

**PURCHASE INTENTION OF VITAMINS AND SUPPLEMENTS  
DURING THE COVID - 19 PANDEMIC IN BANGKOK AND THE  
METROPOLITAN REGION**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENT FOR  
THE DEGREE OF MASTER OF MANAGEMENT  
COLLEGE OF MANAGEMENT  
MAHIDOL UNIVERSITY  
2021**

**COPYRIGHT OF MAHIDOL UNIVERSITY**

Thematic paper  
entitled  
**PURCHASE INTENTION OF VITAMINS AND SUPPLEMENTS  
DURING THE COVID- 19 PANDEMIC IN BANGKOK AND THE  
METROPOLITAN REGION**

was submitted to the College of Management, Mahidol University  
for the degree of Master of Management  
on  
December 18, 2021



.....  
Miss. Nannatcha Sukragosa  
Candidate

.....  
Assoc. Prof. Prattana Punnakitikashem,  
Ph.D.  
Advisor

.....  
Assoc. Prof. Sooksan Kantabutra,  
Ph.D  
Chairperson

.....  
Assoc. Prof. Vichita Ractham,  
Ph.D.  
Dean  
College of Management  
Mahidol University

.....  
Asst. Prof. Pornkasem Kantamara,  
Ed.D.  
Committee member

## ACKNOWLEDGEMENTS

I would like to take this opportunity to express my gratitude to the people who supported me for their advice and encouragement during the completion of this thematic issue. First, I would like to thank my advisor Associate Professor Dr. Prattana Punnakitikashem, for her valuable advice, attention, support in teaching, and still encouragement throughout the time of the content of this research.

The research will not be able to move forward without her paying attention when facing problems in research work. Sincere thanks to her for making me feel very fortunate to have her as an advisor.

Thank you to all lecturers at the College of Management Mahidol University (CMMU) for giving me valuable new knowledge. Thanks for sharing each experience that has given me a new broader perspective.

Thank you to all my friends in the College of Management Mahidol University (CMMU) for their encouragement, help, and exchanging ideas with each other makes studying here have great memories and good experiences. I feel very fortunate to have a good environment and friendship with my friends. Thank you to my friend, colleague, and leader who give encouragement and support during work.

And most importantly, I would like to thank my family for their continued support, mother, older brother, and younger sister. And I would like to tell my father that I believe that he is still looking at my success even though he is no longer in this world, but he has inspired me to keep going.

I wouldn't have can complete my studies and research without everyone's encouragement and support.

Nannatcha Sukragasa

## **PURCHASE INTENTION OF VITAMINS AND SUPPLEMENTS DURING THE COVID - 19 PANDEMIC IN BANGKOK AND THE METROPOLITAN REGION**

NANNATCHA SUKRAGSA 6349016

M.M (MARKETING MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. PRATTANA PUNNAKITIKASHEM, Ph.D., ASSOC. PROF. SOOKSAN KANTABUTRA, Ph.D., ASST. PROF. PORNKASEM KANTAMARA, Ed.D.

### **ABSTRACT**

Due to the COVID-19 epidemic, consumers are buying vitamins and supplements has grown exponentially and what is the reason for. This article aims to explore purchase intention of vitamins and supplements during the COVID-19 pandemic in Bangkok and the metropolitan region and determine the impact of COVID-19 affect consumer behavior when choosing vitamins and supplements.

This research used a qualitative to conduct an in-depth individual interview divided into three groups; existing customers, new customers, and sales total of twenty-five respondents to purchased vitamins and supplements during the COVID-19 epidemic in Bangkok and the metropolitan region.

Findings revealed that purchase intention of vitamins and supplements during the COVID-19 pandemic in Bangkok and the metropolitan region found informational influence, word-of-mouth, news, health concerns, and worth the money; are significant factors to purchase intention during the COVID-19. And the impact of COVID-19 affects customer behavior when choosing vitamins and supplements consist of being more health-conscious, caring for each other, attractive promotion, and stress and fatigue from work.

**KEY WORDS:** Purchase Intention / Informational Influence / Health Conscious / Perceived quality / Brand loyalty / Trustworthiness

48 pages

## CONTENTS

	<b>Page</b>
<b>ACKNOWLEDGEMENTS</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>LIST OF TABLES</b>	<b>vi</b>
<b>LIST OF FIGURES</b>	<b>vii</b>
<b>CHAPTER I: INTRODUCTION</b>	<b>1</b>
1.1 Background	1
1.2 Problem Statement	6
1.3 Research Questions	7
1.4 Research Objectives	7
1.5 Scope of the Study	7
1.6 Expected Benefit	7
<b>CHAPTER II: LITERATURE REVIEW</b>	<b>8</b>
2.1 Purchase Intention	8
2.2 Informational Influence	9
2.3 Health Conscious	9
2.4 Perceived quality	11
2.5 Brand loyalty	12
2.6 Trustworthiness	13
<b>CHAPTER III: RESEARCH METHODOLOGY</b>	<b>15</b>
3.1 Research Method	15
3.2 Population and Sample	16
3.3 Instrument Development	16
3.3.1 Qualitative research	16
3.3.2 Interview question	16

## **CONTENTS (cont.)**

	<b>Page</b>
3.4 Data Collection	23
3.5 Data Analysis	23
<b>CHAPTER IV: FINDINGS ANALYSIS</b>	<b>24</b>
4.1 Interview background	24
4.2 Factors affecting purchase intention vitamins and supplements during the COVID-19 pandemic in Bangkok and metropolitan region	26
4.3 The impact of COVID-19 affects consumer behavior when choosing vitamins and supplements	34
<b>CHAPTER V: CONCLUSIONS</b>	<b>38</b>
5.1 Conclusion	38
5.2 Recommendation	40
5.3 Limitation	41
5.4 Future Research	41
<b>REFERENCES</b>	<b>42</b>
<b>BIOGRAPHY</b>	<b>48</b>

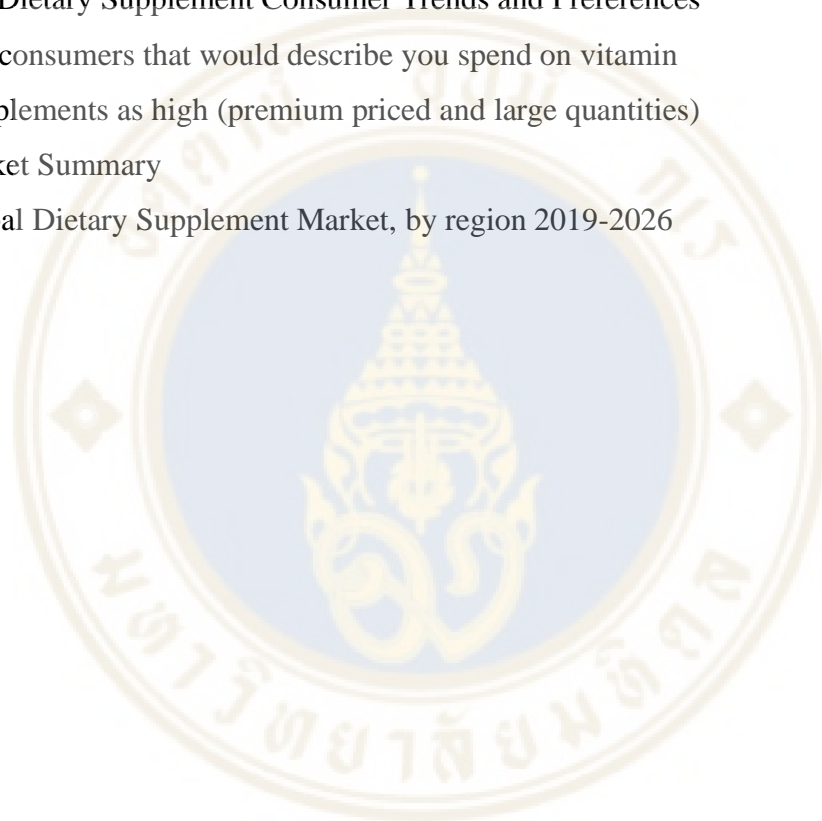
## LIST OF TABLES

<b>Table</b>	<b>Page</b>
3.1 Qualitative questions	17
4.1 Profile of interview participants	25



## LIST OF FIGURES

<b>Figure</b>	<b>Page</b>
1.1 Top 20 of 169 supplement and health foods reported in the Dietary Supplement Consumer Trends and Preferences	3
1.2 %of consumers that would describe you spend on vitamin supplements as high (premium priced and large quantities)	4
1.3 Market Summary	5
1.4 Global Dietary Supplement Market, by region 2019-2026	5





# CHAPTER I

## INTRODUCTION

### 1.1 Background

At the present COVID-19 pandemic is of great concern for Thai society and the global population that have the effect of COVID-19. People avoided traveling due to the increase in the number of infected people from COVID-19. Many companies have adjusted to make the policy let their employees exchange behavior for working in the workplace to working from home instead. Consumer values change according to lifestyles and health in the present (Szakaly, Szente, Kover et al., 2012). And health factors are serious of concern in today's world (Goetzke, Nitzko and Spiller, 2014). The government has a lockdown policy due to the expectation that the number of patients of COVID-19 will be reduced but still have several patient infections and deaths from COVID-19. These reasons why most people need to adjust their behavior to a new normal.

