

Abstract

The dietary supplement product business in Thailand has a high market value and also high competition due to increasing health concerns of Thai people. This research aims to study the factors influencing female's consumer behavior toward Evening primrose oil. The reason for selecting this product is because Evening primrose oil has a high market share and most of the consumers are females. In addition, the factors influencing consumer behavior are studied because the researcher would like to know what factors influence females to consume Evening primrose oil.

Consumer behavior is considered as the dependent variable while demographic characteristics, marketing characteristics, and healthy lifestyle are the independent variables. To identify the sample of this analysis, non-probability is used in this study as the sampling frame cannot be found and the sampling size of this research is 400 samples.

In order to reach the target population, 400 questionnaires were sent to ask the respondents to fill in the questionnaires. After collecting the data, 20 hypotheses are tested by using correlation coefficient and independent samples for the analyses.

According to the results of this study, it can be concluded that the consumer characteristics rated the highest for Evening primrose oil is age 20-40 years old, their income is 15,001-35,000 Baht per month. The occupation and education accounted for are business employees and bachelor's degree holders or higher. The product is the major factor that influences consumers to consume Evening primrose oil. Moreover, most of the respondents put emphasis on their health. For the hypothesis analyses, it can be concluded that there is a difference in frequency of use of Evening primrose oil when

determined by age levels, and education levels but there is no difference in frequency of use of Evening primrose oil when determined by income levels, and occupations. In addition, there is a difference in consumer behavior in spending money on Evening primrose oil when determined by age levels, income levels, occupations but there is no difference in consumer behavior in spending money on Evening primrose oil when determined by education levels. For marketing mix characteristics, it can be concluded that there is relationship between product, price, place and frequency of use of Evening primrose oil but there is no relationship when determined by promotion. Moreover, there is a relationship between product, price, place, promotion and consumer behavior in spending money on Evening primrose oil. For healthy lifestyle, there are differences in frequency of use of Evening primrose oil when determined by frequency of exercise per week and annual health check. Finally, there are differences in consumer behavior in spending money on Evening primrose oil when determined by frequency of exercise per week and annual health check.

Based on the findings, the researcher recommends that the Evening primrose oil's related parties should concentrate on the product factor by investigating the quality of the product and the research can be a marketing tool to promote the product quality. Providing brochures in chain stores e.g. Watson, Boots shop, and GNC is recommended. Promoting more benefits of the product beyond skin care, menopause, and menstruation period could extend the consumer base besides female.