

**FACTORS INFLUENCING PURCHASE INTENTION TOWARD
DIETARY COLLAGEN IN BANGKOK, THAILAND**

The logo of Mahidol University is a circular emblem. It features a central golden stupa-like structure on a blue background. The emblem is surrounded by a golden border containing Thai text. The text at the top reads 'มหาวิทยาลัยมหิดล' (Mahidol University) and at the bottom 'วิทยาลัยการจัดการ' (College of Management).

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FULFILLMENT OF THE REQUIREMENTS FOR
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COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY**

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DIETARY COLLAGEN IN BANGKOK, THAILAND**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management

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FACTORS INFLUENCING PURCHASE INTENTION TOWARD DIETARY COLLAGEN IN BANGKOK, THAILAND

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ABSTRACT

The purposes of this study were to explore and better understand important factors which influencing purchasing intention toward dietary collagen in Bangkok, Thailand. The factors were aging avoidance, product quality, price, country of origin and body-esteem. The researcher collects the data by interview 10 consumers and 5 non-consumers.

The finding of this research revealed that the essential factors that make consumers decide to purchase dietary collagen in Bangkok are aging avoidance, product quality, price and country of origin. However, the unessential factor is body-esteem. Recommendations to entrepreneurs were provide in the conclusion section.

KEY WORDS: Collagen / Supplement / Consumer Behaviour / Purchase intention

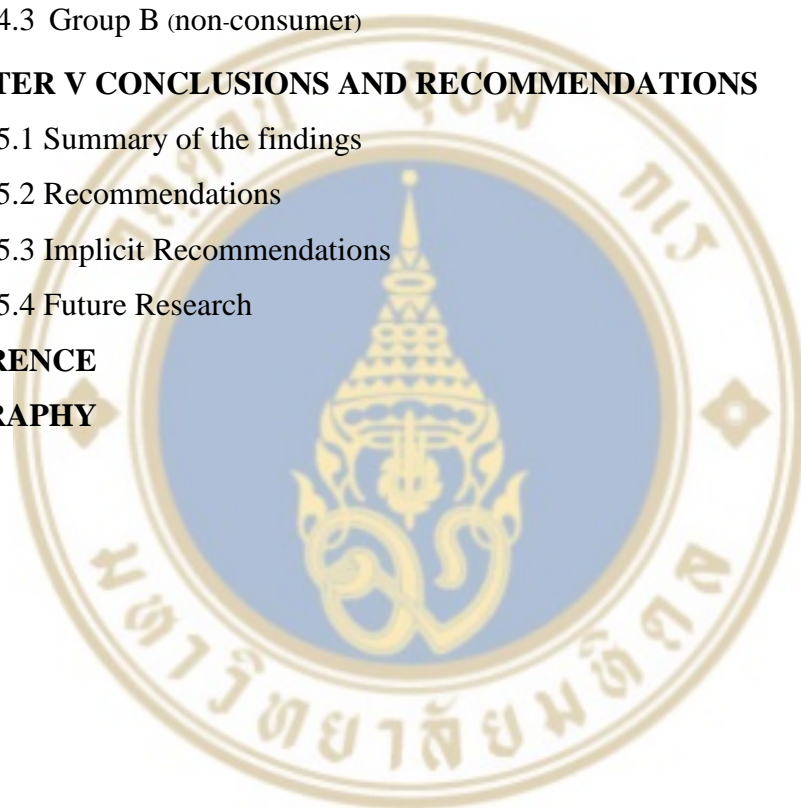
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CHAPTER I

INTRODUCTION

1.1 Research Statement and Importance

Due to continually increasing health consciousness trend among Thai consumers at any ages, and that they also take care of their appearance so they can impress other people. In addition, with chaotic lifestyles of urban consumers in Thailand and limited time for exercise. Thailand will soon become “Elder Society” in ten years (Lakjhit, 2016). According to mentioned factors lead to Collagen diet consumption, which become more popular as we can see many brands are sold in Thai market are continually increasing. There are plenty of evidences to indicate its popularity.

Firstly, Nowadays, collagen has become popular and highly demanded ingredients, upon the developments of healthy foods industry. Collagen production in the body decreases with ageing and lacking of essential nutrients. As collagen injection is not a preferred option to most people, the next best alternative to gain collagen is through diet (Hashim, 2015).

Secondly, the Federation of Thai Industries settled supplement producer industrial group which is counted as forty-fifth group on 29 February 2016 consisting of 1,000 entrepreneurs, in which 90 percent is SMEs and 10 percent is major players that dominate vast market shares by having direct sales as a significant channel or 80 percent in proportion and other 20 percent on retailers. Thus, many Thai entrepreneurs could not escape from this fiercely competitive market (The Public Relations Department of Thailand, 2016).

A type of collagen dietary comes as a form of functional drink. Functional drink provides consumers many benefits. For example, skin enhancement, better

digestion or brain enrichment which is the selling point. For collagen-contained drink, the selling point is enhancement of skin layers. Moreover, this market has highly and continually growth rate so it draws attention from entrepreneurs to enter and compete for market share. Furthermore, functional drink market is worth THB 5,000 - 5,300 million per year and it has average growing rate at 13-15 percent per year continually. Beverage market is worth THB 430-440 billion. The market in the year 2014 was slightly increased, comparing to 2013 market (Kasikorn research centre, 2016).

