

**THE INFLUENTIAL FACTORS INDUCE THE CONSUMER  
BUYING IN A SUPPLEMENT IN THAILAND**



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**THE INFLUENTIAL FACTORS INDUCE THE CONSUMER BUYING IN A SUPPLEMENT IN THAILAND**

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**ABSTRACT**

Nowadays, people tend to promote their health by consuming a dietary supplement because of giving a rapid result. Regarding promoting health, consumers are also induced by a wide range of influencers. There are many influencer factors (celebrity endorsement, review by a private channel, advertising, friends or relatives, official information channel). This study aims to explore the influencer variable impulse the dietary supplement product buying by online questionnaire of 102 respondents. Within this study, advertising is the major factor in recognition and information acquirement aspect. The user review via online is the main preference for source of information aspect. Moreover, the information from friends or relatives is the most reliable and numerously induce the intention of buying.

**KEY WORDS:** Celebrity Endorsement/ Dietary Supplement/ Influencer/ Intention of  
Buying/ Review

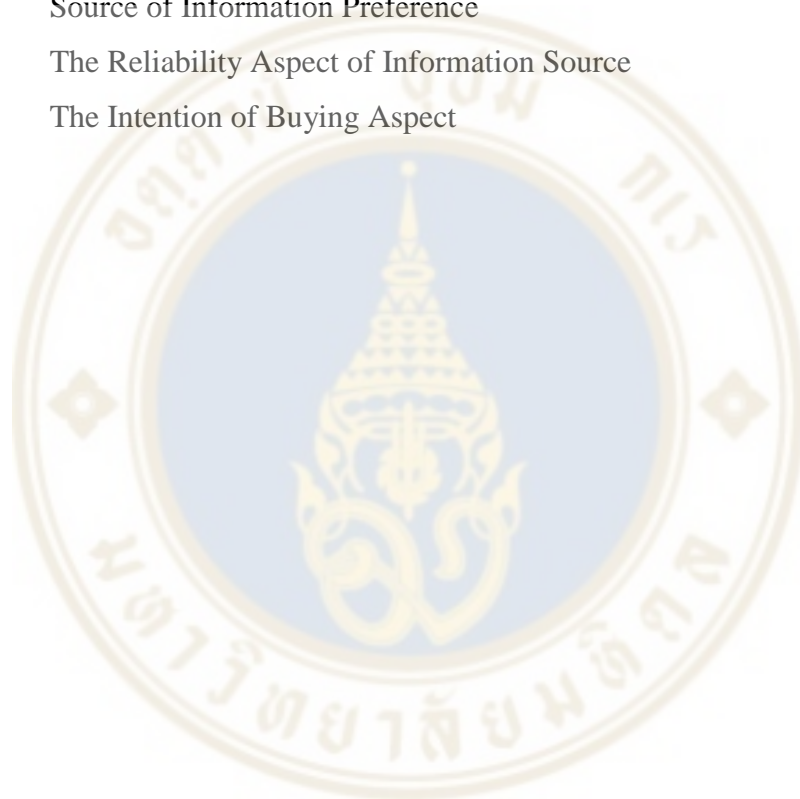
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## **CHAPTER I**

### **INTRODUCTION**

Nowadays, the almost consumer is spending more time on their work, fear of losing a job, afraid of less income, these factors lead to many health problems both of minor and major issues. Therefore, consumers have turned their interest to the ways of promoting their health whether exercise or using consumer products as giving the rapid result. Besides of going to consult with a doctor in the hospital, the consumer also prefers consulting with a pharmacist in the drugstore and buying some household remedies for any small ailments. However, exercise provides long-term results. One reason why consumer prefers supplement over exercise is exercise consumes more time and needs a large effort. Thus, people pay more attention to health awareness which can be seen from the growth of consumer health market. The OTC exhibition is the supreme greatness of difference (The Euromonitor 2015). The aesthetic is become more popular among woman, even if partial men. Consumers pay more on an aesthetic supplement to fulfill appearance confidence and reduce the nutrition gap to strengthen overall well-being. Currently, Consumption is for a health-related lifestyle which grows in the present year (The Euromonitor 2015). The relationship between dietary supplement (DS) and exercise may be unclear; DS is more popular among professional or recreational athletes (Samadi 2011). However, many consumers buy DS for building a healthy lifestyle; they also purchase supplement in order to weight-loss (e.g. herbal diet, phytochemical powder, pills). Consumers are faced with the decision on health lifestyle practices in daily life, and the market is also flooded with a variety of product whether import products and produced locally.

