

Abstract

Presently, consumers have become more health conscious and paid more attention to health care. They are interested in knowing “ how to achieve good health”. Such awareness and interest have brought about various products in various forms. Especially for vitamins and dietary supplement products, they are very popular among Thai people who are health conscious. These products have been substantially of interest and popular among Thai people as supplements to their main diets. Consumers take vitamins and food supplements in order to be in good health.

This study is proposed to achieve two main objectives including (1) To determine which demographic factor correlate with purchase decision on vitamins and dietary supplement products, and (2) To identify which component of behavioral responses of consumers make a meaningful contribution to the fit of the model in explaining the variation of purchase decision on vitamins and dietary supplement products.

There are two main groups of independent variables to be tested with dependent variable. The first group is demographic characteristics composed of age, gender, income, occupation and education. Another group is behavioral responses of consumers consisting of 3 concepts, which are consumer perceptions, attitudes, and preferences. These two groups of independent variables are tested with dependent variable, which is purchase decision. Through set of variable two main groups of hypotheses are formed. The first group of independent variables is conjectured to test of independence between demographic factors and purchase decision by employing Pearson chi-square test. The second group of independent variables will be put in the model together with dependent variable forming up OLS multiple regression analysis.

Survey technique focused on structured interview with the help of closed-ended questionnaire is applied for gathering primary data from the target population. The target population is both males and females aged 20 years old or above who have ever purchased vitamins and/or dietary supplement products residing in Bangkok metropolis.

From the research results, for the first group of hypothesis testing, 8 out of 10 hypotheses are statistically substantiated. This means that age, gender, income, occupation are correlated with purchase decision on vitamins. While, age, gender, income, education are correlated with purchase decision on dietary supplement products. From multiple regression analysis, behavioral responses of consumers can explain the variation of purchase decision on vitamins and dietary supplement products. Consumer perceptions also help explain the variation of purchase decision on vitamins and dietary supplements. Consumer preferences help explain the variation of purchase decision on vitamins. Whereas, consumer attitudes help explain the variation of purchase decision on dietary supplement products.