Especially, functional food and beverage own the largest share value of Thai health and wellness industry section in 2010 and 2015, as 62.8 and 61.2 percent, respectively (Euromonitor, 2012).

The economic and social survey of Thai household result in 2015 from the National Statistic Department indicated that overall each household earned revenue at THB 26,915 per month and payed all expenditure for THB 21,157 per month which was measured at about 33 percent of the expense or THB 6,982 that was paid for foods, drinks and tobacco.

Entrepreneurs need to create positive image of the product, so that it could lead to extraordinary brand perception in consumers' mindset for both functional and emotional benefits. However, consumers still don't have high product knowledge and might consume collagen because they may believe in exaggerated claims of the product in commercial advertising from television or manipulated by the market. To sum up, entrepreneurs should provide consumers knowledge, and also understand consumer behaviour and factors that influence purchasing decision toward collagen.

Collagen supplementary diet is popular among Thai female consumers especially young generation because it has beauty-relevant benefits attached to it. However, we don't know the reasons why they consume or even if they have enough knowledge of product. Furthermore, recent researches reported the products in term of medical sciences and quantitative marketing. No qualitative marketing researches are

carried out. So, we research this study in order to know the behaviour of consumer, including motivation and knowledge.

1.2 Research Questions

This study will attempt to explore the important factors which influence consumer's purchasing decisions toward dietary collagen in Thailand. Moreover, to know that consumers have product knowledge or try to find the information before purchasing or not so that researcher can indicate level of product involvement. In addition, this study will also try to seek the different opinion between frequent-consumers and non-consumers.

1.3 Research Objectives

- To examine the important factors affecting purchase intention of collagen consumers.
- To conduct a better understanding of consumer behaviour of collagen dietary in Bangkok, Thailand.
- To explore the underlying motivation related to frequent-consumers.
- To provide deeper insights of consumer information.
- To form an effective marketing strategy for Thai entrepreneurs.

1.4 Research Scope

To answer the research question, data collection methods usage is from literature reviews and semi-structure interview. Literature part will focus mainly on academic and professional journals by searching through CMMU database, while other internet research will also be used to support up-to-date secondary data and other

relevant information. Independent variables and research frameworks were developed from previous study. As qualitative research, the semi-structured interview will be conducted to collect data from fifteen interviewees. With time and resources constraints, this research scope is the most appropriate method to collect the information.

1.5 Expected Benefits

Firstly, to understand the essential factors that influent consumption toward collagen dietary in Bangkok, Thailand. Secondly, to provide the reasons why people purchase or consume collagen. Thirdly, to develop collagen product for this research results in order to matching with the needs of consumers. Fourthly, to develop marketing strategy for Thai entrepreneurs. Finally, to give information and reference in future study.

CHAPTER II

LITERATURE REVIEW

2.1 Collagen Knowledge

Collagen is the main structural protein in the extracellular space in the various connective tissues in animal bodies. At the main component of connective tissue and extra cellular matrix, Collagen is generally found in cardiac muscle, skin, blood vessel, cornea, cartilage, bone, teeth, and ligament. Currently, collagen has 28 types. Gelatin, which is used in food and industry, is collagen that has been irreversibly hydrolysed (Robert, 1923). Collagen also has many medical uses in treating patients with complications of the bones (Moskowitz, 2000).

Skin consists of three layers which are Epidermis, Dermis and Hypodermis. Acnes, Melasmas and Freckles occur in Epidermis layer. However, wrinkles appear in Dermis layer because this layer comprises of two protein fibers which are Collagen and Elastin. Collagen is the structure that provides toughness, firmness, strength, and smoothness for the skin. While, elastin gives firm skin. Hypodermis forms the skin so that it can bear lifting and save energy for the body. Youthful human body has the result from soluble collagen and elastin productivity which assist cells in carrying the water and moisture. Nevertheless, as time flies, it makes aged body as this collagen is changed to insoluble collagen which can resist chemical substances more efficiently, hence it makes cell slowly lose the firmness, water and moisture that are saved within cells by time. Thereby, wrinkles occur over the face and skin (Ngamlert, 2013).

2.2 Marketing framework

Marketing mix or 4Ps consist of product, price, place and promotion. Marketers create products or services which match with consumers' want and need with appropriate price and promote products via advertising and sales promotions to help consumers get better understanding about benefits and values of the product. Finally, marketers must make sure that consumers will find available product via accessible place for purchasing (Iacobucci, Shannon and Grigoriou, 2015).

2.3 Related study

Aging Avoidance

The elders consume dietary supplements because they would like to maintain their health, as a response to adapt their dieting patterns or health status, anti-aging beliefs, dissatisfaction with western medicine, concern about the safety of the food supply and control over self-care. Some consumers also take vitamins since these consumers may perceive that taking vitamins and mineral supplements has benefits for them (Kaufman, 2002).

