

**THE FACTORS THAT INFLUENCE MOTIVATIONS AND
INTENTIONS TO BUY A VIRGIN COCONUT OIL IN FORM
OF SOFT GEL**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2017**

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Thematic paper
entitled
**THE FACTORS THAT INFLUENCE MOTIVATIONS AND
INTENTIONS TO BUY A VIRGIN COCONUT OIL IN FORM
OF SOFT GEL**

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

on
September 2, 2017



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ACKNOWLEDGEMENTS

Foremost, I would like to express my sincere gratitude to my advisor Assoc. Prof. Sooksan Kantabutra, Ph.D. for the kindly support of my Master degree thematic paper, for his advisory, vision, applicability, motivation, enthusiasm, and immense knowledge. His guidance helped me in all the time of research and writing of this thematic paper. I could not have imagined having a better advisor and mentor for my Master degree study.

Moreover, I would like to thank to all CMMU staffs that have a good attempt to give me supports on both academics and technical.

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ABSTRACT

The purpose of this research is to know what are the important factors that affect motivations and intentions to buy virgin coconut oil in form of soft gel for consumers the most. To satisfy customer's needs I have to know exactly which factor that I can use to motivate consumer to buy product, in order to make product more succeed and also I have to know the external factor that may affect consumer satisfaction of how they think of the product. In this report I set an open ended questionnaire that refer the result of the regression method from previous research, to know that the market trend or trend of consumer has changed or not and also to more about the reason when they choose the product. The result will leads to more of the consumer behavior in way to place a product into a good situation.

KEY WORDS: Virgin Coconut Oil/ Motivation and Intention to Buy/ Soft Gel

16 pages

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CHAPTER I

INTRODUCTION

Nowadays, people has so many kind of activities to do in their life such as work, party and so on, this way of spending most of the time of their life may harm to their health also. So, most of them tends to find something to help or protect their life and health by consume a health supplement to make life better.

Health supplement tends to be the first choice of people who are health conscious and it has a so many products coming out to satisfy customer needs. In this case, the virgin coconut oil in a form of soft gel will be another choice for them and it may also get a big growth in field of health supplement market.

The fact that Thailand is one of the largest coconut oil producers in South East Asia has led to acceptance that coconut is one of the popular national produce fruits in Thailand. Coconut have long existed and is popular even among tourists that visited Thailand. There is no doubt that products made from coconut can potentially be popular too. The challenge is however to identify that motivation of the consumers in adopting the trial of coconut.

There are several factors that might be motivating such as slimming trends, detox, heart disease avoidance and etc. Sliming is one of the biggest potential given the fact that there is a massive advertising as well as growth in the slimming industry. Nevertheless heart disease avoidance might make it popular among aging population as well since these groups of consumers tends to be more concern about their wellbeing rather than how they turn out in the mirror. Detox might also be a new interesting dimension for the adoption of coconut oil as well.

CHAPTER II

LITERATURE REVIEW

2.1 Problem

The Supplement Food for Health Conscious People: A Food Supplements are also called a dietary supplement it help for people who has lack of nutrient, illness. It could help people to gain more power or energy but it couldn't compensate of what the nutrients can give. Supplementary will come in a form of capsule, powder, sachet, water or soft gel to make it more easy for consumer to consume it. Most of people thinks that supplement food can change their life to have a healthy body and can cure from the illness that they have, this is the main reason why people turns to consume it more and more. Trend of healthy food and lifestyle became popular and almost in every industry shifted themselves to serve more on this demand. From the past research of "Factors That Affect the Decision Making to buy Dietary Supplemental Products (2002)" said that,

"However, with regards to the health product market, dietary supplemental products are now steadily becoming more popular and consumer demands has risen significantly. Because of pollution problems, complicated by serve traffic congestion, greater public health awareness and an increasing fashion in the consumption of natural whole foods, consumers are more concerned about their nutrition and nutrient intake. As a result dietary supplements are gradually becoming more popular in Thai market."

