

ABSTRACT

This research is conducted under the following two objectives: (1) To find out the relationship between cultural, social and psychological characteristics of women buyers and their buying choices for dietary supplement. (2) To find out the difference in buying choices of women buyers for dietary supplement when classified by their demographic characteristics.

In this study, the researcher used the survey method and 400 sets of questionnaires as the instrument in primary data collection. The target population in this study are women above 20 years old, who used to buy dietary supplement products, and currently live in Bangkok Metropolitan area. The sampling was applied convenience sampling method.

For data analysis, Descriptive Statistics concern about demographic factors of consumers, buying decision for dietary supplement and characteristics affect buying decision for dietary supplement. Reliability Analysis consider to the group of characteristic affecting consumer behavior. Pearson's coefficient measure the relationship between cultural, social, and psychological characteristic of women buyers and their buying choice for dietary supplement products in terms of product choice, brand choice, shop choice, purchase timing, and purchase amount. Chi – Square of Independent Test or Crosstabulation test the difference in terms of product choice, brand choice, shop choice, purchase timing, purchase amount of women buyers for dietary supplement when classified by age, income, marital status, occupation, education. Multiple Linear Regressions measure the relationship between consumer buying decision with characteristic affecting consumer buying and demographic factor.

The result based on the data of 400 respondents collected composed of 200 women in boundary area and 200 women in business area. The highest age group of the respondents is between 20-30 years old (60.4%). For marital status, most of the respondents are single (66.9%). For occupation, most of the respondents are private company employees (51.4%). For income, the majority of the respondents are having income less than or equal to 10,000 baht (39.1%). For educational level, most of the respondents are bachelor's degree holders or equivalent (55.1%)

From 400 respondents, 68.5% (274 respondents) used to buy dietary supplement products. For the respondents who used to buy dietary supplement products, they bought the dietary supplement products in the kind of good-looking purpose (47.3%), those are Vitamin, Collagen, Conyaku, Birdnest, Evening primrose oil. The respondents bought local produced brand (55.1%). The major place that the respondents bought are supermarket or department store (33%). Most of the respondents bought dietary supplement product more than once a month (49.6%). Most of the respondents bought 30 tablets or capsules per pack at one time purchase (28.4%) and bought 1 bottle at one time purchase 58.9%. The reason for the person who never bought dietary supplement product is that dietary supplement product is not necessary for them to buy (66.7%)

The respondents rate agree to the cultural characteristic affect buying decision for dietary supplement product, neutral for social characteristic affect buying decision for dietary supplement product, and neutral for psychological characteristic affect buying decision for dietary supplement product.