When COVID-19 pandemic consumers in Thailand are increasingly purchasing vitamins and dietary supplements. GlobalData Consumer (2021) reported that Thai consumers are looking for products that contain vitamin C, including dietary supplements to strengthen immunity from coronavirus which is a deadly virus. More people are willing to spend more on health care products as the number of COVID-19 cases increases, growing the vitamin and supplement industry.

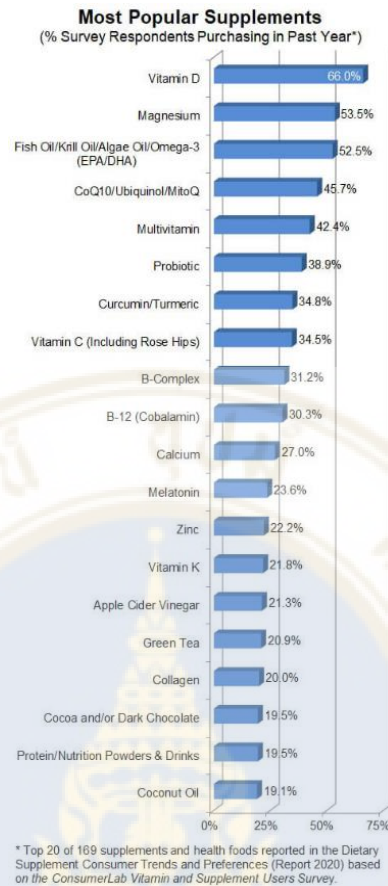
Supplements are products made to supplement one's diet by taking capsules, tablets, powders, or liquids. Supplements can provide nutrients to extract from food sources or synthetic to increase your intake. The nutrient group includes vitamins, minerals, fiber, fatty acids, and amino acids. Vitamins are a range of organic compounds essential to health that differ from the biologically significant compounds such as proteins, carbohydrates, and fats. Biochemists tend to divide them into two groups: water-soluble vitamins and fat-soluble vitamins essential vitamins. The body contains Vitamin

A, C, D, E, K, B1, B2, B3, B6, B12, Pantothenic acid (B5), Biotin (B7), Folate (folic acid or B9).

However, vitamins and supplements also contain essential nutrients for the body, which can be seen that vitamins and supplements help to build the immune system for the body to be healthy.

In addition, a study by Hemila H, Chalker E., 2020 found that patients receiving vitamin C treated for COVID-19 in an intensive care unit (ICU) had a shorter recovery period than patients with not take vitamin C. The crisis of COVID-19 makes a lot of people look after themselves more than before the pandemic happened such as washing their hands frequently, carrying alcohol gel, wearing masks when coming to different areas. Some people choose to take supplements or vitamins to get body immunity to prevent infection with COVID-19. Several reviews said that vitamin D can reduce the risk of viral infections (Beard, 2011; Hewison, 2012; Gombart, 2020 and Greiller, 2015).

ConsumerLab.com. (2021), a survey of 9,782 dietary supplement users found that vitamin D was the most popular supplement, with up to 66% of respondents purchasing a supplement. In second place was magnesium, which was the second most popular, used by 53.5% of the respondents.



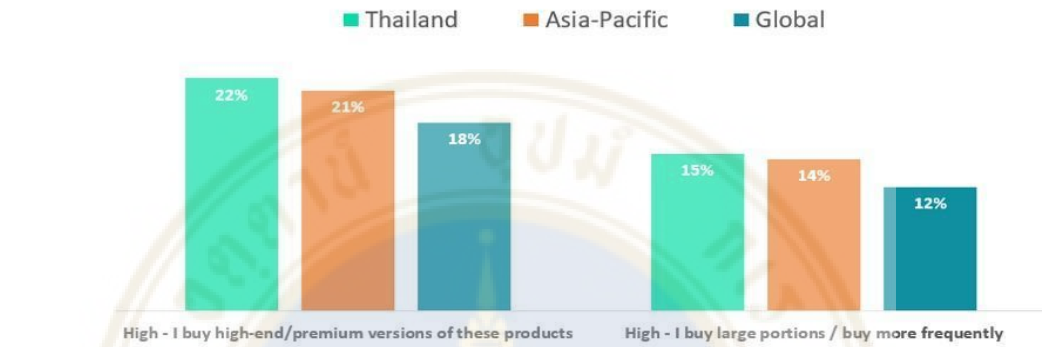
**Figure 1.1 Top 20 of 169 supplement and health foods reported in the Dietary Supplement Consumer Trends and Preferences (Report 2020). Based on the ConsumerLab Vitamin and Supplement Users Survey.**

Vitamins and supplements have been a consumer health category since the outbreak of COVID-19. Therefore, consumers have sought vitamins and supplements to maintain better health in the hopes of avoiding COVID-19 infection, or at least for better results.

GlobalData states that 37% of Thai consumers said they had bought more high-end or premium vitamin supplements. Like and buy more often, Thai consumers find them are more interested in products with immune-boosting ingredients like vitamins. According to 2021 GlobalData survey, 60% of Thai respondents said the presence of

immune-boosting compounds was a key factor in product purchases, compared to 47% of APAC consumers and 38% of global respondents.

**% of consumers that would describe your spend on vitamin supplements as high (premium priced and large quantities), 2021**



GlobalData's 2021 Q1 Consumer Survey

GlobalData.

**Figure 1.2 % of consumers that would describe you spend on vitamin supplements as high (premium priced and large quantities), 2021 by GlobalData Consumer**

IndexBox (2021) reported vitamin market overview in 2020 is growing more than last year. The market is likely to grow up gradually in the near term. In 2020, vitamin production will be expanding rapidly and is expected to continue to grow in the future and the import of vitamins into Thailand is increasing. Total imports indicate expansion from 2007 to 2020, wherein 2020 China is a major vitamin supplier to Thailand.

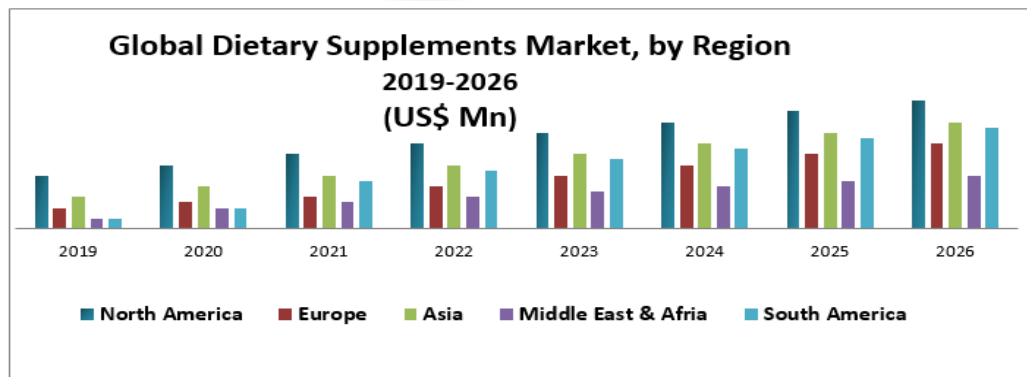
Mordor Intelligence (2021) reported due to the sudden impact of COVID-19, which had a positive effect on the vitamin and supplement market, sales of proteins, vitamins, omega-3 fatty acids, and others grew significantly. Additionally, the dietary supplement market has been driven by a paradigm shift towards preventive health management approaches due to rising healthcare costs and an increasing burden of lifestyle disease. The growing popularity of herbal supplements is also expected to drive market growth. Asia-Pacific is the fastest-growing region in the dietary supplement market, where is driven by significant investment opportunities, especially herbal

products and Ayurvedic extracts. In addition, the demand for supplements in countries such as India, China, and Japan have increased in recent years. Due to many aging populations in such developing countries.



**Figure 1.3 Market Summary**

Major players in the global dietary supplement market are as follows: Pfizer, Sanofi, Herbalife, Glanbia Nutritional’s, Abbott, Bayer AG, GlaxoSmithKline, Reckitt Benckiser, and Merck that lead companies to outperform and retain market dominance. That goes because the big global players also have a high level of geographic reach and brand awareness among consumers, which gives them a market advantage over being a well-known brand.



**Figure 1.4 Global Dietary Supplement Market, by region 2019-2026**

This picture shows the regions have a growing trend in food supplements and vitamins from 2019 to 2026.

This study will study the purchase intention of vitamins and supplements during the COVID-19 pandemic in Bangkok and the metropolitan region to understand the fundamentals when facing different needs and situations to maintain and compete in the market. Therefore, this study aims to determine whether dietary supplements and vitamins in the COVID-19 to contribute to the increase in consumer purchasing trends. And what are the important factors in purchasing additional vitamins and supplements? If the COVID-19 situation eases, will consumers continue to buy vitamins and supplements?

## **1.2 Problem Statement**

Due to the spread of COVID-19, consumer behavior has changed, and people are worried because of the fear of contracting the virus and its consequences to their health. However, vitamins and supplements have been growing during the COVID-19 pandemic. Therefore, this study may help determine the root cause of the impact on vitamin and supplement sales growth. And what are the factors in the consumer's choice in purchasing vitamins and supplements? Moreover, explores factors affecting intention to buy vitamins and supplements during the COVID-19 pandemic in Bangkok and the metropolitan region, how it has changed and what are the factors in changing consumer behavior.

