analysis

To understand customer's perception toward brand awareness of Alinamin Ex plus, the result of analysis will be separated into 2 parts. First, it is the overall awareness from total respondents using frequency analysis. The result showed that 53 respondents aware of Alinamin Ex plus which counted for 53%. The second, researcher

selected only respondents who bought Alinamin Ex plus in order to understand level of brand awareness by using descriptive analysis. The result showed that the mean value in the question over level is 4.0303 which means that customers have highest positive agree with brand awareness.

**Table 4.5 The frequency and percentage of brand awareness**

Have you ever aware of this Vitamin B product as below picture?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	53	53.0	53.0	53.0
	no	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

**Table 4.6 The Mean ( $\bar{x}$ ) and Standard Deviation (S.D.) of brand awareness**

	N	Minimum	Maximum	Mean	Std. Deviation
I can imagine these products in my mind.	33	1.00	5.00	4.0303	.91804

### 4.3.3 Brand association dimension analysis

To understand customer's perception toward brand association of Alinamin Ex plus, the researcher considered each question in table 4.7 below as it can reflect customer perception and analyzed them by descriptive analysis. The finding showed that the average of mean value is 3.5378 which means that customers have high positive agree with brand association in each aspect. Aspects included brand differentiation, premium packaging and recommendation by others.

**Table 4.7 The Mean ( $\bar{x}$ ) and Standard Deviation (S.D.) of brand association**

	N	Minimum	Maximum	Mean	Std. Deviation
I believe Alinamin Ex-Plus as a brand which is new and different.	33	2.00	5.00	4.0000	.75000
I view Alinamin Ex-Plus as a brand which has premium packaging.	33	2.00	5.00	3.7273	.87581
I perceive Alinamin Ex-Plus as a brand which is recommended by friend/family/healthcare profession.	33	1.00	5.00	3.3939	1.02894
I believe Alinamin Ex-Plus as a brand which is recommended by well-known celebrities.	33	1.00	5.00	3.0303	1.13150

#### 4.3.4 Brand loyalty dimension analysis

In order to understand customer's perception toward brand loyalty of Alinamin Ex plus, the researcher considered each question in table 4.8 below as it can reflect customer perception and analyzed them by descriptive analysis. The finding showed that the average of mean value is 3.4444 which means that customers have high positive agree with brand loyalty in each aspect. Aspects included overall satisfaction, intention to buy and willing to recommend.

**Table 4.8 The Mean ( $\bar{x}$ ) and Standard Deviation (S.D.) of brand loyalty**

	N	Minimum	Maximum	Mean	Std. Deviation
Overall, I satisfied with Alinamin Ex-Plus	33	1.00	5.00	3.5152	1.17583
I would like continue choosing/ repurchasing Alinamin Ex-Plus whether the price will change or not.	33	1.00	5.00	3.2424	1.06155
I would like to recommend Alinamin Ex-Plus to a friend/ associate.	33	1.00	5.00	3.5758	1.03169

#### 4.4 Purchase Intention Analysis Report

According that four hypotheses were developed in chapter 2 so as to reveal the factors that influence on customer's purchase intention of Alinamin Ex plus. The hypotheses are shown below:

H1. Perceived quality has a significant positive direct effect on purchase intention.

H2. Brand awareness has a significant positive direct effect on purchase intention.

H3. Brand association has a significant positive direct effect on purchase intention.

H4. Brand loyalty has a significant positive direct effect on purchase intention.

Stepwise regression model has been used to predict the purchase intention (Y) where the explanatory variables are perceived quality, brand awareness, brand association and brand loyalty that were collected in the questionnaire. The findings are presented in table 4.9 to 4.10 below.

**Table 4.9 Model summary where Y = purchase intention**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.470 <sup>a</sup>	.221	.109	1.00176

Note: a. Predictors: (Constant), Brand awareness, Brand loyalty, Brand association, Brand perceived quality

From table 4.9, we can see a small R square 0.221 meaning that the model does not have quite good predictive power. Note that R square closer to 1 is always better.