Other study found that collagen peptide supplement by consumption significantly increases skin hydration after eight weeks of input. The collagen density in the dermis was essentially enlarged and the fragmentation of the dermal collagen network necessarily dropped after four weeks of consumption. Both effects persisted after twelve weeks. Ex vivo experiments demonstrated that collagen peptides produces collagen as well as glycosaminoglycan production, offering a mechanistic explanation for the observed clinical effects. To sum up, the oral supplementation with collagen peptides solves skin ageing productively (Asserin, 2015).

The effect of daily consumption of collagen peptide on the skin damage, caused by repeated UV-B radiation was examined. Dosing of collagen peptide (0.2 g/kg/d) stopped UV-B- that causes the loss of in skin hydration, hyperplasia of the

epidermis, and reduces in soluble type I collagen. These results recommended that collagen peptide was useful similar to a dietary supplement to conquer UV-B-induced that lead to harmful skin (Tanaka, Koyama and Nomura, 2009).

Body-Esteem

The finding of third-person perception of cosmeceutical product advertising: The research found out that self-esteem plays moderately important low, indicated that this kind of cosmeceutical product advertising raises concerns among female when consumers' level of self-esteem drops. To sum up, female consumers with a lower level of self-esteem are more active in seeking information related to improving their physical appearances and body image. This concern could influence female consumers to become a health or beauty-conscious consumers. However, female consumers who have a higher level of self-esteem are fewer concerned about finding methods to develop their appearance and body image (Meng, Gonzenbach and Pan, 2015).

Other supportive study found that self-evaluation on self-esteem predicted a negative influence on product purchase intention. As their self-evaluation on body esteem increases, the likelihood to purchase cosmeceutical products decreases (Meng and Pan, 2012).

According to previous finding of the two studies mentioned above, commercial collagen advertisement in Thailand usually depict female celebrity endorsement. Hence, the audiences are persuaded to consuming collagen because they would like to have better appearance like celebrities. Thereby, researchers assume that they consume collagen because they would like to increase their body-esteem.

Product Quality

According to factors influencing dietary supplement consumption: A case study in Chiang Mai, Thailand, was found that females and participants who had likely waistlines, higher income, usually felt stressed or sick, and who preferred eating fruits, vegetables or routinely drank water tended to have a higher rate of consumption of dietary supplements. Attendees gave priority over goods with warranted quality when they made a judgement to purchase dietary supplement, nevertheless their purchase was also influenced by the attractiveness of the product (Wangcharoen, Amornlerdpison and Mengumphan, 2013).

Brunso, Fjord and Grunert (2002) indicated that consumers judge quality of food based on taste, health, process, and convenience. Taste and smell are hedonistic experience characteristic of food because taste can usually only be established after consumption. For health, consumers concerns about their safety because dietary has an impact on their health after consumption. For production process, consumers tend to choose about organic, natural, Non-GMOs and anti-animal testing product. Convenience is not only enabling for purchasing process or fast intake but also help saving time, physical or mental energy (Gofton, 1995).

Country of Origin

The study findings suggest that the importance that consumers place on Country of Origin (COO) image when they made products evaluation is contingent on the product context. Especially, the study findings show that consumers consider COO image to be more important for their product evaluation as they tend to not thoroughly evaluating familiar product categories with less involvement (Josiassen, Lukas and Whitwell, 2008).

The study has suggested that unbiased product-country knowledge can increase consumers' reliance on country of origin in judging a product, particularly if the unfamiliar brand name. It seems that more knowledgeable consumers may be more sensitive to a product's country of origin than less knowledgeable consumers. This suggests that marketers who target more knowledgeable, possibly more perceiving, consumers can make use of a favourable product country image to position a new product (Schaefer, 1997).

According to the image of COO, product knowledge and product involvement, all have a significantly positive effect on consumer purchase decision; the country of origin image and product knowledge significantly affects how optimistic image on consumer purchase decisions would be, under different product involvement (Lin and Chen, 2006).

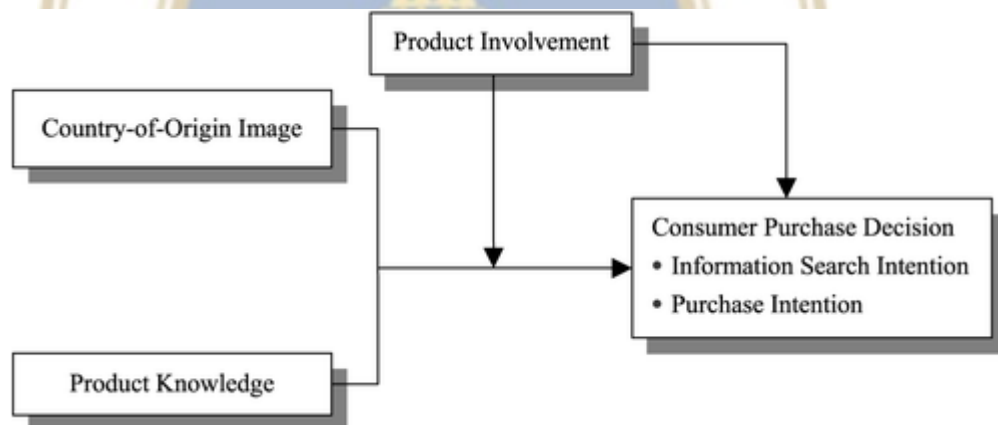


Figure 2.3 Country of Origin

In conclusion, researcher assumes that collagen consumer considered COO as important factor effecting on product evaluation on less familiar, less involved-thinking product and unfamiliar brand name. In addition, consumers who have more product knowledge would rely more on COO too.