On the other hand, advertisement by the involvement of celebrity is more considerable in the competitive world. Gaining more brand awareness and recognition from the consumers is the essential for a marketing strategy to influence the customer to buy a particular product. People are influenced by a variety method at the present when the internet access allow the user to create their channel for sharing the



experience. The marketer is turning the strategy to invest in users who have an amount of followers. The new brands spend partial fund for celebrity reviewing on social network channel especially in Thailand. Sharing product experience on personal user/celebrity channel is both of real experience and paid from the firm. In this paper focuses the influencer variable impulse the dietary supplement product buying. Consumers have many reasons to buy any supplement and influencers are also investigated in this paper as well. The following presents literature reviews of the current study.





## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Factors towards Intention of buying Dietary Supplement**

Nowadays, health problems become more concerned because of spending more time on work and spend less time on health promoting. Instead of going to hospital or institutes, people prefer self-prescribing by buying dietary supplements to fulfill nutrition gap. Consumers have many reasons to buy any supplement and influencers are also investigated in this paper as well. The following topics are revealed based on the factors influence the intention of buying supplements.

##### **2.1.1 Health Consciousness and Benefits**

People tend to spend more time on their work because they are afraid of losing a job. Thus, the nutrition requirement is based on an activity of each and how much stress they are. Wiwat et al. (2013) who conducted the research about the factors influencing dietary supplement consumption in Chiang Mai, Thailand in 2013 revealed that almost 30% had longer waistline than the base value (90 cm) and nearly half of all participants (40%) had a higher body mass index (18-22 kg/m<sup>2</sup>). These finding supported the data from the Bureau of Policy and Strategy (2010) that one-third of people had a risk of visceral obesity. Vitamin and mineral supplement were recorded the most (40%) among all types of supplement which agreed with the study in Nakhon Ratchasima. Other less-common dietary supplements were algae products, functional foods, and drinks, phytochemicals, fat absorbers, or even bee products that had no clear study to support the efficacy and non-nutrition requirement for promoting health.

Moreover, a study of Sudarin (2008) also found out that 70% of respondents aimed for better health. This purpose was the primary reason to consume the dietary supplement among Thai respondents. Sukanya and Sirion (2014) designed the study to identified the relationship between factors with the intention of buying a

dietary supplement that included health awareness factor. Their study result showed that there was a significant association between health awareness factor and the dietary supplement buying intention. Thus, health consciousness is one of the most important reasons that leads the consumers to consume regularly dietary supplement to reduce the nutrition gap and boost health in the current world.

For the participant who select specific children's multi-nutrient supplement in the study of Merlin et al. (2008), 80% of all participants was influenced by nutrient content. A half of this group choose a particular supplement because of its general range of vitamin and mineral, and 27% selected a product because of its vitamin C content. Also, 39% of the study participants gives important in health benefits when buying a particular brand. Over the half of women (68%) who influenced by health benefit was also influenced by an immunity-related claim. Only 10% of respondents was influenced by a claim relating to illness and disease.

### **2.1.2 Product Quality**

Almost dietary supplement for children was selected by women. The research of Merlin et al. (2008) discovered the 28% of respondent considered thoroughly additive (preservative, colorants, tartrazine, and sugar added). A woman who selects a dietary supplement for their children were aware of the certain additives presence.

Furthermore, the product quality of the dietary supplement is one of the greatest factors that people concern about. A study that conducted in Chiang Mai, Wiwat et al. (2013) also mentioned the product quality of dietary supplement was more concentrated rather than product attractiveness.

Sometimes, a guarantee of the product can impulse the intention of purchasing especially nutrient-product. Wiwat et al. (2013) stated the result that a Thai FDA logo could influence consumers to believe and trust in dietary products more. Similarly, well-known manufacturer/brand and supporting research were mentioned as critical factors. These made dietary supplement products were more likely attractive.