2.2 Trends of Virgin Coconut Oil

The popularity of coconut oil is being seen throughout the natural foods industry, and it's likely that the consumer demand for this oil isn't going to drop in the near future if talking about healthy item which has multiple benefits, Virgin Coconut Oil is the top rank on Google search. Coconut everything can be found in the natural food market as well as people interested in clean food trend. Demand for this trending products

of coconut have rapidly growth in the last few years but turning from raw coconut into oil. Chances are that if the supply continues to trend downward as it has for the last few years, prices for aren't likely to drop significantly in the near future. It seems that the supplement food will be keep growing for a long period of time.

As many of the consumer even people who never had a chance to taste a virgin coconut oil know that virgin coconut oil has a lot of benefits, they still afraid to consume it because of its taste and it is difficult to consume.

So that, I have conducted literature review to find out the solution of what motivations and intentions that has the most effected their buying, depends on the 3 factors from the result of previous research.

Therefore, to cover all the areas and the objectives of this study I would like to consider the factors as following

- Weight loss
- Health Supplement
- Detox

This report magnify into creating the model of factor analysis to identify what are the factors that are relevant to coconut oil adoption. It is especially crucial since the accurate factor analysis will result in an effective marketing campaign effort in the sense that the product maker is able to optimize the production cost and etc.

The report begins by concern to the result of the past research that relevant from the benefit of coconut oil that is measuring the intention and motivation to buy of the consumer. To find out the intention and motivation to, the analysis included questions that were less obvious to the respondent to avoid a bias results.

These 3 factors would help me to know more and deep in details of which factors has to most affect to their buying and in other hand the result will show how they think and feel while they are making decision. So the result after explored for the research, it would be very beneficial in order to do or set a plan for the future, I can easily get through their needs.

The next chapter will discuss a research methodology that use to explore the propositions.

- Weight Loss
- Health Supplement
- Detox



CHAPTER III

RESEARCH METHODOLOGY

According to the result of the previous research, indeed after process the result through the processing model to yield the beta value of regression method which not old showed the direction in which the relevant factors affect the intention to buy but also showed how much it affected the intention to buy the virgin coconut oil (soft gel)

3.1 Factor Analysis

In analyzing the marketing strategy of the virgin coconut oil (soft gel) it is important to know the factors that best describe why people would be motivated to buy the product in the first place. Hence the research methodology would be to collect data from the respondent in order to see the motivation. The result from previous shows that there are 3 factors that affect the motivation and intention to buy for consumer in the following list below respectively

- Weight Loss
- Health Supplement
- Detox

First is to find the strong factors that consumer might perceive to buy the virgin coconut oil (soft gel) by using the previous result raise from the most effect one to the least one in order to set an open ended questions. In this case, I would like to know what factors that is the most effect the intention and motivation to buy of the customer, focus on the result of present research and compare to the previous research.

3.1.1 Survey Open-Ended Questions

Dear Sir/Madam

This set of questionnaire has been developed by College Management of Mahidol students to use for thematic paper. The purpose of collecting data is to be able to analyze the motivations and intention to buy a health supplement (virgin coconut oil). It will take about 5 minutes to finish. Please be assured that your response is strictly confidential and only aggregate results will be reported and used for educational purposes only. Please complete all questions truthfully by explain in the space given below the following questions. Thank you for your participation.

According to the previous research of virgin coconut oil, the result of analysis method in way of regression shows that: The motivations and intentions to buy virgin coconut oil in a form of soft gel mostly concern on WEIGHT LOSS, HEALTH SUPPLEMENT and DETOX respectively.

3.1.2 Questions

Please think carefully of the feeling and what you think when you see the explanation of these 3 benefits that you will get after you consume virgin coconut oil in form of soft gel in the label. To choose of which factors will be the most affect to your decision making when you want to buy it (with explanation)

How these 3 factors influenced on motivation and intention to buy virgin coconut oil in a form of SOFT GEL? (Please describe of what do you think and how do you feel)

- Weight Loss(Digestive System or Others)
- Health Supplement (In Part of Maintain Good Health)
- Detox (Skin)

In order to know the trends of consumer that it has changed from time to time or not, to make it more accurate to make virgin coconut oil (soft gel) more productive to set and run a business. I set the survey question by using the 3 main factors from the previous research but focus on the specific item in each part in below list.

- Weight Loss (digestive system or others)
- Health Supplement (in part of maintain good health)
- Detox (skin)

To make the result be more specific and know how they really think about when they make a decision to buy virgin coconut oil (soft gel), it will shows more details their opinion that no leading answer or specific choices to choose. The result will really come out to get more reason of the intention and motivation to buy, so will would help in planning the reach a target group and their needs.