The purpose of this thematic paper is to determine the consumer factors affecting purchase intention vitamins and supplements during the COVID-19 pandemic in Bangkok and the metropolitan region by considered to be a study to identify the relation between health conscious, information influence, perceived quality, and brand loyalty show the positive relation toward purchase intention to buy vitamin and supplement during the COVID-19 pandemic in Bangkok and the metropolitan region.

### **1.3 Research Questions**

1. What is the significant purchase intention of vitamins and supplements during the COVID-19 pandemic in Bangkok and the metropolitan region?
2. How will the impact of COVID-19 affect consumer behavior when choosing vitamins and supplements?

### **1.4 Research Objectives**

1. To determine the significant purchase intention of vitamins and supplements during the COVID-19 pandemic in Bangkok and the metropolitan region.
2. To understand the impact of COVID-19 affecting customer behavior when choosing vitamins and supplements.

### **1.5 Scope of Study**

This study will focus on those who purchased vitamins and supplements during the COVID-19 pandemic in Bangkok and the metropolitan region. The data in this study were qualitatively studied by in-depth individual interviews. This study had separated the interviewees into three groups; existing customers, new customers, and sales who sell vitamins and supplement product groups, including pharmacists in drug store, pharmacy owners, sales managers who work in the vitamins and supplement industry.

### **1.6 Expected Benefit**

To hope the results of this study will be a useful guideline in the future to study customer behavior in purchasing vitamins and supplements during the COVID-19 pandemic in Bangkok and the metropolitan region in the future.



## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Purchase Intention**

Purchase intention is the anticipating individual intentions that depend on their attitude towards behavior and the personal norms associated with the behavior (Asshidin, Abidin, and Borhan, 2016). According to Fischer (2016), consumers have been different when they appear in a different context by external and internal motivations during the purchase process. Certain factors or attributes influence consumers before purchasing a product, so the preferences of products on a consumer can change continuously (Yap and Yazdanifard, 2014).

According to Kim Chun and Ko (2017), purchase intentions are planned behavior that is the potential translation into buying behavior based on attitudes and emotions. In addition, purchase intention is a significant predictor of behavioral intention to act on a product (Goh, 2010). Personal preferences for quality and image can increase consumer purchase intention and may be positively affected by manufacturer identification; this can effectively help improve purchase intention (Porral & Lang, 2015). Promotional strategies can easily stimulate purchase intention and consumer alertness.

In the words of Halim and Hameed (2005), purchase intention depends on the number of customers that have an offer to purchase products in the future and repurchase and reconnect with a specific product. After they have purchased products that meet their needs, the customers will be satisfied with the choices they make. They feel comfortable and positive with the product. Therefore, for the next purchase, they will choose it again.



On the contrary, skepticism is one of the factors that negatively affect a person's purchasing intention, especially new products; customers often have questions about whether it meets their expectations or is enough for them (Afzali & Ahmed, 2016).

The intention of the person to buy the product purchase intent be influenced by factors including informational influence, health-conscious, perceived quality, brand loyalty, and trustworthiness.

## **Purchase intention of vitamins and supplements.**

### **2.2 Informational Influence**

Information influences consumers based on the recipient's decision on the specific message of the relevant content, such as the data quality dimension (Fileri, 2015). Informational social influence affects other thinking (Chu & Kim 2011). The two-dimension of interpersonal influence stated in the literature; are the normative influence and the information influence (Bearden et al., 1989). Bunkrant & Cousineau (1975) refer to normative influence as the ability to meet the expectations of others' norms, values, and attitudes. In other words, information influence is the ability to accept information from other knowledgeable people to choose a product or brand.

Informational influence points to accept knowledge and make purchasing decisions with reliable proof of the fact. So, informational influence affects the credibility and persuasion of customers in purchase intention and has a significant positive direct effect on purchase intention.

### **2.3 Health Conscious**

Health consciousness is a prominent predictor of a person's actions related to health (Mai & Hoffmann, 2012). According to Barauskaite et al., (2017), health

consciousness refers to the level of an individual is focused on maintaining their health. They are motivated to improve or maintain their living status by focusing on healthy behaviors such as buying and consuming healthy food, which makes them aware that their health to achieve positive results from a healthy diet.

Prasad, Strijnev, & Zhang (2008) found that health-conscious individuals tend to consume healthy or environmentally friendly products. Therefore, health-conscious individuals are willing to exhibit healthy behaviors. So, it affects by the resources, skills, and expertise of consumers depending on the demographic variables; gender, age, income, and social status.

Wen & Li (2013) established healthy behaviors; consumers behave in a daily healthy lifestyle to practice prevention. People with high levels of health consciousness tended to lead healthier lifestyles and collaborated on health behaviors such as regular exercise more than those with low levels of health consciousness (Meireles, 2018). These people are aware of their well-being and try to maintain or enhance their level of health. They are willing to engage in preventive health behaviors such as health surveys or the consumption of healthy food so that they can maintain good health (Ahadzadeh, Sharif, & Ong, 2018). Health consciousness assesses individuals on their level of readiness to act on their health (Michaelidou & Hassan, 2008).

From this study, health consciousness is a predictor of a person's actions related to health. People with high levels of health consciousness often take steps to maintain or improve their health levels to stay healthy. It's also about the self-care products that people care about in maintaining their health. Meireles (2018) confirmed the impact that the level of health consciousness has on the purchase intention of organic products. Thus, those who are health conscious will be concerned about the ingredients used in the products and seek information for consideration before making a purchase. Therefore, health consciousness has a significant positive direct effect on purchase intention.

## 2.4 Perceived quality

According to a study by Zeithaml, 1988, Aaker and Jacobson, 1994, perceived quality is the judgment of consumers about a brand's overall excellence or superiority in terms of its intended purpose compared to other alternatives. Quality is one of the significant standards that customers put first when purchasing a product. Product quality is the collection of features and characteristics of a specific product that lead to the ability to meet customer-specific needs.

Vonderembs and Raghu (1997) said that perceived quality is about understanding and can meet customer needs. In addition, necessary can changes the production level to capture customer demand to purchase the current product design. Perceived quality is a significant factor in measuring purchase intention. Therefore, the continuous improvement process daily to optimize the product and meet the customer's needs. Thus, the perceived quality will affect the purchase intention of the customer.

A strong brand that respects perceived quality can extend further and find a higher success probability than a weak brand (Aaker 1991). Perceived quality is affected by factors; experience, educational level, perceived risks, and situational variables include purchase objectives, purchase situation, time pressure, and social background from consumers. Holbrook & Corfman (1985) also stated that consumers often assess the quality of a product or service based on product information. These cues come from the internal and external perceived quality.

According to Zeithaml (1988), perceived quality related to the physical product characteristics is product performance, characteristic, reliability, consistency, durability, serviceability, beauty, and including external appearance such as the brand name, brand image, company reputation, the image of the manufacturer, retail store image, country of origin results in customer purchase intention. Therefore, the quality of the product is vital that the customer must consider before deciding to buy the product because the perceived quality is the consumer's judgment on the quality of the product, and customers evaluate the quality of the product based on previous experiences and

feelings. High-quality products are more intent on purchasing than low-quality products (Tsiotsou 2005).

Thus, perceived quality is how consumers make an overall assessment of a product based on the external dimensions. If the customer has a positive attitude towards the quality of the product will lead to the purchase intention of customers.

Perceived quality is a significant factor in measuring purchase intention that is a continuous improvement process every day to add products efficiency and meet customer needs (Garretso and Clow 1999). Monore (1990) suggests that perception of quality affects customer purchase intention, indicating that perception of quality has a positive effect on purchase intention through perceived value. A higher perceived value and quality results in higher purchase intention. Thus, perceived quality has a significant positive direct effect on purchase intention.

## **2.5 Brand loyalty**

Brand loyalty indicates the customer's positive attitude towards a brand, which leads to the continued purchase of a brand because of consumers learning that only a brand can meet their needs (Assael 1992). According to Aaker (1991), brand loyalty customers can continue to reduce marketing costs, resulting in less cost to retain and return customers when building brand awareness and building confidence in new customers.

In addition to Moraga, Parraga, and Gonzalez (2008) describe brand loyalty as continuous purchase etiquette. It is not a one-time occurrence process. Help the company gain customer satisfaction. Purchase intention, stable profits, and brand loyalty direct change a company's economic performance.

Jensen (2011) explains two ways to measure brand loyalty by the number of current customers; behavioral and attitude. The first method shows the purchasing behavior of customers towards the brand. And the second way is for customers to express relative satisfaction for one brand over another. Ou, Shih, Chen, and Wang (2011)

redefine brand loyalty as the promise of repurchases that increase consumers' motivation towards purchasing behavior. They confirmed that brand loyalty could enhance by building stronger customer relationships and consumer loyalty programs.

Brand loyalty arises from customer satisfaction after customers are satisfied with a brand. Then customers will become irrespective of the price factor and show a strong interest in purchasing a product at any price. Brand loyalty impulse customers to repeat purchasing. Brand loyalty has a very positive influence on purchase intention. Ou, Shih, Chen, and Wang (2011) have described contractual brand loyalty will make customers buy and increase consumers' motivation to buy. According to Chi, Yeh, and Yang (2008), 267 respondents completed a questionnaire to determine the impact of brand loyalty on purchase intention. They prove there is a positive correlation between brand loyalty and purchase intention.

## **2.6 Trustworthiness**

Trustworthiness refers to the nature of behavior in willingness or intention depending on another. It can refer to planned behavior and rational action in positive feelings that lead to real purchase intentions and behaviors. Therefore, trustworthiness is the reliability of the data source (East et al., 2008). The concept of trust is directly related to the trust and objectivity of the sender (Dimitrakos, 2012).

In addition, trustworthiness acts as a medium that inspires confidence between the parties. Reliability is a fact that signals the quality of a product; it enables customers to experience the product and check whether the quality information provided is true or false compared with quality (Ni & Sun, 2018). Trustworthiness is the foundation for building judgment. If those brands are trustworthy in the customer vision, this will positively affect the customer in developing behavioral loyalty (Kosiba, Boateng, Amartey, Boakye, & Hinson, 2018).

Khan, Lakshmiratan, Laure Py, and Shah (2003) ascribed that trustworthiness building and fostering reciprocal relationships. Moreover, it helps develop brand loyalty by building engagement and relations between brands and customers.

Beck & Kenning (2015) trust is the primary medium for helping new products overcome customer uncertainty and resistance. Therefore, the credible retailer has a significant role adapt to new products and reducing the customer decision-making process. Trustworthiness is a positive relationship between seller and buyer and helps customers overcome uncertainty and reduce the decision process in accepting the purchase of a product or service. Trustworthiness has a significant positive impact on purchase intention.



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Method**

The epidemic of COVID-19 has caused a rapid change in the way of life. In addition, consumer behavior has changed significantly. It makes consumer awareness in health care. This research used a qualitative approach to study the purchase intention of vitamins and supplements during the COVID-19 outbreak in Bangkok and the metropolitan region studies that identified a relationship between health-consciousness, information influence, perceived quality, brand loyalty, and trustworthiness. That proves a positive correlation between the purchase intention and the relative factors by the survey. Furthermore, the researchers wanted to gain an in-depth understanding of the motivations and feelings of consumers, the real reasons for choosing vitamins and supplements. In addition, this study is a survey and open-ended questionnaire to obtain open-ended information. Moreover, the individual in-depth interviews are one-on-one interviews that investigate and find detailed answers. During the interview, the interviewer is flexible to create new approaches for asking some questions to interviewees for understanding well and accessing the interviewee's insights. Consequently, the study used in-depth interviews as a primary research tool to gather insights to explore the factors affecting the purchase intention of vitamins and supplements during the COVID-19 outbreak.

The qualitative method is an in-depth individual interview with the interviewers having a variety of occupations, ages, and incomes which are customers. There are three groups; existing customers, new customers who purchase vitamins and supplements during the COVID-19 epidemic in Bangkok and the metropolitan region, and sales that sell the vitamins and the supplements include the pharmacists in a drug store and sales managers who sell vitamins or supplements.



## **3.2 Population and Sample**

The target population of this study was the group of customers who purchased vitamins and supplements during the COVID-19 epidemic situation in Bangkok and the metropolitan region. The in-depth interviews total 25 respondents; the customers who purchase vitamins and supplements during the COVID-19 epidemic in Bangkok and the metropolitan region. The interviewees have a variety of occupations, ages, and incomes to obtain a variety of information from existing customers, new customers, and the people who work that linking with vitamin and food supplements include the pharmacists in a drug store and sales manager who sales vitamin or supplement.

## **3.3 Instrument Development**

### **3.3.1 Qualitative research**

The data were collected via in-depth interviews total of twenty-five respondents from the customers who purchased vitamins and supplements during the COVID-19 epidemic in Bangkok and the metropolitan region include people who work with vitamin and food supplements. The objective of the in-depth interviews is to gain more in-depth information about the purchase intention of vitamins and supplements during the spread of COVID-19.

### **3.3.2 Interview question**

The interview questions were divided into three groups to assess the informant's purchase intention of vitamins and supplements during the COVID-19 pandemic in Bangkok and the metropolitan region.

The first group interviewed existing customers who purchased vitamins and supplements before and during the COVID-19 epidemic in Bangkok and the metropolitan region.



The second group interviewed new customers who purchased vitamins and supplements during the COVID-19 epidemic in Bangkok and the metropolitan region.

The third group interviewed the people working with vitamins and supplements include the pharmacists in the drug store and the sales manager who sells vitamins or supplements to find the key factors affecting intention to buy vitamins and supplements during the COVID-19 pandemic in Bangkok and the metropolitan region.

**Table 3.1 Qualitative questions**

Interview Questions	Existing customers	New customers	Sales
<b>Part 1: Screening Question.</b>			
1.1 Have you ever purchased a vitamin in the past 6 months?	✓	✓	
1.2 What kind of your occupation?			✓
1.3 Are your work related to vitamins and supplements including pharmacist in drug store or sales representative or sales manager who sells vitamins or supplements?			✓
1.4 Can you describe the work you do?			✓
<b>Part 2: Affecting decision intention to buy vitamins and supplement.</b>			
2.1 What kind of vitamin or supplement that you purchase in 6 months?	✓	✓	
2.2 How do you make the decision to purchase vitamins or supplements?	✓	✓	
2.3 What's the reason that you decide to purchase a vitamin or supplement?	✓	✓	
2.4 How much do you spend on vitamins per month?	✓	✓	

**Table 3.1 Qualitative questions (cont.)**

<b>Interview Questions</b>	<b>Existing customers</b>	<b>New customers</b>	<b>Sales</b>
2.5 What vitamins and supplements do you buy more during COVID-19?	✓	✓	
2.6 Which vitamins and supplements have increased in purchasing during the COVID-19 pandemic?			✓
2.7 Why do customers choose such vitamins and supplements?			✓
2.8 During COVID-19, which vitamins and supplements are customers interested in? Why?			✓
2.9 During the COVID-19 period, which vitamins and supplements are the best seller?			✓
<b>Part 3: Affecting decision intention to buy vitamins and supplement (There are 5 factors, including information influence, health conscious, perceived quality, brand loyalty and trustworthiness that link to purchase intention)</b>			
<b>3.1 Purchase intention</b>			
3.1.1 Why do you buy vitamins and supplements?	✓		
3.1.2 Why do you buy vitamins and supplements during COVID-19 epidemic?		✓	
3.1.3 Would you recommend other people to take vitamins or supplements? Why?	✓	✓	
3.1.4 Did you buy vitamins and supplements for other people (such as the members of your family, your close friends)? (If any) Why did you buy vitamins and supplements for them? (Please identify)	✓	✓	
3.1.5 When COVID-19 epidemic occurred, did you buy more vitamins and supplements? (If any) Why did you choose?	✓	✓	

**Table 3.1 Qualitative questions (cont.)**

<b>Interview Questions</b>	<b>Existing customers</b>	<b>New customers</b>	<b>Sales</b>
3.1.6 After the end of COVID-19 are you still taking vitamins and supplements?	✓	✓	
3.1.7 What are the reasons why customers come to buy vitamins and supplements during COVID-19?			✓
3.1.8 What kinds of vitamins and supplements do customers buy more during COVID-19?			✓
3.1.9 Do customers buy vitamins and supplements for others? Why do customers choose to buy vitamins and supplements?			✓
3.1.10 Do you think that after COVID-19 is over, the sales of vitamins and supplements will increase or decrease? Why? Please explain.			✓
<b>3.2 Information influence</b>			
3.2.1 How do you receive information about vitamins and supplements?	✓	✓	
3.2.2 How do you choose your vitamins and supplements?	✓	✓	
3.2.3 Do you think vitamins and supplements can prevent COVID-19? Why?	✓	✓	
3.2.4 When you get information in any way, does it influence your purchasing decision for vitamins and supplements?	✓	✓	
3.2.5 How does information about vitamins and supplements affect your purchasing decisions?	✓	✓	
3.2.6 How do your customers choose vitamins and supplements?			✓

**Table 3.1 Qualitative questions (cont.)**

<b>Interview Questions</b>	<b>Existing customers</b>	<b>New customers</b>	<b>Sales</b>
3.2.7 How do customers receive information about vitamins and supplements?			✓
3.2.8 Does the information customers receive about vitamins and supplements affect their purchasing decisions?			✓
3.2.9 Have you ever advised your customers to buy vitamins and supplements? Why do you recommend this product?			✓
<b>3.3 Health conscious</b>			
3.3.1 Are you worried about your health?	✓	✓	
3.3.2 How do you take care of your health during COVID-19?	✓	✓	
3.3.3 How many vitamins and supplements do you choose to eat per day? What vitamins and supplements are there?	✓	✓	
3.3.4 Do you think taking vitamins and supplements for a long time will affect your health?	✓	✓	
3.3.5 Do you think that taking supplements and vitamins help you to reduce your concerns about COVID-19 infection? Why? Please explain	✓	✓	
3.3.6 Are customers who come to buy vitamins and supplements worried about their health?			✓
3.3.7 Are customers worried about getting infected with COVID-19? What are your customers most worried about?			✓

