

The Decision Making to Buy Weight Loss Products

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Abstract—The study focuses on decision making to buy weight loss supplements. The purpose of study is to find consumer behavior in buying and consuming weight loss supplements, marketing mix factors affecting decision to buy weight loss supplements and the decision to buy weight loss products by the consumers. The study is based on questionnaire of 420 samples survey among the population in Bangkok. The data are analyzed by using Descriptive and Inferential statistics. The hypothesis was tested at 0.05 significant level. Hypothesis testing results based on personal factors and consumer behavioral factors which influencing decision makers and the cost of purchasing different weight loss supplements influenced the decision to buy different weight loss supplements and price, distribution Channel and marketing promotion also influence the decision to buy weight loss supplements. There are suggestions from the study for entrepreneurs.

Keywords— Diet, decision, weight loss supplement etc.

I. INTRODUCTION

The modern era is about of the hasty lifestyle which is influenced by changes in various aspects such as social, economic, cultural, technological advancement. With the economic and social development, there is impact on lifestyle of people and environment in large cities such as Bangkok and its effect on the health of people. In this era, the culture of eating has been dominated by fast food. This kind of food is high in starch and fat. These food do not get enough nutrients to meet the need of the body when consume these type of food. This food trend causes over nutrition and people do not have time for exercise in order to maintain health and it leads to obesity. By a research survey a company (Bangkok Business, 2013), in 2015, Thailand would have a population of obese about 24 million raised from 22 million in 2010 and obesity is also the source of many risks of disease risk. So, the outcomes surely give to people have worse health.

In this way people at large aware the above situation and start to realize the problem and to pay attention towards health care. Also finding ways to take care of health especially more free time to exercise or even dietary supplements to control weight. Nowadays, weight loss supplements are gaining popularity because they are easy to available in the market and in this regard advertising that can

help reduce or control the weight without attend any course. The current trend shows people who are concerned about health do consumption of dietary. According to a survey of the National Bureau of Statistics, the population of dietary supplements is increased from 10.1 percent in 2005 to 19.1 percent in 2014 (Bureau of Policy and Strategy). In the market of dietary supplements for weight loss has increased from 8,500 million baht in BE.2013 to 10,000 million baht in 2014 (Marketeer, 2014).The market for dietary supplements for weight loss is likely to grow. For this reason, diet supplements to reduce or control weight have come to play a greater role in life. It is an alternative for consumers to maintain their health and control their weight and gain confidence in themselves.

Therefore, the researcher is interested to study the factors affecting the consumption of dietary supplements for weight control in Bangkok. To understand the factors affecting the consumption of dietary supplements to control the weight of consumers as well as sources of information perception leading to consumption decisions, this study focused on dietary supplements to control weight. It helps to lose weight without having to fast. The results of the study will be used as a guideline for related agencies to promote public relations knowledge about dietary supplements to control weight. To those who are interested in right information and entrepreneurs can also bring the results to adjust the marketing strategy in order to meet the satisfaction and the needs of consumers.

A. Research Objectives

1. To study consumer behavior in buying and consuming weight loss supplements.
2. To study the marketing mix that affects the decision to buy weight loss supplements.
3. To study the decision to buy dietary supplement products.

B. Hypothesis

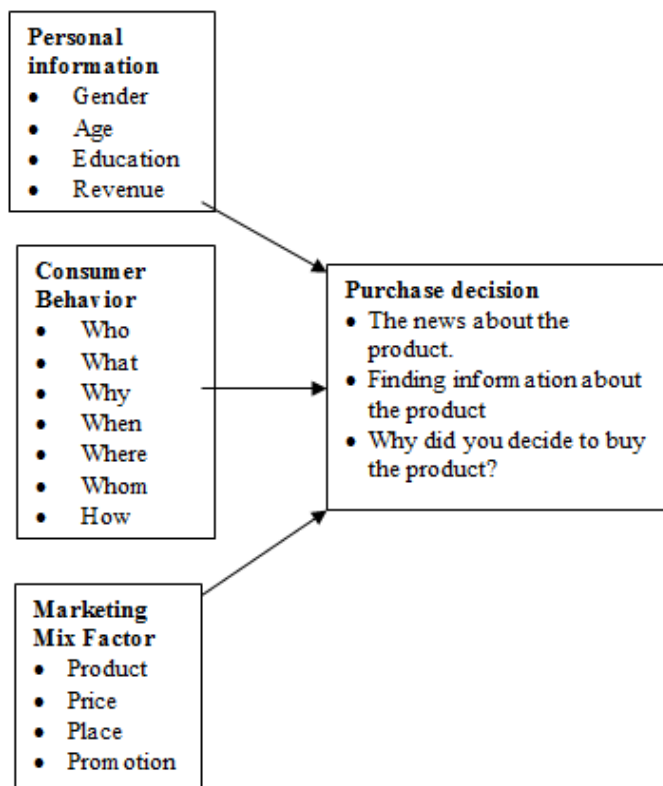
1. Different personal factors affect the decision to buy different weight loss supplements.
2. Dietary habits, dietary supplements, weight loss affect the decision to buy weight loss supplements.
3. Marketing mix factors influence the decision to buy weight loss supplements.

