

ABSTRACT

A dietary supplementary product is one of the popular products in many markets. It is one of the best choices for consumers who do not have sufficient time to take care of and maintain their health. Because dietary supplementary products have various types of nutrient properties to serve the different needs of each consumer.

The objectives of this study are to determine the relationship between consumers' attitudes and dietary supplementary products; the relationship between consumers' knowledge about dietary supplementary products and consumer's attitudes toward dietary supplementary products; consumers' healthy lifestyle and consumers' attitudes toward dietary supplementary products; and consumers' knowledge about dietary supplementary products and consumers' healthy lifestyle. Moreover, the researcher also examines the differences in consumer's attitude toward dietary supplementary products when segmented by demographic factors.

The method for collecting the data in this research is interviewing with a questionnaire and the sample size is 400 respondents who have purchased dietary supplementary products and live in Bangkok Metropolis. Three statistical methods used to analyze the hypotheses are Independent t-test, Correlation coefficient, and One Way Analysis of Variance (ANOVA).

The results of the study are as follows:

1. There is a relationship between consumers' knowledge about dietary supplementary product and consumers' attitude toward dietary supplementary products.
2. There is no relationship between consumers' healthy lifestyle and consumers' attitude toward dietary supplementary product.

3. There is a difference in consumers' attitude toward dietary supplementary products when segmented by demographic factors.

4. There is no relationship between consumers' knowledge about dietary supplementary products and consumers' healthy lifestyle.

5. There is a relationship between consumers' knowledge about dietary supplementary products and consumers' education levels.