**Table 3.1 Qualitative questions (cont.)**

<b>Interview Questions</b>	<b>Existing customers</b>	<b>New customers</b>	<b>Sales</b>
3.3.8 When there is a pandemic of COVID-19, do you think customers are more concerned with their health?			✓
3.3.9 Have customers come to consult about prevention about COVID-19?			✓
<b>3.4 Perceived Quality</b>			
3.4.1 Do you or your customers think taking vitamins and supplements is worth the money? Why? Please explain	✓	✓	✓
3.4.2 What is the first thing that comes to your or your customers mind when purchasing vitamins and supplements?	✓	✓	✓
3.4.3 Is perceived quality of vitamins and supplements important when buying? why? Please explain	✓	✓	✓
3.4.4 How will perceived quality affect purchase intentions for you or your customers?	✓	✓	✓
<b>3.5 Brand loyalty</b>			
3.5.1 What brand of vitamins and supplements do you choose?	✓	✓	
3.5.2 How long did you buy this brand?	✓	✓	
3.5.3 Will you continue to buy this brand? Why?	✓	✓	
3.5.4 why did you choose that brand?	✓	✓	
3.5.5 Why should you buy a brand you are familiar with?	✓	✓	
3.5.6 How do customers identify brands when choosing vitamins and supplements?			✓

**Table 3.1 Qualitative questions (cont.)**

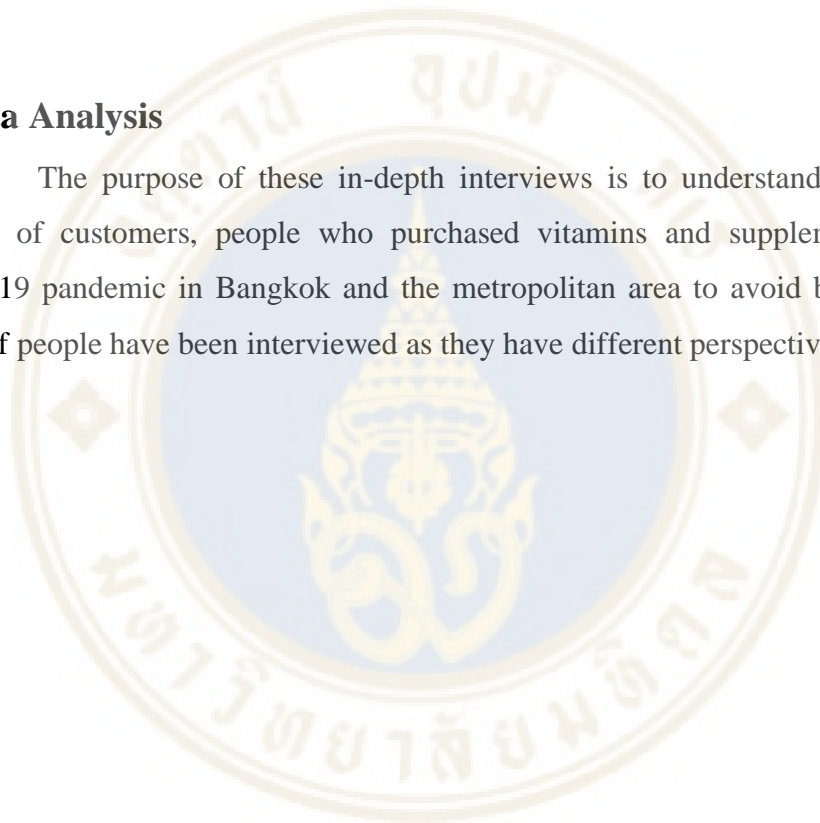
<b>Interview Questions</b>	<b>Existing customers</b>	<b>New customers</b>	<b>Sales</b>
3.5.7 Do you or your customers care about the price if the original brand you or customers choose to buy is higher price than the other brands?	✓	✓	✓
3.5.8 Do the same customers come to buy the same brands of vitamins and supplements? Why do customers buy this brand?			✓
3.5.9 Do customers care about the price when they come to buy vitamins and supplements?			✓
<b>3.6 Trustworthiness</b>			
3.6.1 Does trustworthiness of brand affect vitamin and supplement purchases? If so, how?	✓	✓	✓
3.6.2 Does brand trustworthiness make purchasing decisions vitamin and supplements easier? If so, how?	✓	✓	✓
3.6.3 Does the brand's trustworthiness make you or customers want to try more vitamins and supplements during COVID-19? If so, how?	✓	✓	✓
<b>Part 4: Personal Information</b>			
4.1 What is your age range separated by generation group?	✓	✓	✓
4.2 Please indicate your education level.	✓	✓	✓
4.3 How much is your average of net income per month?	✓	✓	✓
4.4 What's your occupation?	✓	✓	

### **3.4 Data Collection**

This study will be corrected via in-depth individual interviews conducted with the person who purchased vitamin and supplement including existing customers and new customers during the COVID-19 pandemic in Bangkok and the metropolitan and the people who are working on linking vitamin and food supplements with a total of 25 responses.

### **3.5 Data Analysis**

The purpose of these in-depth interviews is to understand the attitude and behavior of customers, people who purchased vitamins and supplements during the COVID-19 pandemic in Bangkok and the metropolitan area to avoid bias, the different groups of people have been interviewed as they have different perspectives.



## **CHAPTER IV**

### **FINDINGS ANALYSIS**

#### **4.1 Interview background**

This part of the research was qualitative research conducted by a single search by in-depth individual interviews from 25 respondents. The interview period was held from October 20 to November 16, 2021, over the phone due to the COVID-19 outbreak and safety reasons. It takes about 35 minutes to 1 hour to complete the interview. The interview will be informal and comfortable for the interviewee. So, they don't worry during the interview. The narrative in the interview is relaxed manner.

An in-depth individual interview is a one-on-one interview that investigates and finds detailed answers. Indirect questions or psychological techniques to discover hidden motivations. Therefore, an in-depth individual interview eliminates group pressure and influence. Therefore, the opinions are accurate (McDaniel and Gates, 2013).

Additionally, during the interview interviewees have time to reflect and think about what the actual answer to each question is. This allows the researcher to see more diverse perspectives.

The constructs framework in this research would be as follows: informational influence, health-conscious, perceived quality, brand loyalty, and trustworthiness have a significant positive direct effect on purchase intention. All constructs are used qualitatively for in-depth interviews. This interview found two research questions.

1. What is the significant purchase intention of vitamins and supplements during the COVID-19 pandemic in Bangkok and the metropolitan region?
2. How will the impact of COVID-19 affect consumer behavior when choosing vitamins and supplements?



Details of each interviewee are shown below in Table 4.1

#### 4.1 Profile of interview participants

No	CODE	Group of interviews	Age	Gender	Occupation
1	EC1	Existing customer	33	Female	Public Relations Officer
2	EC2	Existing customer	29	Female	Nurse
3	EC3	Existing customer	31	Female	Business owner
4	EC4	Existing customer	27	Female	Royal enterprise employees
5	EC5	Existing customer	36	Female	Sales Manager
6	EC6	Existing customer	34	Male	Supervise, Medical sales
7	EC7	Existing customer	62	Female	Retirement
8	EC8	Existing customer	52	Female	Online Sales
9	EC9	Existing customer	27	Female	Medical sales representative
10	EC10	Existing customer	40	Male	Medical sales representative (Ever sales vitamins and supplement before)
11	EC11	Existing customer	27	Female	Business owner
12	NC1	New customer	33	Female	Government officer
13	NC2	New customer	34	Female	Medical device sales representative
14	NC3	New customer	28	Female	Medical sales representative
15	NC4	New customer	42	Male	Senior, medical sales representative
16	NC5	New customer	32	Female	Government officer
17	NC6	New customer	37	Male	Medical sales representative
18	NC7	New customer	28	Female	Government officer

No	CODE	Group of interviews	Age	Gender	Occupation
19	NC8	New customer	32	Female	Housewife
20	NC9	New customer	34	Male	Business owner
21	S1	Sales	30	Male	Pharmacy owner (Pharmacist)
22	S2	Sales	44	Female	Sales manager (in supplement company)
23	S3	Sales	31	Male	Pharmacy owner (Pharmacist)
24	S4	Sales	49	Female	Pharmacy owner
25	S5	Sales	39	Female	Assistant pharmacist in drug store

Twenty-five interviewees, consisting of three groups; 11 participants of existing customers group, 9 participants of new customers, and 5 participants of sales group. However, 72 percent were female (18 participants), 28 percent were male (7 participants). While 68 percent of participants aged between 26-35 years (17 participants), 20 percent of participants aged between 36- 45 years (5 participants), and 12 percent of participants ages over 46 years (3 participants).

## **4.2 Purchase intention of vitamins and supplements during the COVID-19 pandemic in Bangkok and the metropolitan region**

### **Informational influence**

Nowadays, technology and the internet are advancing rapidly. A lot of people in the world have smartphones to access the internet and social media. It makes the people access information are quick. This interviews group found the interviewees received information from the internet and social media such as Tik Tok.