### **2.1.3 Demographic Characteristic**

The difference in each participant may lead to behavioral differentiation of supplement purchasing. Gender, age, income, education, or related characteristics are considered in many studies. Some studies analyze the relationship between demographic data with the intention of buying. Wiwat et al. (2013) survey both of consumers and non-consumers of dietary supplement. The investigation discovered that there are significantly different in gender, waistline, and income towards dietary supplement purchasing. Female, who has an appropriate waistline and higher income, tends to consume more than other groups.

### **2.1.4 Consumer Behavior**

Another factor was referred in Wiwat et al. (2013) study is consumer behavior. This study considers the variety of behaviors as a good predictor which are felt stressed, sick, prefer fruit/vegetables, and prefer drinking water to other drink. These participants who behave as a good predictor tend to consume dietary supplement.

### **2.1.5 Marketing Aspect (Promotion/Advertisement)**

Many dietary supplement products are allowed for advertising. People always see advertising on TV, posters, Billboard, etc. This strategy helps consumer easily recognize the brand and create brand awareness. The promotional factor is one of the factors that impact on the intention of purchasing. The study of Wiwat et al. (2013) stated the attractiveness of advertising on dietary supplement product was moderately important, as same as the attractiveness of product/packaging.

Furthermore, Merlin et al. (2008) mentioned the result towards promotional aspect that almost half respondents were influenced by packaging, but only 3.9% thought packaging had the greatest influence. Promotions and advertisements influenced respondents to purchase dietary supplement product by 14.1% equally. Promotions had the greatest influence on the intention of buying by 1.6%, whereas, the advertisement had no influence on the intention of buying.

### **2.1.6 Price**

Many consumers of all products concern about price when they are making a decision about purchasing. The acceptable price might be the variable factor that was not related to any behavior as referred in the study of Wiwat et al. (2013). The price was lower correlated the dietary supplement than product attractiveness and the quality of the product. Price could influence the decision of buying in the study of Merlin et al. (2008) by almost 45% of respondents. The minority stated the price had the greatest influence on all factors. Moreover, Sukanya and Sirion (2014) reported their study that the price and the intention of buying are a moderate positive relationship. As reviewed price aspect, it is not the most important factor impact on the decision of buying of the consumer.

## **2.2 Influencers impulse the intention of purchasing**

On the other hand, celebrity endorsement has become a more common strategy in the modern competitive world. Using celebrity is aimed high recognition of the brand perception. Nowadays, apart from celebrity endorsement, infamous people who usually review a product without reward or payment becomes more powerful when the social network and internet access are easier. Many persons have been more recognized, and the marketing strategy turns the ways to invest in using reviewer through their channel instead of using only celebrity endorsement. Consumers are also influenced by friend and family who experience a particular product. The past studies can generate the kind of influencers as follow:

### **2.2.1 Celebrity endorsement and famous people**

Celebrities are well-known by almost people in a particular country. Thus, marketer usually invests the effort in celebrity endorser of the ads (Syed and Raja, 2014). The consumer will be motivated and attracted by celebrity presence with the brand when they believe in endorser (McCuthceon, Lange, and Houran, 2002). Several studies in the past had the similar views that celebrity involvement in advertisement created satisfying results on recognition, brand awareness, recall, communication, and intention of buying (Menon et al., 2001; Lafferty and Golsmith, 1999). The successful

of communication was agreed with the study of Gan (2006) that celebrity endorsement practices created strong positive effects in China. The presence of celebrity endorsement on brand advertisement captured the positive results towards more buy purchase intentions (Brajesh and Gouranga, 2011). Another research from Seno and Lukas (2007) found the result of comparison between celebrity versus non-celebrity endorsement that was using celebrity endorsement provided the greatest result to the company.

Conversely, some researchers said non-professional celebrities brought the negative results to the brand. Tripp et al. (1994) mentioned that the influential power and worth of celebrities would be declined when celebrity endorsement was increased. White et al. (2009) also agreed with the products and service were less encouraging and lower attractive when celebrity involved in the negative events

As revealed by the previous studies, celebrity endorsement can motivate and attract the cloud to recognize the brand and increase the intention of purchase. Similarly, the company will have positive results on communication, recall, or brand awareness by involving the celebrity to an advertisement.

### **2.2.2 Peer reviewed or user reviews**

Since the world is widely connected, people access the internet easier and read more online articles, including product review whether they want or not to buy it. More people are allowed to express their views on any product on online world. Thus, there are more online reviewers, and part of them are well-known. The online review article is one of the greatest sources to find an experienced person to a particular product. Amy's survey in 2013 reported almost 65% of 1046 participants read online reviews. An overwhelming 90% of reading online review respondents said the positive reviews impulse the decision of buying. Nevertheless, 86% was impacted directly on buying decision by reading negative online reviews. Moreover, the Facebook channel provided obviously positive reviews while the negative review will appear on online review sites.

A study of the Nielsen company (2010) conducted over 27,000 online participants towards online shopping aspects. The article confirmed that people tended to believe and decide by the reviewer. Almost two-thirds of all respondents reported



they read an online review before buying, and 40% of online shopper reject buying electronic products without reading online reviews. Less than a half respondent will not share a negative experience via online communication.

Greg wrote on Skift trend report (2014) that “Millennials/Gen Y rely on user-generated peer reviews to help make their travel booking decisions much more than older generations.”

From the previous articles, word-of-mouth becomes more important in decision making. They reported in the same direction that online peer reviews are an important source of information that consumer read prior buying.

### **2.2.3 Friend and relative**

Although online reviews are common for new generations, many people also believe their friends and family recommendations. Laurie (2010) who summarized the study on Mediapost website said almost two-thirds survey participants prefers family member and friends’ advice the most.

When the world is moving fast, almost people are connected to the internet. Many people who experience a kind of product group jump into the social media to share their experience regularly and invite their follower to subscribe their channel especially in Thai social. This statement brings more influencer types that the previous studies did not mention before. Moreover, the studies related dietary supplement lack for influencer aspects (Wiwat et al., 2013; Merlin et al., 2008; Sudarin, 2008). The previous studies of the buying intention of dietary supplement usually gave important on quality, health benefit, and price (Wiwat et al., 2013; Merlin et al., 2008; Sukanya and Sirion, 2014). Fewer studies mentioned about influencer as the main objective. The lacked information brings the opportunity for studying new topic, and this study will hopefully be useful for the interested people in the future.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

To answer the research objectives, this study will use the quantitative approach. This section presents the research methodology towards research design, population and sampling, data collection and analysis part.

#### **3.1 Research Design**

Cohen (1980) defined the quantitative research as a social research manipulating empirical methods and statements. Regularly, the empirical statement can be manifested regarding numerical data. Cohen also said that empirical evaluation was predictable for determining the degree of a particular program. For the Creswel's view (1994), collecting numerical data can explain phenomena from the study by mathematically analyzing.

Quantitative design in the research is used to test the validity of the theory or hypothesis. People who response to the survey will answer the structured questionnaire which usually close-end question. Respondent is required to select a specific answer and do not permit to elaborate the answer. The method is less complexity and reaches more participation, so it is a benefit for approaching large numbers of people.

#### **3.2 Population and Sampling**

The respondents of this study are adult who ages over 20 years old. The target population will be the person who experienced with any dietary supplement products. The purpose of selecting the experienced people is they used to or currently use a particular dietary supplement, so they can recall the reason for buying this kind of product easily. Therefore, the population is difficult to identify the sample size



which can be calculated by the Cochran formula (1977). The accepted standard is significant at confidence level at 95%, so the sample size of this study should be calculated as follow:

$$n = \frac{Z^2}{4e^2}$$

n = sample size of this group

Z = confidence level at 95% (Z = 0.05)

e = probability of error at 5%

$$n = \frac{1.96^2}{4 \times 0.05^2}$$

$$n = \frac{3.8416}{0.01}$$

$$n = 384.16$$

So, the size of the sample of this study should be roughly 385 participants.

### 3.3 Data Collection

To accomplish the objective of the survey, the survey collects data from all participants in November 2015 by online questionnaires through GoogleDoc.com. A questionnaire is designed to collect data on demographic, consumer behavior, and the powerful of each kind of influencer. The close-end questionnaires are implemented in the demographic, consumption experience, preferences. For the part of influencer will be responded in the degree of agreement with defined statement. The draft questionnaire is attached together at the final part of the document.