Price

The study revealed that most important factors affecting the buying decision of the customers towards Herbalife® products and other dietary supplement is the product mix and price mix, which are the most important factors concerning buying decision when comparing with other dietary supplement products available in the market (Auechotpanich, 2008).

Consumers compare price and quality before making a purchase. However, customers hesitate to pay for a certain quality because the product doesn't have the specific quality the manufacturer claims, or consumers don't require any specific quality, or they don't know that the product actually has the specific quality. Perceived price may relate to perceived quality and a subjective reference price, which is based on prior experiences. A high price may be regarded as sign of high quality (Brunsø, Fjord and Grunert, 2002).

2.4 Research Framework

This research has framework that are depicted from independent variables and dependent variable as following;

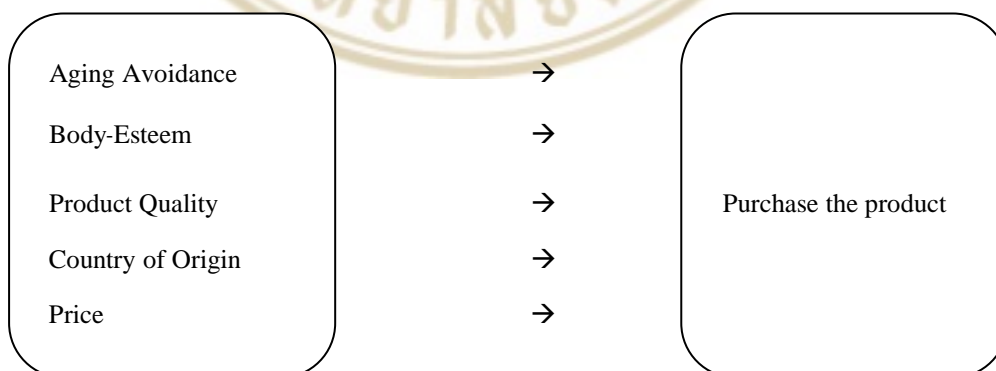


Figure 2.4 Research Framework

From the related study, researchers found that the variables influence the supplementary diets purchasing decisions, and form this framework. From researchers' point of view, these variables will also impact collagen dietary consumers. This study will mainly investigate the feeling, believing and thinking of intense collagen consumers that will follow this framework, not follow this framework or partly follow this framework after that researcher can implement and adjust to comply with customers' needs and wants which lead to effective marketing strategy.



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

Qualitative research is used because researcher would like to examine the attitudes, feeling. Moreover, this is a better way to understand the in-depth motivation and feeling of the consumers. Question type used for this kind of research is probing and open-ended questioning. The resulting data are rich, human, subtle, and often appear as a researcher (McDaniel and Gates, 2013).

However, qualitative research has limitations as following;

Firstly, drawback is that marketing success or failure many times based on small differences in attitudes or opinion about marketing mix, and qualitative research does not differentiate insignificant dissimilarity unlike massive-scale quantitative research does. Secondly, qualitative research is not representing the whole population. There is difficult to say that a group of ten working women represents all working women (McDaniel and Gates, 2013).

Individual Depth Interviews (IDI) is one-on-one interviews that probe and elicit detailed answers to questions, often using indirect or psychological technique to discover hidden motivation. Hence, IDI eliminates group pressure and influence, so the opinions are precise, and interviewer would like to know about individual reaction placed in the context of individual's experience. Moreover, respondents feel that she was attentively focused, and that her thoughts and feeling are important and truly needed, this enhances awareness when having the interview session with the interviewer. More flexibility for forming new way of questioning, because there is no group existence, which would give critical insights into the main issue by simply remarking on related-issues (McDaniel and Gates, 2013).

3.2 Sample and Data Collection

The survey method is in depth interview by using the sampling technique called non probability sampling. The total sample size is 15 respondents which will be separated into two groups. The first group consists of 10 respondents are Thai female who consume collagen regularly or consuming supplementary diet more than one-month, age more than 18 years, and living in Bangkok, Thailand. Researcher selects this group because this group seems to be target group with potential to purchase the product as evidence mentioned in factors influencing dietary supplement consumption. A case study in Chiang Mai, Thailand have found that females who had waistlines, higher income, usually felt stressed or sick, and who preferred eating fruits/vegetables or routinely drank water tended to have a higher rate of consumption of dietary supplements (Wangcharoen, Amornlerdpison and Mengumphan, 2013). Thus, consumers who meet qualification will be interviewed. Comparing with the second group which consists of five respondents who are non-consumers to know how to turn non-users to users. Since, this study will concentrate on qualitative research but others can follow pace steps and conduct more in-depth research later.

3.3 Research Instrument

As mention earlier, the study will use Individual Depth Interviews, to collect the data. The interview questions are open-ended, in which adapted from the framework in Literature review chapter. The interview question is categorized into two parts.

Part I (collagen consumer behavior and factors influencing consuming)

● How often you consume? – screen question for confirm targeted interviewee

● How long you have been taken collagen? –screen question for confirm targeted interviewee

● How did you begin taking it? (From other people's recommendation?)