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C. Research scope

1. The content of the study is based on the theory of consumer behavior (6W1H). Finding information about the product and why purchase decision making and marketing mix theory?
2. 420 population sample of Bangkok used in the study.
3. The duration of study between November 2016 and February 2017.

D. Conceptual framework



E. Research Methodology

The population is surveyed from the base of the general public in Bangkok. 420 samples were selected for the sample size.

W.G.cochran

$$n = \frac{P(1-P)Z^2}{d^2}$$

N represents sample size

P represents the proportion of the population that the researcher is taken randomly .

Z represents the level of confidence the learner sets.

Z was 1.96 at the confidence level of 95% (.05).

d represents the maximum error value of .05.

Represent

$$n = \frac{(.05)(1 - .5)(1.96)^2}{(.05)^2}$$

= 384.16 Sample size

420 person

II. TOOLS OF RESEARCH STUDY

In this study, the questionnaire is used as a tool to collect data by self-generated learners. The study of the relevant documents and research to determine the structural based questionnaires or interviews. The structure of the questionnaire consists of five parts.

Part 1: To inquire the characteristics of Entrepreneurs in the form of general information from the respondents. Questions are based on sex, age, education, income, and questioning is a nominal scale. It is a measure of information to divide data into groups according to the set of characteristics. There are many answers to choose from the options for questions. However, respondents can choose only one answer. The data collected at this level is based on simple statistics.

Part 2: This part is about a questionnaire for consumer behavior in buying and consuming weight loss supplements. To inquire how to get information about weight loss supplements from any source as well as an influential decision to buy weight loss supplements and also frequency of buying weight loss supplements. There is the results of eating weight loss supplements and cost per time to buy weight loss supplements. How long does it take to lose weight? The Nominal Scale is a measure of information that divides information into groups according to its properties. There are many answers to choose from. However, respondents can choose only one answer. The value is measured on the simple statistics used for calculating the percentage. The second part consists of six questions.

Part 3 In this part, a questionnaire about the marketing mix factors affecting the decision to purchase weight loss supplements. This is based on a question mark style. Likert's rating scale is divided into five levels. The questionnaire is made up of a rating scale based questions.

Part 4 This part is based on a questionnaire about the decision to buy weight loss supplements. In the form of questionnaire, Likert's rating scale is divided into five levels. The questionnaire is made up of a rating scale based questions.

Part 5 This part is based on the open-ended questionnaire for the respondents to provide feedback and provide useful feedback.

III. METHOD OF COLLECTING DATA

In order to complete the study, it need to collect the following information:

1. Information gathered from various sources, including texts, papers and other related researches.
2. Information obtained from the target groups with the help of questionnaire and do manually and check to ensure that the questionnaire is completed and can be analyzed for further information.

IV. DATA ANALYSIS

Processed data from the questionnaire is used of computer program with the help of percentage and mean statistical method. The program of Microsoft Excel is used for pie chart and bar chart. Describe the results from the chart are presented for analysis of the variables.

V. STATISTICS USED IN DATA ANALYSIS

1. Descriptive statistics is used in the form of percentage and mean to describe the demographic data of respondents and variables.
2. Inferential statistics is used in the form of T-test, one way ANOVA and regression analysis for hypothesis testing.

VI. RESEARCH RESULTS

The personal data shows that most respondents were female between 19-24 years of age and their average monthly income not exceeding 10,000 Thai Baht. There is information on consumer behavior in buying and consuming of weight loss supplements. There is information available on internet about weight loss supplements. Also there is self-influence in deciding to buy Weight Loss Supplements and the frequency of buying weight loss supplements are every month.

Factors related to the marketing mix that affect the decision to buy weight loss supplements. The results are as follows.

1. The products are founded that the respondents rated the product as high as the product quality. The Consumable famous products are available in a variety of flavors, colors, and fragrances and also the boxes or packs are matter.
2. The price is founded that the respondents rated price as high for reason: Suitable for packaging and cheaper than other brands.
3. The distribution channel finds that the respondents rated the distribution channel as high level as providing useful information and knowledge about weight loss. There is trust on the online stores and call center service all the time. And there are other interesting items to follow in chronological order.
4. In marketing promotion, respondents rated at a high level, as product experts recommend for using and there is equal nutritional counseling for acceptance of change or return of goods without conditions. For tracking the results, advertising through various media because this is easy to recognize user reviews and real product reviews. There is also giving sample products for trial. There are trade shows booths, discounts, redemptions, points, prizes, prizes, or sweepstakes, and celebrities.