*“I saw that the new customers and existing customers come to buy vitamins and supplements because they look at Tik-Tok. Almost immediately decide to purchase and some groups need advice from me before decision to purchase and both new customers and existing customers have a way to find information from the internet and social media, such as Google, especially website Pan tip, Facebook, YouTube.” (S1)*

Although consumers can get a lot of information from social media. However, the issue of quality and safety the consumer is still believed by pharmacists recommend.

*“Reviewing from influencers that make the customer interested in vitamin and supplement but some customer needs advice from pharmacists.” (S3)*

As social networks and the internet become more accessible, it is easier and broader for consumers to find information.

*“In my point of view, influencers tended to review the products and many customers accepted through their channels and consumers.” (S1)*

Experienced and well-known influencers have direct knowledge of the subject to create more credibility for customers' interest in purchasing. However, some interviewees informed the sharing news about immune-boosting supplements and vitamins that made them decide to purchase. It decreases sickness because they took vitamins and supplements, they were more immune. Some existing and new customers said that.

*“I bought especially vitamin C because I don’t want to be sick and want to body have the immune to reduce sick.”* (Almost new customers and existing customers)

This research discovered that although the group of customers received information from anyway. However, if they test vitamins and supplements in those brands but they are no results or unsatisfying, they maybe change the product to another.

Even with the information obtained from interviews with customer groups, they have still chosen from familiar brands, heard for a long time. It is well known for its effectiveness, safety, and reliability include supporting research of the product and can prove their quality and origin will make purchasing decisions easier.

Therefore, the result of information influence makes it easier for customers' decisions. On the other hand, word of mouth from the recommendation by closer, pharmaceuticals, reviews from social media, influencer groups such as doctors and pharmacists have significant to make it easier for customers' purchases. Brands and origin also make them confident to purchase.

### **Word-of-Mouth**

However, both new customers and existing customers have still found more information from the internet, asking friends, relatives, and people who have had experience taking vitamins and supplements to make sure they buy the vitamins and the supplements.

From the interview and in the group interviewing the sales group, the owner of the pharmacy drug.

*“Customers often come to inquire and consult with a pharmacist before making a purchase. Especially if they are regular customers, they tend to trust pharmacists and sellers and make purchase decisions.”* (S4)

*“I bought especially vitamin C because I don’t want to be sick and want to body have the immune to reduce sick.”* (Almost new customers and existing customers)

The interview result illustrated that word-of-mouth; a key role in purchasing vitamins and supplements as consumers often ask and exchange opinions with friends, closer, family, and acquaintances. Subsequently, vitamins and supplements have a positive effect. Consumers can make purchasing decisions easier. Some people have ever taken these vitamins and supplements that will help increase their credibility.

*“I have never taken vitamins and supplements before, but when the outbreak of COVID-19 began. It made me concerned with my mother’s health. Then I consulted with my relatives, who regularly take vitamins and supplements, and my aunt is in good health led her to consult and buy vitamins and supplements according to my aunt so that my mother could take those vitamins and supplements accordingly.”* (NC7)

From sales group including the pharmacists who are drugstore owners, assistance pharmacists, and a sales manager told that:

*“There are groups of customers to buy products such as vitamin C and Andrographis paniculata to consume and some people buy them to give to confidants such as parents, friends, and relatives. Customers had bought and hoarded them because of fear of shortages when the news is spread widely, products such as vitamin C are temporarily out of the market, especially brands that are well known for Thai people such as Blackmore.”* (S4)

## News

In addition, offline media is still virtual such as television news has published it makes the information more reliable. Moreover, news on social media makes people concerned about the prevention from COVID-19. The interviewees decide to purchase that hope to reduce the risk of infection, especially buying vitamin C.

*“When there is a COVID-19 epidemic, I received information from news on television then I decided to buy vitamin C immediately. I think that the information on television, it can be trusted.” (EC6)*

*“If the news is broadcast on TV and the doctor confirms that they can help, it will make the decision to buy vitamins and supplements easier.” (NC9)*

*“When news about vitamins and supplements reports about which vitamins and supplements can help with the COVID-19, there has been a growing interest in consumers to buy. Especially vitamin C makes some brands such as Blackmore's in short supply.” (S4)*

These interviews found that the customers believed in familiar brands, well-known, and the same quality. When the news was published on television or social media, it would be stimulated more people to buy vitamins and supplements because of their credibility and concerns.

*“When the products are out of stock, the customers choose brands that are similar and turn to buy other brands instead.” (S1)*

Therefore, the reliable news on television has influenced to stimulate people with the COVID-19. In addition, the epidemic is new, so receiving information can arouse the interest of consumers.

### **Health concern**

The spread of COVID-19 makes Thai people pay more attention to their health. In these interviews, new customers took vitamins and supplements during the COVID-19. They are nervous about their health and aspired to be a strong immune system because when the body is healthy, it will make it more difficult to infect with the disease.

In addition, most of the existing customers had already taken vitamins and supplements before the spread of COVID-19. Almost people take more vitamins that made more purchasing.

*“Buy vitamins C to eat because if my body is healthy, it will make it more difficult to get sick. Plus, like my age, I am becoming more health-conscious in the wake of the coronavirus epidemic, making it a stimulus to seek out vitamins and dietary supplements.” (NC4)*

*“In addition to buying vitamins and supplements for myself to eat, also bought it for my parents because of the growing age of the parents are worried that if the body is not healthy, it may result in an easier infection.” (NC5)*

*“I usually take vitamins and supplements already. During the COVID-19 period, they have bought vitamins and supplements for their grandchildren and parents because of fears that they would be infected.” (EC10)*



Thus, both new customers and existing customers bought more vitamin C. They want to take vitamin C to prevent it. The factor on health concern makes more people decide to purchase it during COVID-19.

*“I used to work as a vitamin and supplement sales representative, making me take vitamins and supplements regularly. During the COVID-19 pandemic, there was the research that vitamins could reduce the rate of bed occupancy in the ICU more than people who didn't take vitamin C.” (EC10)*

Interviewees take supplements and vitamins to help them reduce their concerns about COVID-19 infection. When the immune system is stronger, it will reduce the severity of infection. In addition, when taking vitamins and supplements helped them feel more relieved. Nonetheless, everyone has still worried and awarded about taking care of themselves, such as avoiding going to risky places, washing their hands, wearing a mask, and exercising.

*“Having vitamins and supplements at home and taking vitamins and supplements during COVID-19 is reassuring as I believe that taking vitamins and supplements reduces the number of illnesses associated with taking vitamins and supplements compared to before. But I didn't take my vitamins due to my allergy.” (EC6)*

*“While taking vitamins and supplements won't help prevent contracting COVID-19 like getting vaccinated, taking vitamins has given me more comfort than not taking them.” (NC1)*

From interviews with sales groups, this study found that when customers are often worried about the spread of COVID-19 as a result, the purchase of vitamins and



supplements has increased until sometimes there is a shortage of vitamins in the market and must limit customer purchases to distribute them to other customers.

*“Concerns about the spread of COVID-19 causing customers to buy vitamin C to hoard until there was a period when vitamin C was in short supply. Therefore, customers have to limit their purchases so that other customers can have vitamin C to eat as well.” (S4)*

Additionally, when asked whether taking vitamins and supplements for a long time will affect your health interviews groups, almost all customers are concerned about the residue because they are afraid that taking vitamins and supplements for a long time will affect the liver and kidneys, so find a time to take them and then must stop.

*“I was worried that if taking vitamins and supplements for a long time would have harm the liver and kidneys, I thought I would stop taking them and then come back to take the vitamins again. Thought to eat for three months, one month apart.” (NC6)*

*“I worried about residues from taking vitamins and supplements after COVID-19 may reduce some vitamins and supplements and will take periodic breaks from taking vitamins and supplements.” (EC2)*

Despite concerns about residues from taking vitamins and supplements, the group of people interviewed said they wanted to continue taking it but might take vitamins and supplements and take a break and then come to take vitamins and supplements again.

## **Worthy**

In the interview, the researcher was asked whether taking vitamins and supplements is worth the money or not. It was found that from the interviews, all three groups answered the question in the same direction that they were worth the money because when taking vitamins and supplements, they felt that they were stronger and less sick, which was a precaution. If sick and then go to treatment, it will cost a lot of money to heal. However, when comparing the price of vitamins and supplements to the current hospitalization, the cost is very different and when sickness is not worth the loss of health. In addition, those interviewed said they would rather spend money on vitamins and supplements than go to the hospital.

*“In my view, taking vitamins and food is a very good value for money if we compare it to hospital costs.” (S4)*

*“Taking vitamins and supplements is worth the money because when they take it, the body becomes stronger.” (EC2)*

*“I look at my mother's health. I think it's worth the money because the mother is stronger.” (NC7)*

### **4.3 The impact of COVID-19 affects consumer behavior when choosing vitamins and supplements**

The impact of COVID-19 affects consumer behavior in choosing vitamins and supplements, resulting in higher sales of vitamins and supplements due to news releases and the results of research on vitamins and supplements. An in-depth individual interview found that although most customers know that taking vitamins and supplements does not protect against COVID-19. Especially new customers have seen the increasing importance of supplements and vitamins.