● What are relatives/ friends' perception toward collagen consumption?

● What form of collagen did you consume regularly? Such as, drink or powder.

● Why do you like or prefer that form?

● What brand you regularly consume?

● Have you ever switched the brand? If so, Why?

● Why you consume collagen?

● Are you a person who avoid or prevent aging skin?

● Do you think consuming collagen would help you avoid your skin from aging?

● What confidence level rate would you give to your appearance? (Highly Moderate, Low confidence)

● Do you think consuming collagen helps increasing self-esteem or confidence?

● Do you think Product quality and attractiveness of the product affect your purchase?

● What quality product looks like?

● Product knowledge (Made from what kind of animal? Country of origin? When is the best time for consuming?)

● Is the brand or country of origin essential or not?

● Budget for each purchase? Price-Consciousness?

- What are the results after consuming?
- How do you judge whether it works or not?
- After consume do you ever suggest to the others? (WOM, engagement)
- What is your suggestion or complaint(s) about collagen product which

you have ever used?

● Please rank top three factors which are the most important for you?
(Aging Avoidance, Body-Esteem, Product Quality, Country of Origin, Price)

- Where did you buy collagen?

For non-consumer, they will be asked in order to explore the reasons why they do not consume or purchase. For instance,

- Why don't they consume?
- How to make you change your mind?

Part II (Demographic)

- Occupation?
- Age?
- Education?
- Approximate monthly income?

CHAPTER IV

DATA ANALYSIS AND FINDINGS

In the fourth chapter, the data obtained from in depth interview methodology will be analyzed by separating in to two groups which are consumers group and non-consumers group. The researcher had interviewed the total 15 respondents. The first group is the consumers group, comprising ten persons who have regularly consumed collagen dietary more than one month and second group is the non-consumer group that consists of five persons who had never been consumed collagen before, or don't believe in benefit of collagen dietary. Furthermore, the interview questions are designed to match with each different group in order to collect specific information from each group.

Researcher established the interview questions for group A (collagen consumers or users) based on the mentioned variables which are aging avoidance, self-esteem, product quality, country of origin and price. In this chapter, the researcher will gain the opinion from respondents, and how strong each variable in detail affects purchasing decision toward collagen consumption and what is the most important benefit that respondents would gain from consuming collagen and whether this result leads to purchasing or not.

4.1 Profile of interview participants

Table 4.1.1 Group A (collagen consumers)

Participant	Occupation	Age	Education	Income	How often per week & When consume	How long you have been consume
1	Private officer	47	Bachelor degree	50,000	Daily before breakfast	6 months
2	Government officer	34	Master degree	22,000	Daily before meal	2 months
3	Government officer	24	Bachelor degree	14,000	Daily before breakfast, total two pills	4 months
4	Government officer	28	Bachelor degree	15,000	Daily before sleep	1 year
5	Retire & Legal consultant	63	Bachelor degree	50,000	two times daily after meal, total of six pills a day	6 months
6	Private officer	30	Master degree	23,000	Few times a week after breakfast	2 years

Table 4.1.1 Group A (collagen consumers) (Cont.)

Participant	Occupation	Age	Education	Income	How often per week & When consume	How long you have been consume
7	Private officer	36	Bachelor degree	50,000	two times daily before breakfast and sleep total six pills	7 months
8	Full time student	25	Bachelor degree	22,000	Daily two times before breakfast and sleep, total of four pills	4 years
9	Private officer	40	Bachelor degree	20,000	Daily after breakfast, mix with juice	1 year
10	Self-employed	27	Bachelor degree	30,000	Daily before breakfast with juice	1 year

Table 4.1.2 Group B (non-consumers)

Participant	Occupation	Age	Education	Income
1	Private officer	27	Bachelor degree	35,000
2	Private officer	28	Master degree	37,000
3	Non-profit organization officer	26	Bachelor degree	17,000
4	State enterprises officer	29	Master degree	20,000
5	Government officer	57	Bachelor degree	80,000

4.2 Group A (Consumer)

4.2.1 Aging avoidance

Nine respondents of group A are people who feel they should avoid all possible factors that lead to aging. For example, they try to avoid wrinkles or loss of firmness on their skin by trying to apply night cream, taking vitamin or fish oil, having enough sleep and doing exercise regularly. Moreover, three out of nine respondents of this group have high level of aging avoidance. However, only one youngest respondent in this group had low level of aging avoidance.

Do you think collagen help anti skin aging?

All of 10 respondents believe that collagen dietary would help them avoid aging skin. However, the answers that researcher get are different as following.

Respondent 1, 10 consider it helps her appearance younger than their old age.

Respondent 2, 8, 10 think it assists her to gain more moisturized skin, especially, respondent 8 who has dry skin, and doesn't prefer apply lotion to her skin but her skin still looks nice, and doesn't crack after taking dietary. Therefore, she preferred dietary form which has same finding with study of Asserin (2015) study found collagen peptide supplement significantly increases skin hydration after eight weeks of input.

Respondent 1, 3, 4, 6, 8 and 9 or the majority of users guess it helps avoid or prevent wrinkles.

Respondent 5 and 9 assume it aids, improves or reduces wrinkles.