**Table 4.10 Regression coefficients and significant testing**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.644	1.182		1.391	.175
	Brand association	.574	.367	.325	1.564	.129
	Brand perceived quality	-.389	.422	-.252	-.921	.365
	Brand loyalty	.512	.238	.480	2.155	.040
	Brand awareness	-.201	.223	-.174	-.904	.374

Note: a. Dependent Variable: I would like continue choosing/repurchasing Alinamin Ex-Plus whether price will change or not (customer purchase intention).

b. Predictors: (Constant), Brand awareness, Brand loyalty, Brand association, Brand perceived quality

From table 4.10, the most important predictor variable is Brand loyalty ( $\beta 0.040$ ,  $p < 0.05$ ) which is positively related to purchase intention. However, the predictor variable is Brand association ( $\beta 0.574$ ,  $p = 0.129$ ) which is not related to purchase intention. Then the predictor variable is Brand awareness ( $\beta -0.201$ ,  $p = 0.34$ ) which is not related to purchase intention and last variable is Brand perceive quality ( $\beta -0.389$ ,  $p = 0.365$ )

which is also not related to purchase intention. In sum, Brand loyalty was the only variable that was kept in the model after running stepwise regression. It is a significant explanatory variable in predicting customer purchase intention ( $\beta 0.040$ ,  $p < 0.05$ ). The model can be written as shown below.

$$\text{Customer purchase intention} = 1.644 + 0.574 (\text{Brand awareness})$$

**Table 4.11 Summary of hypothesis testing result**

Hypothesis	Hypothesis testing result
H1. Perceived quality has a significant positive direct effect on purchase intention.	Unsupported
H2. Brand awareness has a significant positive direct effect on purchase intention.	Unsupported
H3. Brand association has a significant positive direct effect on purchase intention.	Unsupported
H4. Brand loyalty has a significant positive direct effect on purchase intention.	Supported

Finally, the researcher found that not all brand equity dimensions have significant positive direct effect on purchase intention for vitamin B complex named Alinamin Ex plus. For Alinamin Ex plus, only Brand loyalty that impact on customer's purchase intention.

## **CHAPTER V**

### **CONCLUSION AND RECOMMENDATION**

#### **5.1 Conclusion**

This chapter discusses the purpose of the study that has two objective purposes in the beginning chapter which is to understand customer perception of vitamin B complex through brand equity and finding the dimension of brand equity that impact on customer purchase intention.

First, based on the Aaker's brand equity model and the empirical researches in chapter 2, there are four dimensions with positive effect on purchase intention including brand perceived quality, brand awareness, brand associations and brand loyalty. To measure customer perception of vitamin B complex through brand equity, this research conducted the questionnaire which is the questions related to each dimension of brand equity. The research shows that every dimension of Alinamin Ex plus brand equity (brand perceived quality, brand awareness, brand associations and brand loyalty) are at moderate level in customer perception. It means that this brand is not quite healthy enough when compare with competitors. However, the Alinamin Ex plus just launched in Thailand market in January, 2015 which means that these products are available for Thai customers only 11 months. When compare with strong competitor who launched in Thailand over 10 years such as Blackmore, it is possible that our customer will perceived Alinamin Ex plus brand as moderate level.

Second, in order to find the dimension of brand equity that impact on customer's purchases intention, we select only customers who consumed Alinamin Ex plus in the past three months to analyze. The result shows that among four dimensions of brand equity, only brand loyalty that has positive impact on purchase intention. It means that for Alinamin Ex plus, only loyal customers tend to make a repurchase. For other dimensions of brand equity do not impact to convince the customer to make a purchase at all. However, the reason that other dimensions are not significant may come from the number of respondents is very few (only 33 respondents).



## 5.2 Recommendation

The current positioning of Alinamin Ex plus was set by the company as a vitamin B complex to help working people who feel fatigue and relief myofascial pain (muscle pain from office syndrome) during the long working period. They try to advertise Alinamin Ex plus through TVC by using celebrity endorsement.

The research result shows that the occasion when consumers decided to consume vitamin B complex is when they feel weak, exhausted and sick. Then, the most influencer for them to choose vitamin B complex is their friends, medical professional and Internet articles. Moreover, the factor that impacts them to buy is their brand loyalty.

