

CHAPTER 4

RESEARCH FINDINGS

This chapter presents the findings of the data analysis. Details of the data obtained from the completed questionnaires which consisted of four parts: general information of the respondents, factors of marketing mix affecting the Nutrilite products' buying decision making, factors of marketing mix affecting other dietary supplement products' buying decision making, factors of marketing mix affecting other dietary supplement products' buying decision making, and the customer's behavior of Nutrilite products' use.

Tables were drawn to display the findings in percentages and brief discussion is presented underneath each table.

PART I. GENERAL INFORMATION OF THE RESPONDENTS

The questionnaire was randomly distributed to customers who bought Nutrilite products from Amway at the Thank You party held at jet bar and restaurant, Thonglor, every Thursday in September 2014. Details were presented in Table 1.

Table 1: General Information of the Respondents

Item	Number of respondents	Percentage
1. Gender		
Male	24	48%
Female	26	52%
Total	50	100%
2. Age		
19 – 29	28	56%
30 – 39	17	34%
40 – 49	3	6%
50 or above	2	4%
Total	50	100%

Table 1: (Continued)

Item	Number of respondents	Percentage
3. Status		
Single	27	54%
Married	19	38%
Divorced	4	8%
Total	50	100%
4. Background Education		
Less than or equivalent to high school	2	4%
Diploma	7	14%
Bachelor's degree	30	60%
Above Bachelor's degree	11	22%
Total	50	100%
5. Occupation		
Student	10	20%
Housekeeper	3	6%
Government officer	5	10%
Business owner/Self employed	24	44%
Private company officer	6	12%
Other	2	4%
Total	50	100%
6. Income (Per month)		
Belo 10,000 baht	3	6%
10,001 – 20,000 baht	8	16%
20,001 – 30,000 baht	15	30%
Above 30,000 baht	24	48%
Total	50	100%

From Table 1, it can be seen that 52% of the respondents were female. The remaining (48%) were male. 56% of the respondents were 19 – 29 years old, 34% were 30 – 39 years old, 6% were 40 – 49 years old, and 4% were 50 years old and above. 54% of the respondents were single, 38% were married, and 8% were divorced. 60% of the respondents were Bachelor’s degree holders, 22% of them held above Bachelor’s degree, 7% of them held a Diploma.

The majority of the respondents (44%) were business owners of self-employed while 20% were students. 12% of them were private company officers, 10% were government officers, and 6% was housekeepers.

The respondents’ income rang was put into four groups: below 10,000 baht, 10,001 – 20,000 baht, 20,001 – 30,000 baht, and above 30,000 baht. The results revealed the percentage of respondents in each group was at 6%, 16%, 30%, and 48%, respectively.

PART II. FACTORS OF MARKETING MIX AFFECTING BUYING

DECISION MAKING OF THE HERBALIFE PRODUCTS

This section presents factors that affect the buying decision of the respondents to wards Nutrilite dietary supplement food products. The results of this part are presented in Table 2.1 and Table 2.2.

Table 2: Customers’ Decision on Buying Nutrilife Products Regarding the

Factors of Marketing Mix: Product, Price and Place

Item	Very important		Somewhat Important		Fair		Somewhat unimportant		Very unimportant		Total N/P	
	N	%	N	%	N	%	N	%	N	%	N	%
Product												
Good Quality	43	8	7	14	0	0	0	0	0	0	50	100
Natural ingredients	50	100	0	0	0	0	0	0	0	0	50	100
FDA Approval	50	100	0	0	0	0	0	0	0	0	50	100
Various qualities	50	100	0	0	0	0	0	0	0	0	50	100
Reputation and Credibility	31	62	0	0	10	20	7	14	2	4	50	100
Convenience for usage	34	68	16	32	0	0	0	0	0	0	50	100
Price												
Reasonable price	0	0	7	14	42	84	1	2	0	0	50	100
Terms of payment	0	0	0	0	48	96	2	4	0	0	50	100
Price reliability of BNA dealers	41	82	9	18	0	0	0	0	0	0	50	100
Place												
Location of company	0	0	0	0	0	0	18	36	32	64	50	100
Easy Access	0	0	0	0	0	0	12	24	38	76	50	100