## More health-conscious

Vitamins and supplements can help them increase their immunity, illness is reduced and even if they are infected with COVID-19, having a healthy body will allow them to recover better than those who do not take vitamins and supplements. Therefore, it can be said that COVID-19 is something that stimulates people to become more health-conscious.

In addition, people who took vitamins and supplements were able to reduce their anxiety about contracting COVID-19 because they thought they were taking good care of their bodies and getting sick as possible. It also found that the incidence of COVID-19 is so new in the world that it is difficult to access information and no drug prevents COVID-19 despite being vaccinated and still infected with COVID-19. This has resulted in changes in consumer behavior.

*“In my opinion, taking vitamins and supplements does not alleviate the anxiety associated with contracting COVID-19. But taking supplements and vitamins can help make our body stronger. I think that if we are infected with COVID-19, it will help us to relax. I feel that if I get addicted, it won't have a serious effect compared to not taking vitamins and supplements, but I'm still careful.” (NC4)*

*“I think taking vitamins and food can help prevent COVID-19 a little bit. At least it makes me feel more comfortable because eating it makes my body strong. But I have to protect myself along with taking supplements and vitamins.” (EC1)*

Interview with pharmacists' owners found that most customers are worried about their health conscious. For example, some people have problems with allergies, causing a cold, easy which from the interview found that if the product can fix their pain point and meet their needs. It will be an incentive for them to try the product.

## **Caring for each other**

Thai society is a community that cares for each other. This study found that people who take vitamins and supplements care about each other around them. They share knowledge of vitamins and supplements to keep them healthy and strong. There are exchanges, discussions, recommendations, and word-of-mouth. Thus, each person can eat vitamins and supplements.

*“When there is an epidemic of COVID-19, they will buy it for grandchildren and parents to eat as well.” (EC3)*

Most existing customers and new customers have recommended vitamins and supplements to their families. Especially their parents due to old age. The cause of concern and demand to buy vitamins and supplements is COVID-19. Anywise, some people have never gotten the vaccine and some people have gotten vaccinated, but they are not sure about the effectiveness.

*“I have been recommending friends and close ones to buy vitamins and supplements to eat during COVID-19.” (EC7)*

*“I told my friends and mom to take vitamins because I thought that during the coronavirus pandemic, vitamins and supplements contributed to their strength. There is an exchange of knowledge about vitamin C as well. Discuss which brand to choose.” (NC11)*

## **Attractive promotion**

Even though COVID-19 stimulated people to pay attention to health, price, promotion, and packaging. Something that attracts more customers to buy.

*“I bought vitamin collagen during the brand was on sale. It was well known and had a promotion to get a gift then I bought it. Furthermore, my age and COVID-19 made my purchasing decisions easier. But the promotion is also an incentive to decide to buy vitamins and supplements faster.” (NC4)*

### **Stress and fatigue from work**

Another issue impact of COVID-19 affects consumer behavior when choosing vitamins and supplements. Some interviewees have stressed and are concerned with working that has changed from the original way of life that affects anxiety and insomnia. So, they feel more tired from working than the normal situations. Therefore, they choose to buy vitamins to help sleep and have the energy to do work on other days.

*“During the COVID-19 period, I was stressed about my work and worried about the changing form of my work, resulting in insomnia and rest, so I chose vitamins and supplements that help me sleep. In my opinion, if the body is rested enough, it can keep the body healthy and away from disease.” (NC2)*

## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Conclusion**

COVID-19 is an emerging disease affecting the world's population. Everyone is worried and afraid of getting infected, and there is no real vaccine to prevent contracting COVID-19. This makes people watch themselves to prevent infection. As a result of the epidemic of COVID-19, this affects Thai society as well. People need to be vigilant and careful in their daily life, whether wearing masks, washing hands with alcohol gel, or keeping their distance.

Thai people pay more attention to taking care of themselves who take supplements and vitamins to prevent getting sick and reduce the risk of various diseases. Thai consumers are increasingly purchasing vitamins and supplements during the COVID-19 pandemic.

This research study on purchase intention of vitamins and supplements during the COVID-19 pandemic in Bangkok and the metropolitan region to understand the impact of COVID-19 affect customer behavior when choosing vitamins and supplements has found that many factors affect vitamins and supplements purchase decisions has the aims to study.

Findings suggested that everyone can find information from the internet world, making people find information via social media such as Tik-Tok, Facebook, Instagram, Twitter, YouTube, or a website where customers can read various product reviews. Information influence is an important thing when it comes to new things, it makes consumers pay attention and look for information on how to protect themselves, as well as looking for information to help them make decisions. But in the end, they are unsecured, choose to trust the pharmacist's recommendation of the product. In addition,

the news on social media from the doctor or experts will make the news source more trustworthy.

This research found that Thai people like to communicate and have a group to live together so that when they want to choose a product, they will exchange ideas before making a purchase decision. So does shopping for vitamins and supplements. Research has shown that consumers are more likely to choose to ask their close friends and relatives about the results of taking vitamins and supplements. This study found that word-of-mouth was highly influential in purchasing vitamins and supplements.

In addition, the result of the interview indicates that the news on television makes information more reliable during the COVID-19 epidemic. Most consumers follow news on television and social media which makes consumers believe in that news and decide to buy vitamins and supplements easier. Therefore, credible news can stimulate in public.

Due to the spread of COVID-19, people are increasingly interested in their physical health, so they alternate the good things for themselves and keep themselves healthy, such as taking vitamins and supplements. In other words, health concerns during COVID-19 drive people to buy more vitamins and supplements.

This study found the respondent's decision to purchase supplements and vitamins worthy compared with money and better health. The impact of COVID-19 affects consumer behavior to choose vitamins and supplements, increasing sales of vitamins and supplements due to being more health-conscious because they help boost immunity, reduce illness, and make healthy will help them recover better than others. Therefore, COVID-19 that encourages people to be more health-conscious.

Most people in Thai society take care together especially, since the outbreak of COVID-19 makes them buy vitamins and supplements for the closer and share knowledge about it to hope that their loved ones are safe and healthy. In addition, attractive promotions motivate people to become more interested, which stimulates the person to buy vitamins and supplements. Many people experience the effects of stress and



fatigue from working harder and with changing work patterns, so buy vitamins to add to their sleep and anxiety-reducing vitamins with them.

## **5.2 Recommendation**

This research aims to findings the purchase intention of vitamins and supplements during the COVID-19 pandemic in Bangkok and the metropolitan region. And to understand the impact of COVID-19 affects customer behavior when choosing vitamins and supplements. Suggestions to create a competitive advantage and motivate customers to buy more vitamins and supplements during COVID-19.

Firstly, the information sent to consumers must be evident and reliable. If academics talk about it, and the news is broadcasted on television and broadcasted online, it will encourage consumer interest. If the news source is credible, it will build trust among consumers.

Secondly, marketing online due to the COVID-19 motivated people to take care of their health and care more about those around them, so this is a good opportunity to sell vitamins and supplements. Since COVID-19 is a new thing that has emerged, people can find information for themselves. At present, consumers can easily find information via the internet; TikTok, Facebook, Instagram, Twitter, YouTube, or the website as a medium with many users in which online advertising influences the perception of many customers. Online marketing reaches consumers as they look at reviews and search for information on social media.

Thirdly, the quality of vitamins and supplements despite COVID-19 causing people to choose more vitamins and supplements then the product is of good quality will affect the word-of-mouth consumers buy that brand. Because when consumers want to choose a product, they often seek advice from their closer, family, and friends. If that brand is of good quality, they will have positive word-of-mouth. Then the result consumers can be more confident to choose vitamins and supplements.



### **5.3 Limitation**

This study was used qualitatively to study the purchase intention of vitamins and supplements during the COVID-19 pandemic in Bangkok and the metropolitan region. They differ in demographics; the social conditions of each country different regions will inevitably cause the results of research studies to differ. The answers received differ due to different living experiences and perspectives of people.

Data collection has been difficult during COVID-19. Due to having to make an appointment then interview via phone and line. And some interviewers are not comfortable making appointments resulting in a delay in research.

The distribution of the people interviewed was not similar in their age range. Therefore, the opinions of the interviewees depend on their individual experiences due to limited research time. There may have been other factors affecting purchase intention of vitamins and supplements during the COVID-19 beyond this research.

### **5.4 Future research**

Considering that there was a time constraint in conducting the research, it affected the number of interviewees only in Bangkok and the metropolitan region. In addition, I did not complete a quantitative questionnaire to analyze both qualitatively and quantitatively. Time constraints resulted in interviews only being available in Bangkok and the metropolitan area by collecting data qualitatively to study only. In future research, the investigators will collect more contributors and distribute them at random to diversify the population, age, gender, occupation, and educational level to represent the overall population and find the key factors which resulted in more education and broader opinions from consumers. In addition, use quantitative to be studied and analyzed to truly understand the factors that affect the purchase intention of vitamins and supplements during the COVID-19 outbreak in Bangkok and the metropolitan.

## REFERENCES

- Aaker, D.A. (1991). *Managing Brand Equity*. The Free Press, New York, NY.
- Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. New York: Free Press.
- Afzali, M., & Ahmed, E. M. (2016). Exploring consumer doubt towards local new product innovation and purchase intention. *World Journal of Entrepreneurship, Management, and Sustainable Development*, 2-17. doi:10.1108/WJEMSD-05-2015-0022
- Ahadzadeh, A. S., Sharif, S. P., & Ong, F. S. (2018). Online health information seeking among women: the moderating role of health consciousness. *Online Information Review*, 58-72. doi:10.1108/OIR-02-2016-0066
- Assale, H. (1992). *Consumer Behavior and Marketing Action*. Kent Publishing Company: Boston.
- Asshidin, N. H. N., Abidin, N. and Borhan, H. B. (2016). Perceived quality and emotional value that influences consumer's purchase intention towards American and local products. *Procedia Economics and Finance*, 35, 639-643.
- Barauskaite, D., Gineikiene, J., Fennis, B. M., Auruskeviciene, V., Yamaguchi, M. and Kondo, N. (2018). Eating healthy to impress: How conspicuous consumption, perceived self-control motivation, and descriptive normative influence determine functional food choices. *Appetite*, 131, 59-67
- Beard, J.A.; Bearden, A.; Striker, R. Vitamin D and the anti-viral state. *J. Clin. Virol.* 2011, 50, 194–200.
- Bearden, W. O., Netemeyer, R. G., & Teel, J. E. (1989). Measurement of consumer susceptibility to interpersonal influence. *Journal of Consumer Research*, 473-481.

## REFERENCES (cont.)

- Beneke, J., Flynn, R., Greig, T., & Mukaiwa, M. (2013). The influence of perceived product quality, relative price and risk on customer value and willingness to buy: a study of private label merchandise. *Journal of Product & Brand Management*, 218-228. doi:10.1108/JPBM-02-2013-0262
- Brunso, K., Fjord, T. A., & Grunert, K. G. (2002). Consumers' food choice and quality perception. *The Aarhus School of Business Publ., Aarhus, Denmark*, 12, 53
- Burnkrant, R. E., & Cousineau, A. (1975). Informational and normative social influence in buyer behavior. *Journal of Consumer Research*, 206-215.
- Chi, H. K., Yeh, H. R., Yang, T. Y., (2009). The impact of brand awareness on consumer purchase intention: The mediating effect of perceived quality and brand loyalty, *The journal of international management studies*, 135-144
- Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 47-75
- Consumer, G., Consumer, G., & Consumer, G. (2021). Explosive growth of vitamin-infused drinks not slowing in Thailand. Retrieved 5 October 2021, from <https://www.drinks-insight-network.com/comment/growth-vitamin-infused-drinks-thailand/>
- Dietary Supplements Market | 2021 - 26 | Industry Size, Share - Mordor Intelligence. (2021). Retrieved 26 October 2021, from <https://www.mordorintelligence.com/industry-reports/dietary-supplement-market>

## REFERENCES (cont.)

- Dimitrakos, T. (2012). A perspective on the evolution of the international trust management research community in the last decade. *Trust Management VI*, 267-280
- East, R., Hammond, K., & Lomax, W. (2008). Measuring the impact of positive and negative word of mouth on brand purchase probability. *International Journal of Research in Marketing*, 215-224
- Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of Business Research*, 1261-1270.
- Goetzke, B., Nitzko, S. and Spiller, A. (2014). Consumption of organic and functional food. *A matter of well-being and health*. *Appetite*, 77, 94-103.
- Goh, Y. (2010). The influence of product-brand fit, and product-category fit on product attitude and purchase intention: The role of brand strength and processing fluency. A dissertation submitted to the Graduate Faculty of Auburn University. From <http://hdl.handle.net/10415/2158>
- Gombart, A.F.; Pierre, A.; Maggini, S. A Review of Micronutrients and the Immune System-Working in Harmony to Reduce the Risk of Infection. *Nutrients* 2020, 12, 236
- Greiller, C.L.; Martineau, A.R. Modulation of the immune response to respiratory viruses by vitamin D. *Nutrients* 2015
- Halim, W, Z, W., Hamed, A, B., (2005). Consumer purchase Intention at traditional restaurant and fast-food restaurant, *Consumer Behavior*,
- Hemilä H, Chalker E. Vitamin C may reduce the duration of mechanical ventilation in critically ill patients: a meta-regression analysis. *J Intensive Care* 2020; 8:15

## REFERENCES (cont.)

- Hewison, M. An update on vitamin D and human immunity. *Clin. Endocrinol.* 2012, 76, 315–325.
- Holbrook MB & Corfman KP (1985). Quality and value in the consumption experience: Phaedrus rides again, in Jacoby J & Olson JC (eds) *Perceived Quality: How Consumers View Stores and Merchandise*, Lexington Books, Lexington MA, 31-57
- Jensen, J. M., (2011). Consumer loyalty on the grocery product market: empirical application of Dick and Basu’s framework, *journal of consumer marketing*, 333-343
- Khan, S. A., Lakshmiratan, A., Laure Py, A., & Shah, L. (2003). Trust and trustworthiness in a sequential bargaining game. *Journal of Behavioral Decision Making*, 331-340. doi:10.1002/bdm.449
- Kim, N., Chun, E., & Ko, E. (2017). Country of origin effects on brand image, brand evaluation, and purchase intention. *International Marketing Review*, 254-271. doi:10.1108/IMR-03-2015-0071
- Kosiba, J. P., Boateng, H., Amartey, A. F., Boakye, R. O., & Hinson, R. (2018). Examining customer engagement and brand loyalty in retail banking: The trustworthiness influence. *International Journal of Retail & Distribution Management*, 764-779. doi:10.1108/IJRDM-08-2017-0163
- Kotler and Armstrong (2010). Three level of product: Principles of marketing, (13th ed.), pp. 226-227.
- Mai, R., & Hoffmann, S. (2012). Taste lovers versus nutrition fact seekers: How health consciousness and self-efficacy determine the way consumers choose food products. *Journal of Consumer Behaviour*, 11, 316–328. doi:10.1002/cb.139

## REFERENCES (cont.)

- Mcdaniel, C., Gates, R. (2013). Marketing Research Ninth Edition International student version. Asia: John Wiley & Sons Singapore Pte. Ltd., 133-134
- Meireles, P. (2018). The Impact of Health Consciousness on the Purchase Intention of Organic Food: The Moderating Effect of Perceived Store Image. the Universidade Católica
- Monroe, & Krishnan. (1985). The effect of price on subjective product evaluations (Vols.209-32) Lexington: Lexington Books
- Moraga, E, T., Parraga, A, Z, v., Gonzalez, J, Z., (2008). Customer satisfaction and loyalty: start with the product, culminate with the brand, *journal of consumer marketing*, 302-313
- Most Popular Supplements According to ConsumerLab Survey | ConsumerLab.com. (2021). Retrieved 26 October 2021, from <https://www.consumerlab.com/news/most-popular-supplements-from-survey/02-29-2020/>
- Ni, W., & Sun, H. (2018). The trustworthiness of internet-based quality signals: an interactivity perspective. *Journal of Services Marketing*, 195-210. doi:10.1108/JSM-07-2015-0235
- Ou, W, M., Shih, C, M., Chen, C, Y., Wang, K, C., (2011). Relationship among customers loyalty programs, service quality, relationship quality and loyalty an emerial study, *chinease management studies*, 194-206.
- Porral, C. C., & Lang, M. F. (2015). Private labels: The role of manufacturer identification, brand loyalty and image on purchase intention. *British Food Journal*, 506-522. doi:10.1108/BFJ-06-2014-0216

## REFERENCES (cont.)

- Prasad, A., Strijnev, A., & Zhang, Q. (2008). What can grocery basket data tell us about health consciousness? *International Journal of Research in Marketing*, 301 - 309. doi: 10.1016/j.ijresmar.2008.05.001
- Szakaly, Z., Szente, V., Kover, G., Polereczki, Z. and Szigeti, O. (2012). The influence of lifestyle on health behavior and preferences for functional foods. *Appetite*, 58, 406-413.
- Thailand: Vitamin Market Overview 2021 - IndexBox. (2021). Retrieved 26 October 2021, from <https://www.indexbox.io/store/thailand-provitamins-and-vitamins-market-analysis-forecast-size-trends-and-insights/>
- Tsiotsou, R. (2006). Perceived Quality Levels and their Relation to Involvement, Satisfaction, and Purchase Intentions. *Marketing Bulletin*, 16. From <http://users.uom.gr/~rtsiotsou/pubs/pubs/pub12.pdf>
- Vonderembs, M, A., Raghunathan, T, S., (1997). Quality function deployment's impact on product development, *International Journal of Quality Science*, 253-271.
- Wen, L.-Y. M., & Li, S.-H. (2013). A Study on the Relationship Amidst Health Consciousness, Ecological Affect, and Purchase Intention of Green Production. *International Journal of Organizational Innovation*, 124- 237
- Yap, W. S. and Yazdanifard, R. (2014). How Consumer Decision Making Process Differ from Youngster to Older Consumer Generation. *Journal of Research in Marketing*, 151- 156.
- Zeithmal, V. A. (1988). Consumer perceptions of price, quality, and value: a man sends a model and synthesis of evidence. *Journal of Marketing* 2–22.