Respondent 5 thinks it provides more smooth and soft skin feeling.

Respondent 7 conceives it gives her an emotional benefit.

Interestingly, respondent 1, 8 and 9 would like to gain the better skin so that it can lead to social acceptance such as obtaining good compliments from her family (husband and kid) and her acquaintances.

Respondent 5; 63 years old, consumes collagen for good skin as a main reason, and curing joint pain relieve as a second important reason, after consumption she senses her skin becoming smoother and softer, and a little better for wrinkles. The result match with Kaufman (2002) study indicated that the elder consumes dietary supplements because of anti-aging beliefs.

4.2.2 Self-Esteem

Self-confident about appearance level results:

Respondent 2, 3, 4 and 8 think they have low self-confident level.

Respondent 6, 7, 9 and 10 guess that they have medium self-confident level.

Respondent 1 presumes that she has medium to high self-confident level.

Respondent 5 considers she has high self-confident level.

Thereby, 40 percent of consumers have low self-confidence level, while 40 percent of consumers have medium self-confident level. 10 percent has medium to high self-confident level. Only 10 percent has high self-confident level. To sum up, the majority of consumers have low to medium self-confidence level.

Does collagen help increase body-esteem?

Respondent 1, 6, 7, 8, 9 and 10 perceive collagen as helping to increase body-esteem magnificently because they say their skin (especially facial skin) obtain better clarity.

Respondent 6 and 7 guess it assists in enhancing self-esteem in term of emotional benefits.

Respondent 2, 3, 4 and 5 don't presume it helps increase self-esteem because nobody notices that they gain better skin, and they don't think it provides immediate result like surgery, so they don't gain any emotional benefit.

In conclusion, the majority of consumers, at 60 percent proportion has a thought that after consuming collagen, it self-esteem was evidently increased. On the other hand, minority of consumers at 40 percent of consumers don't think it helps raise self-esteem.

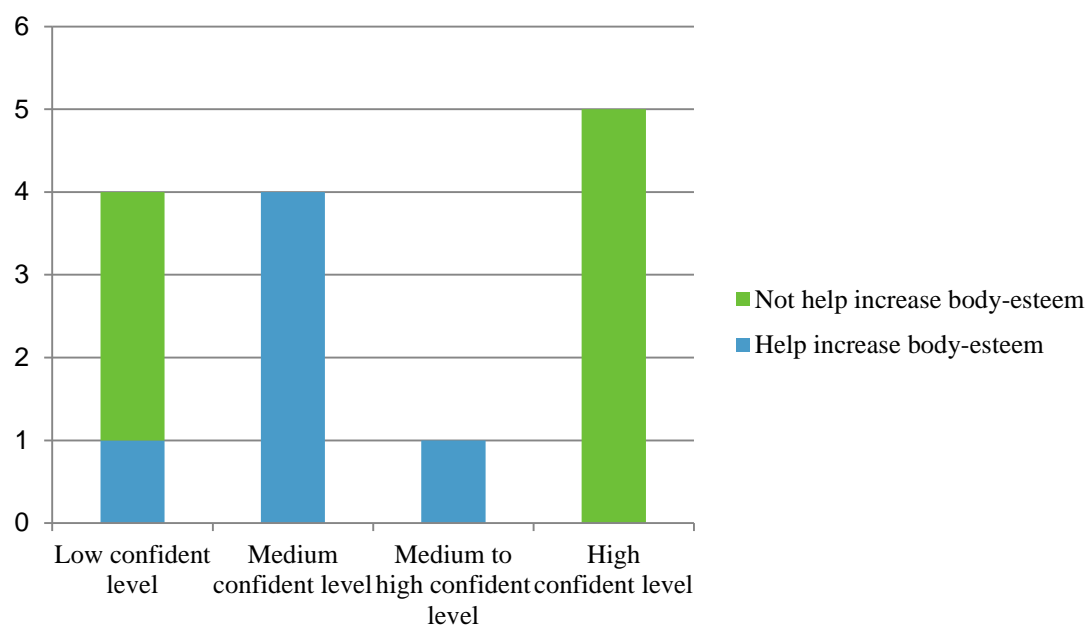


Figure 4.1 Proportion between self-confident level and body-esteem

For the majority of low self-confident people think collagen dietary doesn't help increasing body-esteem. Similar to high Self-confident level, who tend not to support that collagen dietary assists in increasing body-esteem. Even if, they don't think it will help increasing self-esteem, they still purchase and consume collagen anyway. However, for medium self-confident level and medium to high self-confident level people consider collagen dietary assists increase body-esteem. To sum up, regardless of the opinion on collagen, whether it helps increasing self-esteem or not. Nevertheless, consumer still purchase collagen supplementary anyway.

Therefore, the finding of this study is not matched with the result of the Meng and Pan (2012) study found that self-evaluation on self-esteem predicted a negative influence on product's purchasing decision. As their self-evaluation on self-esteem increases, the likelihood to purchase cosmeceuticals decreases.

4.2.3 Product quality

100 percent of respondents concern about product quality as an important factor before deciding to buy or not to buy collagen supplementary. However, each respondent has different definitions of quality.

Apparently, Respondent 1, 2, 3, 4, 5 and 9, so called the majority of consumers think that good collagen should provide positive impact after consumption.