CHAPTER IV

FINDINGS DISCUSSION

Firstly, the data collect from the respondent was input into the software that was programed to do data reduction through the correlation of the factor to a particular component respectively.

The data is then group into components to analyze the relevance of each aspect. Then the data was analyzed to see the degree to which the correlation existed or not. This is known as factor analysis. The goal of factor analysis is to yield a relevant data or factors that respondent is most interested upon doing the survey. This is to measure the intangible motivation which the consumers have toward virgin coconut oil. The previous research use the rate of income to do the survey as table below.

Table 4.1 Personal Income Differences Attitudes Towards Social Issues

< 15K THB	15K - 25K THB	25,001-50K THB	50,001-100K THB	> 100K THB
3.38	2.96	2.88	2.74	2.33
3.63	3	2.73	3.03	2

Figure 2.1 From the previous research, they look at the component matrix to eliminate the factors which account for more than one component since it is not making it clear which group it is in. The relevancy of the group is also important, it is to see that though variables that are in the same component is measuring the same aspect. For example, if the other variable are talking about the heart disease and one factor is talking about nice hair benefit then it should also be eliminated. Since it clear that those group of respondent might not have clear motivation. To run factor analysis, we input the data that we have into SPSS which were particular done using Likert scale about the constructs that we formed in the brainstorming session. The data reduction function was used in order to study the correlation of each factor with respect to each component. The component is then formed to see the relevant grouping.

Rotated Component Matrix							
Factor Analysis	Component	1	2	3	4	5	6
Weight Loss	If the vitamin can help decrease weight, I will buy it.	0.836					
	It's important for me to lose weight.	0.764					
	I would like to take vitamins that helps increase my metabolism.	0.748					
	I'll try any method to reduce my weight.	0.745					
	I am weight conscious.	0.705					
	I use some products that help me reduce weight.	0.528					
Beauty	I believe that consuming proper amount of nutrition help promote healthier skin and hair.		0.841				
	I am concerned about the appearance of my skin.		0.761				
	I am interested in taking supplements that nourish my skin.		0.724				
Heart Disease and Obesity	I am concerned of heart disease.			0.729			
	I am taking a vitamin that helps prevent heart disease.			0.729			
	I believe that supplementary food product can help maintain a good weight			0.692			
Health Supplement	I seek for a vitamin that helps maintain strong health.				0.841		
	I believe that supplement food can help me stay healthy.				0.779		
Avoid Hospital	I would like to have a health check every year.					-0.767	
	I often buy alternative pain relievers rather than going to hospital.					0.649	
Detox	I believe that a good diet is the only way to maintain a good weight.						0.754
	I have concern about my digestive system.						-0.684
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 7 iterations.							

Figure 2.1 Rotated Component Matrix

After the data analysis is done, it is group together to yield the factors that are relevant to the motivation. These factors are then input into the regression matrix to measure the magnitude of how much it affected the intention buy.

Table 4.2 Obviously, those with significant figure higher than 0.05 should eliminated hence we are left with weight loss, health supplement and detox as the obvious motivation to measure the intention to buy coconut oil in 2 months as should above.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.512	.481		3.142	.002
	WeightLoss	.449	.096	.422	4.676	.000
	HealthSupplement	.336	.116	.256	2.894	.005
	Detox	-.334	.125	-.241	-2.667	.009
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.515 ^a	.265	.242	.579		

a. Predictors: (Constant), Detox, HealthSupplement, WeightLoss

Table 4.3 the final regression is run to show the data representation of the intention to buy coconut. According to the table above, weight loss is the main motivation for consumer to buy coconut oil followed by health supplement benefit and etc. The relevancy of this data is at 26.5% which in the acceptable range according to most research.

Table 4.3 Data representation of the intention to buy coconut

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	1.095	0.623		1.756	0.082
	WeightLoss	0.450	0.103	0.423	-4.386	0.000
	Beauty					0.169
	HeartDiseaseandObesity					0.683
	HealthSupplement	0.310	0.128	0.236	2.414	0.018
	AvoidHospital					0.742
	Detox	-0.352	0.129	-0.253	-2.721	0.008

a. Dependent Variable: If this coconut capsule is available in the next 2 months, I will buy it.

From the following from survey question the result comes from 100 respondents who made this survey coming out to be as the table below

Table 4.4 Which factors that you think it has the most influenced to make you buy “Virgin Coconut Oil (Softgel)?”

Factors	No. Of Respondents
1. Weight Loss (Digestive System Or Others)	15
2. Health Supplement (In Part Of Maintain Good Health)	64
3. Detox (Skin)	21

The most influenced one that impact on their intentions and motivations to buy Virgin Coconut Oil (Soft gel) is Health Supplement the most common reason that make them decide to buy product is “They Want to be More Healthy” and others reasons are listed below respectively.

- Easy way to keep healthy
- Help to fix the disorder illness
- Not having enough sleep
- Help body to get stronger

The 2nd factor that influenced them on their intention and motivations to buy virgin coconut oil (soft gel) is DETOX (SKIN) the most common reason that make them buy product is “Nourish Their Skin from Inside” and other reasons are listed below respectively.

- Reduce dry skin problem
- Want to improve their skin to have a nice skin

The 3rd factor that influenced them on their intentions and motivations to buy virgin coconut oil (soft gel) is WEIGHT LOSS (DIGESTIVE SYSTEM OR OTHERS) the most common reason that make them buy product is “Help to Improve Digestive System) and others reasons are listed below respectively.

- Want to lose weight
- Help to motivate the metabolism system

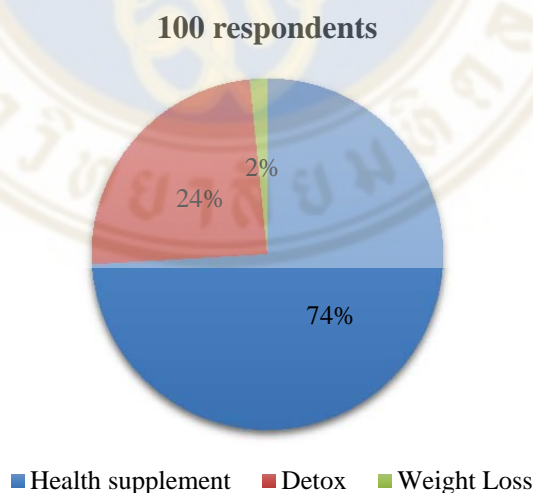


Figure 4.2 100 respondents

After using the result of these 3 factors to make a questionnaire of open ended question in qualitative method, the result shows that it has convert most influenced factor to be Health Supplement, Detox and Weight Loss respectively. This result may

incurred to change because a period of time has passed and affect to trend of consumers. Even it is just a short time, it shows that trend of consumer or market can be changed all the time.



CHAPTER V

CONCLUSION RECOMMENDATION

5.1 CONCLUSION

Depend on the result of the previous research by using regression method showed that, the most influenced factor that affect the intentions and motivations to buy virgin coconut oil in form of soft gel are Weight Loss, Health Supplement and Detox respectively.

After using qualitative method to classify the result to laddering the customer's need based on 3 factors, the result showing that according to time passed and trend of the consumer or market may incur the conflict result like this case, it is convert the range from WEIGHT LOSS, HEALTH SUPPLEMENT AND DETOX to HEALTH SUPPLEMNT, DETOX AND WEIGH LOSS. To explore for this research will help to know exactly of what consumers think and feel of the product so it could make the an easy plan to set the specific group of target market and it would make a business to have a specific time of strategic planning in R&D part to improve into the right point of view in expanding the product.

5.2 RECOMMENDATION

In case to make the result of the questionnaire to be more productive in the future in term of others may want to continue more on this research, I recommend to use a method that will focus on the answer that they really want to have and use question that will not lead to the answer but it should ask them in term to bring the final answer in that questionnaire. In order to make it, they have to specify the question and also to use the same group of respondents to do the survey and let them do both survey at the same time to get the information of the quantitative and qualitative survey, from this method will make the information more cover all part of how they make decisions when they choose the product. Also the result that will come out would be more accurate than

doing one side survey with different group of respondents or to make it more useful, is to have a big group of respondents to get broader of information from the customers.



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