There are facts about the decision to buy weight loss supplements. The results are as follows.

1. In market, there is news about the products and

respondents rated the news about the products is high. In the way firstly social media and secondly the TV news.

2. Finding information about the products, respondents focused on finding information about the products at the high level, search by inquiry from those around people used to search for social media such as FB, IG, Line, Google YouTube, and websites.

There is question why did you decide to buy the product? In this regard respondents focused on the decision to buy weight loss supplements on the grounds that they decided to buy the products at the very level of purchase because of brand, buy on the basis of quality of the products and also think of price of the products.

VII. HYPOTHESIS TESTING RESULTS

Hypothesis 1: Different personal factors influencing the decision to buy different weight loss supplements revealed that individual factors with different levels of education influenced the decision to buy weight loss supplements.

Hypothesis 2: Consumer behavior in buying and consuming different weight loss supplements influenced the decision to buy different weight loss supplements and the cost of buying weight loss supplements. Differentiating the decision to buy different weight loss supplements.

Hypothesis 3: Marketing mix factors influence decision making on weight loss supplements the results are as follows.

- Reasonable price influences the decision to buy weight loss supplements.
- The sales channel has found that the payment through the online facilities influence the decision to buy weight loss supplements.
- Marketing promotion by the celebrities leads to have discounted redemption.
- Advertising through media by tracking and receiving influence the decision to buy weight loss supplements.

VIII. DISCUSSION OF RESULTS

This study of customers' purchasing decisions on weight loss products online and offline. The participants included the following issues. There are different personal factors influence the decision to buy weight loss supplements. Individual factors such as different educational levels influence the decision to buy different weight loss supplements. There is a research conducted by Kitti Thanapoom Niwat Saowong (2015) which shows that the market factors affecting the cutting behavior of consumers in Bangkok metropolis and the findings show that different factors influenced the decision to buy weight loss supplements. There is another factor that is consumer behavior influences people make decisions to buy dietary supplements for lose weight. According this study, costs to buy weight loss supplements are different. According to Knitha kanhachai(2015) study on the factors of marketing

ingredients affecting the behavior of purchasing for supplements containing glutathione. The findings of the study show that the influence of dietary supplementation on glucosamine glutathione and the cost of buying of weight loss supplements influences the decision.

There are marketing mix factors influence decision making on weight loss Supplements and summarized as follows:

- Price marketing mix that influences the decision to buy weight loss supplements is a reasonable price which is very high. According to research by Knitha Kanhachai (2015) that the factors affecting the marketing mix affect the choice of glutathione supplements. It is found that the price is appropriate for quantity and quality.
- Distribution channel of marketing mix factor Influence the decision to buy weight loss supplements is a prime location and there are online facilities are very high. As per the research by Pimprta Kittipattanawat (2015), the factors affecting consumers' satisfaction on Tila's weight loss supplements and it found that the location is main and online facilities are on high value.
- Promotion of marketing mix factor influences on the decision to buy weight loss diet and it reduces redemption. Media advertising is very high factor. According the research of knitha kanhachai (2015), study investigated the factors affecting the marketing mix that affected the choice of glutathione supplements. In Bangkok, there is a reduction in redemption and also Media advertising is very high factor.
- Promotion of marketing mix factor influences on the decision to buy weight loss supplements in the form of celebrities, follow-up and replacement are very high. As per the research by Pimprta kittipattanawat (2013), study on factors consumer satisfaction influencing on Tila's weight loss supplements and found that presenters are famous. There is a very high satisfaction guarantee and communicate with customers.

IX. SUGGESTIONS FROM THE STUDY

This study analysis of the decision to buy weight loss products. The researchers have suggested the following benefits.

1. The entrepreneur should pay attention to the selection of well-known quality products. To provide information by professionals to consumers about weight loss benefits.
2. The entrepreneur should focus on the price of weight loss supplements to suit the quality, not exceeding 1,000 Thai Baht.
3. The operators should focus on channeling the distribution of diverse products through regular and online channels to facilitate compliance with the behavior of the core customers.
4. The entrepreneur should focus on the promotion by receiving, changing or returning the goods

unconditionally. Follow-up the advertising through various media. There is female target of aged 19-24 years. There are experts to recommend products and nutrition consultants reviews of the products and also give sample products for trial.

X. SUGGESTIONS FOR FURTHER STUDY

1. There should study of other factors which affect the consumption of dietary supplements to control weight, such as attitudes about obesity and knowledge of dietary supplements to control weight. Lifestyle psychological factors are more influential.
2. Should be study with alternative approaches to effective weight control and safety. To benefit those who want to have problems with body weight and shape.

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