According to the product mix, all respondents (100%) considered the issues of natural ingredients, FDA approval and various qualities (lose weight, gain weight, and maintain good health) as “very important” when they buy Nutrilite products. The findings also reveal that 86% of the respondents thought that the good quality was rated as “very important”. In terms of convenience for usage (tables size, natural color, and odorless), 68% of the respondents thought it was “very important”. In terms of reputation and credibility, 62% of the respondents considered it “very important”. Whereas 32% of them considered it “somewhat important”.

Regarding the price mix, most of the respondents (96%) rated the terms of payment as “fair” In terms of reasonable price, 84% of them considered “fair”. Meanwhile, In terms of price reliability of Amway dealers, 82% of them thought it was “very important”

Concerning the place mix, 64% of the respondents believed that the location of the company was “very unimportant” whereas 36% of them believed that it was “very unimportant” Meanwhile, 24% of them believed that it was “somewhat unimportant”. This part is presented in Table 2.1 and Table 2.2.

Table 3: Customers’ Decision on Buying Nutrilite Products Regarding the Factors of Marketing Mix: People, Process and Physical Evidence

Item	Very important		Somewhat Important		Fair		Somewhat unimportant		Very unimportant		Total N/P	
	N	%	N	%	N	%	N	%	N	%	N	%
Promotion												
Internet advertising	44	88	0	0	6	12	0	0	0	0	50	100
Information from nutrition seminars	47	94	3	6	0	0	0	0	0	0	50	100
Guaranteed Satisfaction	43	86	0	0	7	0	0	0	0	0	50	100
After-sales service	50	100	0	0	0	0	0	0	0	0	50	100
Special discounts	50	100	0	0	0	0	0	0	0	0	50	100
Party or meeting for Customers	41	82	2	4	7	0	0	0	0	0	50	100

Table 3: (Continued)

Item	Very important		Somewhat Important		Fair		Somewhat unimportant		Very unimportant		Total N/P	
	N	%	N	%	N	%	N	%	N	%	N	%
People												
Politeness of distributors	44	88	0	0	6	12	0	0	0	0	50	100
Resourceful distributors	39	78	6	12	5	10	0	0	0	0	50	100
Product result experienced for distributors	46	92	0	0	4	8	0	0	0	0	50	100
Process												
Fast delivery	43	86	0	0	7	14	0	0	0	0	50	100
Correct product delivery	44	88	0	0	6	12	0	0	0	0	50	100
Correct address	46	92	1	2	3	6	0	0	0	0	50	100
Delivery												
Physical Evidence												
Expectation of product result	50	100	0	0	0	0	0	0	0	0	50	100
Expectation of services	50	100	0	0	0	0	0	0	0	0	50	100

According to promotion mix, respondents (100%) revealed that after sales service and special discounts for members were “very important”. Also, 94% of them believed that information from nutrition seminars was “very important”. Whereas 86% of them realized that guaranteed satisfaction (refund within 30 days) was “very important”. In terms of the issues of party or meeting, 82% of them thought it was “very important”. Regarding the people mix, the majority of the respondents (92%) claimed that product result of distributors was