Respondent 2, 3, 4 and 6 consider good quality collagen as not having fishy smell so that they consume easily, while respondent 8 doesn't think so.

Respondent 6 presumes good quality collagen is produced by manufacturer who has reliable production process and the final product should not be chemical-contaminated.

Respondent 7 and 10 think good quality collagen should receive an approved FDA from government department so that it is safe for consuming.

Respondent 8 presumes good quality collagen, as being made from pure collagen that should not mix with the flour and it should have fishy smell.

Respondent 10 considers better quality collagen as being produced from fine ingredients. It should be packed in premium package by using gold color and attached superior label.

Respondent 1 knows the brand she used has product guarantee.

The overall result match with the finding of Brunso, Fjord and Grunert (2002), who said that food quality consists of four main aspects; taste, health, process and convenience. Moreover, the outcomes same as Wangcharoen, Amornlerdpison and Mengumphan (2013) indicated that participants gave priority over a product with guaranteed quality when they made decision to purchase supplementary diets.

4.2.4 Country of origin

All ten respondents concern country of origin as an essential factor for them when they make a purchase decision, the details are as following.

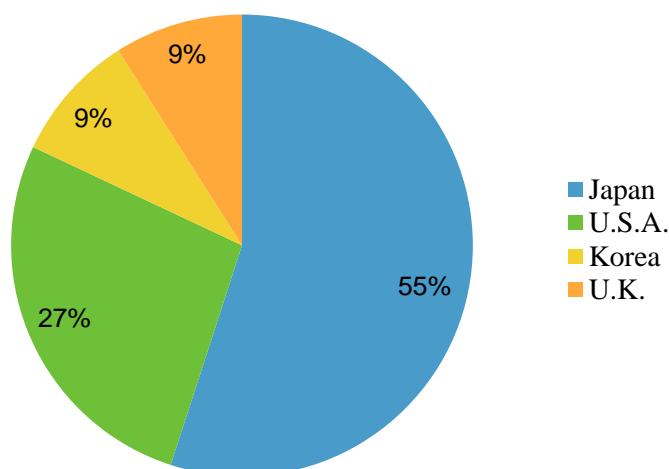


Figure 4.2 Preferred Country of origin

Respondent 1, 2, 6, 9 and 10 prefer to buy product from Japan because this country has plenty of ocean fish, high credibility of the country image such as good standard and cleanliness. Moreover, Japan has an extremely detailed FDA approval process.

Respondent 7 and 10 select product from United States of America because USA is reputable, in terms of selling vitamins with highly standardized production.

Respondent 8 prefers Korea because it was dominating the market in Thailand 4-5 years ago, also as appearance of beautiful and fair skin of Korean celebrities.

Respondent 10 also prefers England, United States of America and Japan because she believes this country has strong FDA requirement.

Researcher found that nine respondents have product knowledge; for example, collagen was made from fish, its country of origin and when is the best time to consume. However, only one respondent has no product knowledge, she consumes collagen dietary every day.

Researcher concludes that collagen is a highly-involved product because eight respondents did some information gathering about product before buying, while one respondent does the product research after purchasing the goods. However, only one respondent didn't gather information both before and after buying the product.

The results of this study are matching with Lin and Chen (2006)'s report, which found that the country of origin's image has been significantly and impactful indicator on decisions under different product involvement, and knowledge has significantly positive effect on purchase decision of consumers under different product involvement level.

4.2.5 Price

Respondent 1, 2, 3 and 4 said that the quality of product should come with reasonable price then they would make a purchase. This matches with Brunsø, Fjord and Grunert (2002)'s study, that indicated that consumers compare price and quality before buying. Five consumers (50 percent) define themselves as price-conscious person.

Interestingly, 40 percent of them said if the product has good quality, they will buy it anyway. Anyway, money is a limited resource, so whenever they make purchase decision, budget per each time of purchasing is also an important element. The details are revealed as following.

Respondent 1 and 2 do not spend more than THB 1,500. Respondent 10 doesn't give more than THB 1,200. Respondent 3, 4, 5, 6 and 9 do not pay more than THB 1,000. Respondent 8 do not spend more than THB 890. Respondent 7 does not give more than THB 600.

This study found that price is an important factor, similar to the study of Auehotpanich in 2008, which revealed that most important factors affecting the buying decision of the customers towards dietary supplement is the price mix.

However, price less important than quality, according to the experiment that researcher let the respondents choose three out of five factors and 9 respondents. They focus more on product quality than price.

4.3 Group B (Non-consumer)

Why not consume collagen supplementary?

Respondent 1, 2, 3 and 4 think collagen supplementary products are not natural. Furthermore, its quality is different from normal food, so they prefer eating natural food to get all nutrients.

Respondent 2 and 3 are afraid of side effects such as kidney damage.

Respondent 4 don't like the taste, and she heard from her friend that it can make her body gain more weight.

Respondent 5 is not a beauty-conscious person, she accepts that aging process will happen as a fact, and that collagen has no medical-supported or statistically approved evident that can convince her to consume it.

How to make non-consumers become consumer?

Respondent 1 thinks that manufacturer should make a tasty collagen or capsule type.

