



**THE EFFECTIVE FACTORS TOWARDS MARKETING
ON FACEBOOK IN THAILAND (DIETARY
SUPPLEMENT PRODUCT)**

BY

MISS THANRUTHAI SILAPAVITHANKUL

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)**

**FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY**

ACADEMIC YEAR 2014

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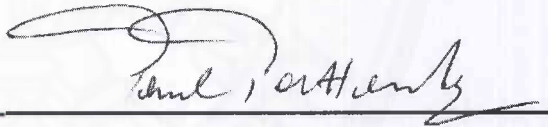
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THAILAND (DIETARY SUPPLEMENT PRODUCT)

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

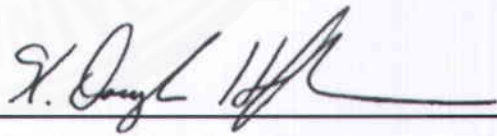
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Thesis Title	THE EFFECTIVE FACTORS TOWARDS MARKETING ON FACEBOOK IN THAILAND (DIETARY SUPPLEMENT PRODUCT)
Author	Miss Thanruthai Silapavithankul
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Independent Study Advisor	Professor Dr. K. Douglas Hoffman, Ph.D.
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ABSTRACT

Nowadays, online social media especially Facebook is not only for connecting people together but it is very commonly used in many ways including marketing. As well as the trend of consuming dietary supplement in Thailand that dramatically increases year to year. Therefore, Facebook is now being as the marketing and distribution channel for most of product owner.

This research aims to understand the attitude and behavior toward buying dietary supplement via Facebook and to explore the factors that impact on their buying decision. Both qualitative and quantitative was selected to use in this study in order to understand the overall effective factors. In-depth interview is used to provide the layout on consumers' attitude and behavior towards buying dietary supplement via Facebook. Data collection process was undertaken by a random sampling procedure. SPSS was applied in order to analyze the data. The total number of the respondents in this study is 357. 202 of all participants are Facebook buyers, who have experience in buying dietary supplement online via Facebook and the rest 155 participants are Non-Facebook buyer, who have experience in buying dietary supplement but not on

Facebook. More than half of the samples are female. The factors that impact to buying decisions for all respondents are 'