

ABSTRACT

Mentioning the product, as traditionally, the rolling bandage is the first aid tool for muscle pain relief. Not only the exercisers but also the elders who have a problem tend to use rolling bandage to support their movement. The rolling bandage has been highly accepted and became the very classic approach for treatment. The tubular supporter was innovated with the benefits that the rolling bandage user never met. The conformability, the effectiveness of treatment and convenience (need not roll around the organ) are the major benefits that attract the user to switch from the traditional one to the newly innovative one. Even though, the tubular supporter entered to Thai market for many years, it seemed not successful as expected. There might have some factors that are barrier for tubular supporter market growth.

This research will concentrate in the group of exercisers, that have different frequency of exercise in order to survey in behavior toward the accident protection concern to forecast the growth of protective equipment consumption, especially the tubular elastic supporter, which will become the useful database for any organization or manufacturer in this section.

Finally from the research, the tubular market can grow much more in Thailand market. However the quality of product should be firstly considered because the users tend to buy tubular bandage by considering the quality such as compression, comfort and durability by themselves. The growth of tubular bandage market can also occur to medical channel because from the study, many consumers knew tubular bandage by doctor's prescription. For such a case, the user may have less chance for decision to buy tubular bandage on their own since it has been distributed by hospital.