Respondent 2 guesses that sellers must have role model such as friend or opinion leader who consume collagen, that have extremely clear and good result so that this can successfully persuade her.

Respondent 3 presumes that collagen should not look like pills or supplementary diets.

Respondent 4 considers that the product should have a guaranteed result and that the brand must be strongly credential.

Respondent 5 thinks that the product requires FDA label and should provide medical information.

To sum up, non-natural aspect of products is the main reason for non-consumer to consume collagen dietary. Moreover, there are many ways to convince non-user to become new user. Contributing to good result of the product according to the mentioned words of respondent 2 and 4.



CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary of the findings

The findings from the semi-structure interviews reveal that the important factors are aging avoidance, product quality, price, COO and body-esteem, respectively.

Aging avoidance is the selling point of the product. The vendors claim that the main benefit is anti-aging. In addition, 100 percent of respondents believe that collagen dietary would help them avoid wrinkled skin. Moreover, 80 percent of the respondents obtain the good results after consumption such as their face looks younger, wrinkles drop, smoother, softer and more moisturized skin. Some of them are concerned with aging due to social acceptance needs.

Product quality is nearly the most essential factor. 100 percent of respondents concern product quality as an important factor before buying collagen supplement. Some consumers focus on quality than price. They said if it has good quality, they would be willing to buy it anyway because they concern about the distinctive result and they don't want to take risk on what they consume. The safety of the product should come first. Then, price.

For price, the majority of consumers think that the quality of product should come with reasonable price. After that, they will purchase. Moreover, researcher found that the vendor should set the maximum price at THB 1,500 and the average price should be around THB 1,000. To sum up, consumers will not buy product which is priced beyond their purchasing power, even though they prioritize quality.

For country of origin, all users concern country of origin as a very important factor when they make a purchase decision. However, each respondent has their own preferable country. The majority of users prefer Japan, or manufacturer that obtains trust from consumers. In addition, collagen is a highly-involved product which users find information before buying, and they know that the products are made from fish, produce from Japan, so they have product knowledge.

For self-esteem, the majority of consumers perceive collagen to assist them increase body-esteem. However, this variable has no important impact on respondents' purchasing decision because 40 percent of respondent don't believe collagen would help them gain higher self-esteem and 20 percent of respondent believes collagen help them obtain only more on emotional benefit. While 40 percent of respondent believes that collagen assists them in having higher self-esteem that has result on their appearance such as clearer facial or better skin.

5.2 Recommendations

According to the finding of this research, researcher suggests some recommendations to increase the chance of purchase decision among consumers, for entrepreneurs as following.

5.2.1 The need to avoid aging has a very high impact on a purchasing decision, so the vendors should provide the medical research to increase the confident for both non-consumers and consumers. Furthermore, the sellers should provide real customers' reviews on the internet channel such as Google search engine, Facebook and Pantip because consumers normally search for information before buying via website. Therefore, it will raise customers' trust in the brand. In addition, the vendors should advertise the benefits about each product that match with each segment's need so it will increase the purchasing opportunity.

5.2.2 As product quality also has a very high influence on a purchase decision, so sellers should have as quality guarantee to ensure customers that this is the premium product. Moreover, the majority of the respondents indicated that the product should have no fishy scent. Furthermore, collagen should dissolve easily in the water. In addition, it should have FDA labels.

5.2.3 For the price, official shops should have standard price so that it won't make customer afraid of fake product or fake brand. In addition, sellers should set appropriate price range between THB 500-1,500, consider the suitable level based on the product quality and price level that customer can afford to buy it.

5.2.4 Country of origin should be mentioned on the advertising or on the packaging because this would enhance customers' trust.

5.2.5 Other recommendation from respondents is that shops should be accessible so that customer will not switch the brand. Moreover, the owner should eliminate gray markets by open the authorized shop and set the price at more accessible range.

5.3 Implicit Recommendations

5.3.1 The majority or 80 percent of consumers search information about product via online channel before buying the product especially from Google, Facebook and Pantip. Therefore, entrepreneurs should advertise via this online channel.

5.3.2 The majority or 60 percent of users said that good quality collagen should provide immediate impact after consumption. Hence, entrepreneurs should have consumer reviews in their website in order to increase customer's awareness and trust.

5.3.3 70 percent of consumers recommend their friends to consume collagen (Word of mouth) so entrepreneurs might utilize this advantage by setting a

promotion. For example, if existed customers suggest to new customer when they shop, they will receive a 10 percent discount or free gifts.

5.3.4 The product should have two forms which are powder and pill so that consumer can choose a form that matches with their need and preference.

5.3.5 Each shop should set standard price because consumers might wonder that the cheaper goods in other shops are fake or imitated.

5.3.6 Each brand should reduce price and offering a promotion for frequent buyers to increasing consumption volume.

5.4 Future Research

Seeing that there is the time constraint for doing this research, it affects the number of respondents and the interview was held only in Bangkok. Hence, for the future research, researchers might collect more number of interviewees so that this will represent overall population. Furthermore, researcher might cover more provinces of the interview so that the study will have vaster opinion from variety consumers in each demographic area. Moreover, other researchers can use some of variables from this research to conduct a new research by applying some factors with related industry such as supplementary with anti-aging benefits.

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