“very important”. Also, 88% of them thought the courtesy of distributors was “very important”. Whereas, 78% considered knowledgeable distributors “very important”. Concerning the process mix, most of the respondents (92%) revealed that correct address delivery was “very important”. In term of correct product delivery, 88% of them claimed that it was “very important”. Regarding physical evidence mix, expectation of product result and expectation of services, all respondents (100%) considered that these factors were “very important”. To sum up, the factors that all Amway customers (100%) considered the most important when they buy Nutrilite products were: product mix, promotion mix and physical evidence mix. Product factors which all respondents (100%) regarded as important were natural ingredients, approval and various qualifications: weigh lose, weight gain and good health. For the promotion factors, they chose after-sales service and special discounts for Herbalife’s customers. Lastly, concerning physical evidence factors, all respondents (100%) emphasized that both expectation of product result and expectation of service were “very important”. It could be possibly assumed that when customers decided to buy Nutrilite products, they seriously considered these three aspects. Therefore, the Nutrilite distributors should give priority the three factors in order to meet or exceed the customers’ buying decision. In addition, the issues of people and process mix were considered as “very important” when the customers bought Nutrilite products. Consequently, the Nutrilite distributors should also pay attention on these two factors as well. Interestingly, the findings showed some factors that do not affect buying decision of Amway customers. The respondents considered the following factors as “fair”, “somewhat or very unimportant”. These factors were price and place mix, reasonable price (84%), terms of payment (96%), and price reliability of Amway dealers (82%), location of company (64%) and easy access (76%). To sum up, when the major significant factors – product, promotion and physical evidence – meet or exceed the customers’ buying decision, they do not pay much attention for the price of products.

PART III. FACTORS OF MARKETING MIX AFFECTING THE CUSTOMER’S BUYING DECISION MAKING OF OTHER DIETARY SUPPLEMENT PRODUCTS

This section presents factors that are important when buying the dietary supplement food products available in the market. The results of this part are presented in table 4

Table 4: Customers’ Decision on Buying Other Dietary Supplement Product

Regarding the Factors of Marketing Mix

Item	Very important		Somewhat Important		Fair		Somewhat unimportant		Very unimportant		Total N/P	
	N	%	N	%	N	%	N	%	N	%	N	%
Product												
Good taste	35	70	10	20	0	12	0	2	4	8	50	100
Natural ingredients	39	78	11	22	0	0	0	0	0	0	50	100
FDA Approval	50	100	0	0	0	0	0	0	0	0	50	100
Expected quality	46	92	4	8	0	0	0	0	0	0	50	100
Reputation and Credibility	45	90	3	6	0	0	0	0	2	4	50	100
Convenience for usage	30	60	15	30	5	0	10	0	0	0	50	100
Price												
Reasonable price	42	84	8	16	0	0	0	0	0	0	50	100
Reasonable price Compared with other Brands	41	82	9	18	0	0	0	0	0	0	50	100
Place												
Convenience of Purchasing place	0	0	0	0	5	10	1	2	44	88	50	100
Product availability	0	0	0	0	5	10	2	4	43	86	50	100
Promotion												
Internet advertising	0	0	0	0	3	6	5	10	42	84	50	100
Radio advertising	0	0	0	0	2	4	4	8	44	88	50	100
Television advertising	0	0	45	90	5	10	0	0	0	0	50	100
Magazine advertising	0	0	0	0	2	4	5	10	43	86	50	100
Special discount for Members	32	64	0	0	18	36	0	0	0	0	50	100
Free taste and Demonstration at Sale points	30	60	8	16	9	18	3	6	0	0	50	100
Free gifts	26	52	22	44	2	4	0	0	0	0	50	100

All respondents (100%) considered the first marketing mix, in terms of the product “very important” with FDA approval when they buy other products. In terms of expected quality, 92% of the respondents thought it was “very important”. In terms of reputation and credibility of the company, 90% of the respondents thought that it was “very important”.

The findings also revealed that the majority of respondents (70%) thought that the good taste was “very important”. For the convenience for usage (table size, natural color, and odorless) 60% of the respondents revealed that it was “very important”. While 30% of them stated that it was “somewhat important”.

In terms of the price mix, 84% of the respondents pointed out that the reasonable price was “very important”. In terms of reasonable price compared with other brands, 82% of them considered that it was “very important”

Regarding the place mix, 88% of respondents stated that the convenience of purchasing place was “very unimportant”. 86% of them also stated that it was “very unimportant” with product availability.