### 3.4 Data Analysis

As the quantitative design approach implemented, the data collected from the survey are recorded by using Microsoft Excel. It will be analyzed by descriptive statistic including frequency, percentage, and mean value. The findings are presented

in the form of tables with description. After analyzing, the report presents the finding separate into three parts as below:

#### **3.4.1 The general information of participants**

The study will collect the data related demographic information including age, occupation, gender, income, marriage status, and education.

#### **3.4.2 The measurement of influencer frequency**

This section is separated into three questions which included recognition aspect, information acquirement, and source of information preferences. The respondents are defined to select the most item that represents to their preference.

#### **3.4.3 The intention of buying measurement in degree of agreement**

This section is separated into two parts which measure the degree of agreement in two aspects. The first one is the reliability aspect of the information source and the rest is the intention of buying aspect.

## CHAPTER IV

### FINDINGS AND DISCUSSION

#### Demographic profiles of the respondents

The sample included 102 participants who responded the survey online (Table 4.1). The majority of respondents was female (72.5%). According to the classification of respondents, almost half (57%) were age between 20 – 29 years and one-quarter were age between 30-39 years. For the status of marriage, the 76.5% were single, and the rest were married and divorce. In term of the education background, two-third were bachelor degree. For the occupation background, the majority of respondents was private company officers (67.6), and 11.8% of all participants were a business owner or self-employed respondents. In the personal income aspect, it can be found that 59.8% which represents the majority of respondents were over 30,000 baht/month.

**Table 4.1** The respondents' demographic profile

Characteristic	Description	Frequency	Percent
Gender	Male	28	27.5
	Female	74	72.5
Age (Years)	20-29	57	55.9
	30-39	28	27.5
	40-49	12	11.8
	50 and over	5	4.9
Status	Single	78	76.5
	Married	23	22.5
	Divorce	1	1
Education	High school or below	2	2
	Bachelor Degree	64	62.7
	Master Degree and over	36	35.3

**Table 4.1 The respondents' demographic profile (cont.)**

Characteristic	Description	Frequency	Percent
Occupation	Student	7	6.9
	Housekeeper	1	1
	Government Officer	5	4.9
	Private Company Officer	69	67.6
	Business owner/self-employed	12	11.8
	Unemployed	2	2
	Other	6	5.9
Personal Income (Baht/month)	Less than 10,000	5	4.9
	10,000-20,000	23	22.6
	20,001-30,000	13	12.7
	30,001 or more	61	59.8

### Recognition Aspect

This section showed the results of recognition aspect which can be seen in Table 4.2. The finding presented that almost half of respondents know a particular dietary supplement product by 47.1% of advertising, 45.1% of user reviews, 43.1% of reviews by “Celebrity” in their personal channel, and 41.2% of friends or relatives. Respondents also knew the brand of the dietary supplement by reviews by “Blogger” in their personal channel for 33.3%, personal consultant for 22.6%, and the remaining were other sources for 2.9%.

The result showed the advertising affected the consumers on recognition most. This result agrees with the study of Wiwat et al. (2013) which stated that doing advertising (Television, Poster, Billboards, etc.) improved brand recognition and brand awareness. Also, the previous survey (Amy, 2013) revealed that the online review impacted directly on the decision of buying. The consumer was appealed to the brand by celebrity endorsements (McCuthceon, Lange, and Houran, 2002). Many studies found that celebrity involvement in the advertisement can improved recognition result (Menon et al., 2001).

**Table 4.2 Recognition Aspect**

<b>Information sources</b>	<b>Frequency</b>	<b>Percent</b>
<b>The sources make the respondents “know” the brand</b>		
Review(s) by “Celebrity” on their personal channel	44	43.1
Review(s) by “Blogger” on their personal channel	34	33.3
User review via online channel	46	45.1
Friends/Relatives	42	41.2
Advertising	48	47.1
Personal consultant	23	22.6
Other	3	2.9

**Information Acquirement**

For information acquirement (Table 4.3), the participants received the information about the dietary supplement product by 47.1% of advertising, followed by 42.2% of user reviews as equal to friends or relatives, 39.2% of reviews by “Celebrity” in their personal channel, 32.4% of reviews by “Blogger” in their personal channel, 27% of personal consultants and 2% of others.

This result supports Wiwat’s study in 2013 which discovered that the attractiveness of adverting on DS product was outstanding. The celebrity endorsement provided the better results when compared with non-celebrity endorsement (Seno and Lukas, 2007). The result of the current study is parallel with the study of Gan (2006) which found that celebrity endorsement created the communication successfully. Friends or relatives impacted on the decision making when providing product information (Laurie, 2010). Moreover, people tended to reject buying some product without reading reviews (Nielsen, 2010) because the shopper trust the experienced user who gave the reviews and they were trying to decide how to spend money worthily.

**Table 4.3 Information Acquirement**

Information sources	Frequency	Percent
<b>The sources of information obtained by respondents.</b>		
Review(s) by “Celebrity” on their personal channel	40	39.2
Review(s) by “Blogger” on their personal channel	33	32.4
User review via online channel	43	42.2
Friends/Relatives	43	42.2
Advertising	48	47.1
Personal consultant	27	26.5
Other	2	2

### Source of Information Preference

The result of information source preference was shown in Table 4.4. When selecting the source of information, the majority of participants relied on the user reviews that they shared the real experiences to others. The results also stated that the official website/call center/Instagram/Facebook was relied on by the respondents by 26.5%. In additions, 9.8% of respondents believed in personal consultants, and the remaining was including of reviews by “Celebrity” on their personal channel, reviews by “Blogger” in their personal channel, friends or relatives, and others.

The user reviews were important that people tended to make the decision after reading or watching the review online (Nielsen, 2010). However, an online review might show the negative views while Facebook channel appeared almost positive views (Amy, 2013). Some previous studies stated that there were positive results on communication by using celebrity endorsement (Menon et al., 2001; Lafferty and Golsmith 1999). However, the current study found that people selected the celebrities’ review for their personal channel in the small number. The previous report revealed people preferred the advices from a family member and friends the most but this result showed differently. There was only 7.8% of respondents selected the information from those source as the first priority.



**Table 4.4 Source of Information Preference**

Information sources	Frequency	Percent
<b>The sources of information that the respondents select as the priority.</b>		
Official website/Call centre/Instagram/Facebook	27	26.5
Review(s) by “Celebrity” in their personal channel	5	4.9
Review(s) by “Blogger” in their personal channel	5	4.9
User review via online channel	41	40.2
Friends/Relatives	8	7.8
Personal consultant	10	9.8
Other	6	5.9

#### **The Reliability Aspect of Information Source**

According to the information source reliability aspect (Table 4.5), 40.2% and 43.1% of respondents viewed “fair” with messages from the presenter in advertising and reviews by the celebrity in their personal channel respectively, while one-fifth thought both “agree” and “disagree” with these aspects. The survey also found that 46.1% considered “fair” with reviews by the blogger in their personal channel, different from one-third of all stated “agree” with it. For the user reviews aspect, almost half (48%) thought “agree” and roughly 30% thought “totally agree”, however, one-fifth viewed “fair” to this point. A key feature was friends/relative towards reliability that almost half (48%) of respondents considered “totally agree” and 42.2% of all considered “agree” with this aspect. Moreover, the finding also found that 44.1% were “fair”, and 35.3% were “agree” to personal consultant point.

This result confirms the information from friends or relatives was the most reliable. This statement agrees with Laurie’s report (2010) that people trust their friends or family’s recommendations. The respondents thought as fair with the reliability of the information from a celebrity or a famous blogger. Some of the previous studies said over 60% read the reviews online and celebrity endorsement largely impacted the brand recognition, but no previous study related these two aspects together. On the other hand, this result agrees with the Nielsen company’s report (2010) that people believed the information from the user reviews and 60% read the



reviews before buying. Although some people would not publicly state their negative view via online (Nielsen, 2010), almost half of the respondents agreed with the information from user reviews were the most reliable.

**Table 4.5 The Reliability Aspect of Information Source**

Item	Totally Agree		Agree		Fair		Disagree		Totally Disagree		Total	
	N	%	N	%	N	%	N	%	N	%	N	%
<b>The most reliable</b>												
A presenter in Advertising	3	2.9	23	22.5	41	40.2	21	20.6	14	13.7	102	100
Review(s) by “Celebrity” in their personal channel	2	2	20	19.6	44	43.1	22	21.6	14	13.7	102	100
Review(s) by “Blogger” in their personal channel	5	4.9	39	38.2	47	46.1	8	7.8	3	2.9	102	100
User review via online channel	30	29.4	49	48	21	20.6	1	1	1	1	102	100
Friends/Relatives	49	48	43	42.2	9	8.8	1	1	0	0	102	100
Personal Consultant	11	10.8	36	35.3	45	44.1	7	6.9	3	2.9	102	100

### **The intention of buying aspect**

Regarding the intention of buying aspect (Table 4.6), 41.2% of participants thought “fair” to the famous presenter in advertising impulses the intention of buying dietary supplement products, as similar as a general presenter point (45.1%). Regarding reviews by the celebrity in their personal channel, 38.2% viewed “fair”, in contrast, one-fourth stated “agree” (23.5%) and “disagree” (25.5%) to this view. This study showed 42.2% also viewed “fair” and 36.3% viewed “agree” with the intention of purchasing impulse by reviews by the blogger in their personal channel. Also, there are 45.1% of all considered “agree” with user reviews could impulse the intention of buying, and 27.5% gave “totally agree” with this aspect. More than anything else, almost half thought “totally agree” (43.1%), and nearly half though “agree” (49%) with friends or relatives point. For the aspect of the personal consultant, 44.1% equally viewed “agree” and “fair” that it was able to induce the intention of purchasing dietary supplement product.

This finding clearly supports the fact that people tend to follow their friends or family recommendations (Laurie, 2010). Additionally, reviews were an important source that helped consumers make a decision more easily because most consumers tended to trust a user review. However, the past studies said that celebrities or famous people could motivate the consumer towards the intention of buying (Menon et al., 2001; Lafferty and Golsmith, 1999), this result showed almost half gave fair statement of famous presenters in ads, review by celebrity and famous blogger impulse the intention of buying.

**Table 4.6 The intention of buying aspect**

Item	Totally Agree		Agree		Fair		Disagree		Totally Disagree		Total	
	N	%	N	%	N	%	N	%	N	%	N	%
<b>Intention of “Buying”</b>												
Famous presenter in Ads	8	7.8	20	19.6	42	41.2	17	16.7	15	14.7	102	100
A general presenter in Ads	7	6.9	23	22.5	46	45.1	16	15.7	10	9.8	102	100
Review(s) by “Celebrity” in their personal channel	3	2.9	24	23.5	39	38.2	26	25.5	10	9.8	102	100
Review(s) by “Blogger” in their personal channel	6	5.9	37	36.3	43	42.2	12	11.8	4	3.9	102	100
User review via online	28	27.5	46	45.1	24	23.5	1	1	3	2.9	102	100
Friends/Relatives	44	43.1	50	49	7	6.9	1	1	0	0	102	100
Personal Consultant	7	6.9	45	44.1	45	44.1	2	2	3	2.9	102	100

## **CHAPTER V**

### **LIMITATIONS OF THE STUDY**

Nowadays, dietary supplement consumption is fast growing among people in the urban area, especially in Bangkok. Its growth is related to health awareness and limitation of variety food selection in city life. However, the major factors that influence the consumer consumption of dietary supplement product are health consciousness, product quality, or price; influencers are also important too.

#### **Practical Implications**

Advertising is the greatest factor that improves the brand recognition and information acquirement. The review by celebrities and user reviews are also important towards the recognition aspect. The information from the personal consultant is not primarily considered as an important source that makes people recognize the product and also acquire information. The finding showed the user reviews are the fundamental source of information that people select when they need more facts about the product while reviews by celebrity and famous blogger are the least important. The result showed the information from friends or relative is the most reliable, following by the user review online. Looking into the intention of buying aspect, respondents totally agreed that friends or relatives could induce the intention of buying the most, also user review and personal consultant.