From above information, the company should consider adjusting the product positioning and marketing strategy in some part to increase competitive advantages in the market. For example, they should change product positioning to fit for weakness relief, improve exhausted and shorten sickness period for working people instead of the old one that increases the top of mind for the customers. Then, instead of using celebrity endorsement strategy, the company should change to do special marketing activities to create the brand loyalty, try to build up the loyal customers, turn to advocacy customers who can generate word of mouth to their friends and family. Next, focus more on communication with medical professional to make them advice Alinamin Ex plus to their patients.

Lastly, for long term competitiveness of Alinamin Ex plus, the company should build the brand healthier than at present. The result from this research shows brand equity of Alinamin Ex plus is at moderate level, so the future marketing strategy should make sure that it will be helpful to improve brand awareness, brand perceived quality and brand association as well.

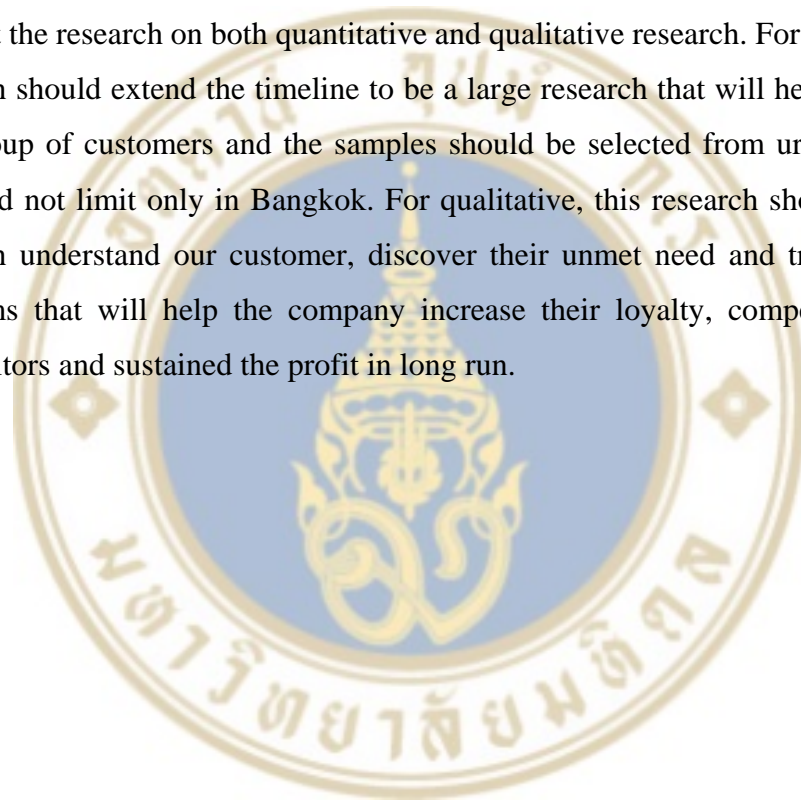
## 5.3 Limitation

In this research, there are 2 limitations faced. First is time limitation, this research has timeframe only 3 months and the duration spending for the data collection period is only 1-2 weeks. The valid collected respondents were only 33 persons (people who ever buy Alinamin Ex plus) from all respondents around 100 persons. It shows that the power of number is not good to interpret the result. Second is sample quality,

the online questionnaires were distributed to some of working people group in only Bangkok area. It may not be a good representation for a whole group of customers in Thailand market.

#### **5.4 Future research**

In the future, if the company considers conducting the further research to improve marketing strategy effectiveness, I would like to recommend the company to conduct the research on both quantitative and qualitative research. For quantitative, the research should extend the timeline to be a large research that will help to represent a real group of customers and the samples should be selected from urban area around Thailand not limit only in Bangkok. For qualitative, this research should conduct for in-depth understand our customer, discover their unmet need and try to solve their problems that will help the company increase their loyalty, compete with current competitors and sustained the profit in long run.