Concerning the promotion mix, 90% of the respondents revealed that television advertising was “very important”. For radio advertising, 88% of the respondents thought it was “very important”. Also magazine advertising, 86% of them thought it was “very important”.

In terms of advertising, 84% of them realized that it was “somewhat important” with this factor. In terms of special discount for members, 64% of the respondents thought that it was “very important”. Another 36% of them stated that it was “fair”. For the free taste and demonstration of products at sale points, 60% of the respondents thought that it was “very important”. In terms of free gifts promotion, 52% of the respondents considered that it was “very important”. While 44% of them revealed that it was “somewhat important”.

The findings revealed that the factors that all respondents (100%) considered the most important when they buy other dietary supplement products were: product and price mix. The product mix which all respondents (100%) chose is FDA approval. In addition, most respondents considered that price mix: reasonable price and reasonable price compared with other brands were “very important”. It could possibly be that when customers decided to buy other dietary supplement products, they considered these two aspects as most important factors.

Interestingly, the promotion mix can be divided into two factors, advertising and sales promotion. For the advertising factors, most respondents considered that radio advertising (88%), magazine advertising (86%), and Internet advertising (84%) were “very important”. But 90% of them considered television advertising as “somewhat important”.

Furthermore, sales promotion factors which were special discount for members (64%) and free taste and demonstration of products at sale points (60%) were considered “very important”.

Finally, 44% of them thought free gift promotion was “somewhat important”. In conclusion, customers have their own reasons when selecting any brand of dietary supplement food. These were particularly referred as the product and price factors.

PART IV CUSTOMER BEHAVIOR OF NUTRILITE PRODUCT USE

This section presents the customers’ behavior of Nutrilite product use. The results of this are presented in table 5 – 7

Table 5: The Nutrilite customers’ Behavior

Item	Number of respondents	Percentage
Reason for using		
For better health	35	70%
Friends of family advices	6	12%
Motivation from medias	6	12%
Doctor or pharmacists’ advices	3	6%
Others	0	0%
Total	50	100%

5: (Continued)

Item	Number of respondents	Percentage
Influencing people		
Father/Mother	2	4%
Brother/Sister	5	10%
Friends	5	10%
Husband/Wife/Girl/ or Boyfriend	3	6%
Yourself	35	70%
Total	50	100%
Order process		
Order from an independent distributors	48	96%
Order from Herbalife warehouse	2	4%
Total	50	100%

The findings showed that 70% of the respondents used Nutrilite products because they need the better health. Their friends' or family's advices and the motivation from medias were equally chosen by 10% in each group. 6% of the respondents used it because the advices from their doctors or pharmacists.

When purchasing Nutrilite products, most respondents (70%) relied on their own. The findings also revealed that the advices from father/ mother, brother/ sister, friends, and husband/wife/girl or boyfriend were not significant enough at 4%, 10%, 10%, and 6% of the respondents respectively.

For the order process, the results showed that 96% of the respondents ordered Nutrilite products from an independent distributors while 4% of them ordered from Nutrilite warehouse.

Table 6: Frequency of Buying Nutrilite Product

Frequency of buying Nutrilite products (per month)	Number of respondents	Percentage
Once a month	45	90%
Twice a month	4	8%
3 times a month	1	2%
Total	50	100%

In terms of frequency of buying Nutrilite products, the majority of the respondents (90%) bought the products once a month while 8% of them bought it twice a month. Another 2% of them bought it three times a month.

Table 7: Amount of Money Spent on Nutrilite

Amount spending for Nutrilite products (per month)	Number of respondents	Percentage
4,800 baht	20	40%
4,100 baht	13	26%
2,400 baht	12	10%
Total	50	24%

Table 4.3 shows that most of the respondents (40%) spent approximately 4,800 baht for Nutrilite products each time. The results also indicated that 26%, 24% and 10% of the respondents spent approximately 4,100 baht, 2,400 baht, and 1,200 baht each time for Nutrilite products.