This study can guide the dietary supplement product company to implement the best practices. First of all, the company should run the advertisement to increase more recognition and introduce the product if it is new launching period. Celebrity endorsement, although it requires high investment, can improve the brand awareness. Celebrity or Blogger involvement in reviews are alternative to promoting the brand and spending less money. To reach the maximum point of the communication, collecting a positive review from the user should be prioritized for the consumers can acquire the information that can impulse the intention of buying. Also, personal consultant training should be considered to impulse the consumer to make

decision easier at the point of sale. Finally, all information should be up-to-date via all official online channels for providing the latest data and increase in reliability.

### **Limitations of the study and Suggestion for Future Research**

Assuredly, there are several limitations in the current study. Firstly, the number of respondents are small sample size in using a questionnaire method (n=102). Hence, it would suggest the future study can reach more participants to escalate the result more integrity. Next, this study spots to few aspects and deny to consider the relationship between variables. Therefore, the suggestion for further study is identifying in-depth each variable and identify the relationship between independent variables for the greater results. It can be a benefit for marketers to create more potential strategies and develop the plan for the future success. Finally, some of the respondents were alienated from purchasing dietary supplement product for a long time since some variables in this study had not yet become more power as the current. Thus, the influencer impulse the intention of buying in the past should be different from the present. For the further study, the participants involving should be the current purchaser of dietary supplement product to evaluate more accurate of the finding.

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**APPENDICES**

## APPENDIX A: QUESTIONNAIRE

This questionnaire is a part of a Master Degree Project entitled as “A Study of Influencer on Buying Decision of Customers towards Dietary Supplement Products”. Please fill out the following information according to your preference. Your assistance in completing the information required will be very useful for the study.

### Part 1: General Information

*Direction:* Please mark  in the provided box according to your preference.

#### 1.1. Gender

Male

Female

#### 1.2. Age

20-29

30-39

40-49

50 or above

#### 1.3. Status

Single

Married

Divorced

#### 1.4. Background Education

High School or below

Bachelor degree

Master degree or above

#### 1.5. Occupation

Student

- Housekeeper
- Government Officer
- Private Company Officer
- Business owner/self employed
- Unemployed
- Others.....

**1.6. Income (Per month)**

- Less than 10,000 baht
- 10,001-20,000 baht
- 20,001-30,000 baht
- 30,001 baht or more



## **Part 2: Consumer Behaviour of dietary supplement product use.**

2.1 What kind of the following source make you “know” the brand of dietary supplement product? (mark  $\surd$  that all applied)

- Review(s) by “Celebrity” in their personal channel
- Review(s) by “Blogger” in their personal channel
- User Review
- Friends/Relatives
- Advertising
- Personal consultant
- Other (please specify)\_\_\_\_\_

2.2 What kind of the following source of information about dietary supplement product do you usually acquire? (mark  $\surd$  that all applied)

- Review(s) by “Celebrity” in their personal channel
- Review(s) by “Blogger” in their personal channel
- User Review
- Friends/Relatives
- Advertising
- Personal consultant
- Other (please specify)\_\_\_\_\_

2.3 What the first priority source do you usually get in when you need more information about dietary supplement product? (select one)

- Official website/Call Centre/Instagram/Facebook
- Review(s) by “Celebrity” in their personal channel
- Review(s) by “Blogger” in their personal channel
- User Review
- Friends/Relatives
- Personal consultant
- Other (please specify)\_\_\_\_\_

### Part 3: Source of information representing your preferences towards influencers

*Direction:* Please mark  $\surd$  in the provided box that best describes your opinion

<b>The most reliable</b>	<b>Totally Agree</b>	<b>Agree</b>	<b>Fair</b>	<b>Disagree</b>	<b>Totally Disagree</b>
• A presenter in Ads					
• Review by celebrity in personal channel					
• Blogger					
• User Review					
• Friend/Relatives					
• Personal Consultant					
<b>The intention of “Buying”</b>	<b>Totally Agree</b>	<b>Agree</b>	<b>Normal</b>	<b>Disagree</b>	<b>Totally Disagree</b>
• Celebrity as a presenter in Ads					
• A general presenter in Ads					
• Review by celebrity in personal channel					
• Blogger					
• User Review					
• Friend/Relative					
• Personal Consultant					