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## Appendix A: Questionnaire

### Vitamin B complex survey

I am a Master degree student from College of Management Mahidol University (CMMU). I would like to conduct this survey as a part of my thematic paper. This questionnaire is about brand equity evaluation of Vitamin B complex products in Bangkok area. Vitamin B is a dietary supplement that includes all of the B vitamins: B1 (thiamin), B2 (riboflavin), B3 (niacin), B5 (pantothenic acid), B6, B7 (biotin), B9 (folate) and B12. Each of the B vitamins is responsible for maintaining specific bodily functions. Vitamin B complex is also important for treating a variety of other conditions. The B complex aid to the treatment of anxiety, depression, fatigue, cardiovascular disease, premenstrual syndrome certain skin conditions and energy booster. The various of vitamin B complex products are available in the market. Therefore, I will gain your opinions and your thoughts in order to make a better plan for marketing strategy in the future. Be assured that all answers you provide will be kept in the strictest confidentiality.

The questionnaire will take approximately 10-15 minutes to complete.

### Screening question:

1) **Have you ever purchased and consumed any of these products in the past 3 months? (MA)**

- |                                                    |                                           |
|----------------------------------------------------|-------------------------------------------|
| <input type="checkbox"/> Multi-vitamins supplement | <input type="checkbox"/> Calcium          |
| <input type="checkbox"/> Vitamin B complex         | <input type="checkbox"/> Fish oil         |
| <input type="checkbox"/> Vitamin C                 | <input type="checkbox"/> Diet pills       |
| <input type="checkbox"/> Zinc                      | <input type="checkbox"/> Chicken essence  |
| <input type="checkbox"/> L-Carnitine               | <input type="checkbox"/> Skin supplement  |
| <input type="checkbox"/> Chlorophyll               | <input type="checkbox"/> Functional drink |
| <input type="checkbox"/> Lecithin                  | <input type="checkbox"/> Never            |

### General question

#### 2) Who or what has the most influence on your decision to purchase vitamin B complex? (MA)

- |                                                   |                                                       |
|---------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Friends                  | <input type="checkbox"/> Brochure/leaflet             |
| <input type="checkbox"/> Family members/relatives | <input type="checkbox"/> Point of sales media         |
| <input type="checkbox"/> Doctor/pharmacist        | <input type="checkbox"/> Outdoor media/billboard      |
| <input type="checkbox"/> Presenter                | <input type="checkbox"/> Direct mail                  |
| <input type="checkbox"/> Product Advisor          | <input type="checkbox"/> Internet article             |
| <input type="checkbox"/> Newspaper                | <input type="checkbox"/> Telesales                    |
| <input type="checkbox"/> Magazine                 | <input type="checkbox"/> Direct sales                 |
| <input type="checkbox"/> TVC                      | <input type="checkbox"/> Promotion                    |
| <input type="checkbox"/> Radio                    | <input type="checkbox"/> Others (please specify.....) |

#### 3) In which occasions do you choose to consume vitamin B complex? (MA)

- When I feel sick
- When I feel that I'm about to get sick
- When I feel weak
- When I don't get enough sleep
- When I feel exhausted
- When I don't exercise enough
- When I have pain and ache
- When I don't eat enough/get enough nutrition
- When my allergy reaction occurs
- Others (Please specify...)

**4) On average, how much do you spend on Vitamin B complex per month?**

- |                                        |                                     |
|----------------------------------------|-------------------------------------|
| <input type="checkbox"/> Less than 500 | <input type="checkbox"/> 1501-2000  |
| <input type="checkbox"/> 500-1000      | <input type="checkbox"/> 2001-2500  |
| <input type="checkbox"/> 1001- 1500    | <input type="checkbox"/> Above 2501 |

**Specific Question (Brand equity index)**

**Brand awareness**

**5) Which brands are you aware of? [MA]**

- Blackmore ( Exec B's)
- Blackmore ( Multi B)
- Blackmore ( Mega B complex)
- Vista (B complex)
- Mega (Nat B)
- Brand's (mix B complex)
- Alinamin Ex-Plus (Takeda)
- Nature Made (Super B complex)
- Nutrilite (Vitamin B)
- Others (please specify.....)

**6) Which brand of vitamin B would you say is your favorite brand? It may or may not be the brand you consume/buy most often. [SA]**

- |                                                      |                                                        |
|------------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> Blackmore ( Exec B's)       | <input type="checkbox"/> Brand's (mix B complex)       |
| <input type="checkbox"/> Blackmore ( Multi B)        | <input type="checkbox"/> Alinamin Ex-Plus (Takeda)     |
| <input type="checkbox"/> Blackmore ( Mega B complex) | <input type="checkbox"/> Nature Made (Super B complex) |
| <input type="checkbox"/> Vista (B complex)           | <input type="checkbox"/> Nutrilite (Vitamin B)         |
| <input type="checkbox"/> Mega (Nat B)                | <input type="checkbox"/> Others (please specify.....)  |



7) Have you ever aware of this Vitamin B product as picture below?



Yes  No

8) Have you ever bought this Vitamin B product as picture below?  
 (Choose No, skip to demographics part)



Yes  No

Could you please rate your opinions for these following questions by ranking from strongly disagree to strongly agree?

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
9) I can imagine these products in my mind.					

### Brand Associations

What is the matter about your perception towards Alinamin Ex-Plus. I would like to know how strongly you associate with Alinamin Ex-Plus. Could you please rate your opinions for the following questions?

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
10) I believe Alinamin Ex-Plus as a brand which is new and different.					
11) I view Alinamin Ex-Plus as a brand which has premium packaging.					
12) I perceive Alinamin Ex-Plus as a brand which is recommended by friend/doctor/pharmacist.					
13) I believe Alinamin Ex-Plus as a brand which is recommended by well-known celebrities.					

### Perceived quality

**What are the reasons that you choose to consume Alinamin Ex-plus?**

**Please rate your opinions.**

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
14) I consider Alinamin Ex-Plus as a brand which has high efficacy, can see the results.					
15) I believe Alinamin Ex-Plus as a brand which is easy to find/ available everywhere.					
16) I view Alinamin Ex-Plus as a brand which has frequent ads.					

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
17) I trust Alinamin Ex-Plus as a brand which has high quality because this product is produced by Japanese Pharmaceutical Company.					
18) I admire Alinamin Ex-Plus value for money					

### Brand loyalty

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
48) Overall, how satisfied are you with Alinamin Ex-Plus?					
49) How likely are you to continue choosing/repurchasing Alinamin Ex-Plus?					
50) How likely are you to recommend Alinamin Ex-Plus to a friend/associate?					

### Demographic Questions

#### 1) What is your gender?

Male

Female

#### 2) What is your age?

Age 15 or lower

36 to 45 year

16 to 25 years

Age 56 or older

26 to 35 years

**3) What is the average MONTHLY income of your household? (Baht, SA)**

- |                                          |                                           |
|------------------------------------------|-------------------------------------------|
| <input type="checkbox"/> 10,000 or lower | <input type="checkbox"/> 10,001 – 20,000  |
| <input type="checkbox"/> 20,001 – 30,000 | <input type="checkbox"/> 30,001 – 40,000  |
| <input type="checkbox"/> 40,001 – 50,000 | <input type="checkbox"/> 50,001 or higher |

**4) What is your Occupation?**

- |                                                      |                                                   |
|------------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Student                     | <input type="checkbox"/> Private company employee |
| <input type="checkbox"/> Government officer          | <input type="checkbox"/> Business owner           |
| <input type="checkbox"/> Unemployed                  | <input type="checkbox"/> Retired                  |
| <input type="checkbox"/> Other (please specify.....) |                                                   |

**5) What is your education level? [SA]**

- |                                              |                                            |
|----------------------------------------------|--------------------------------------------|
| <input type="checkbox"/> No formal education | <input type="checkbox"/> Primary school    |
| <input type="checkbox"/> High School         | <input type="checkbox"/> Bachelor's degree |
| <input type="checkbox"/> Master's degree     | <input type="checkbox"/> Doctorate degree  |

**6) What best describes your current relationship status? [SA]**

- |                                               |                                             |
|-----------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Single               | <input type="checkbox"/> Married            |
| <input type="checkbox"/> Widow/Widower        | <input type="checkbox"/> Divorced/Separated |
| <input type="checkbox"/> Live in relationship | <input type="checkbox"/> Prefer not to say  |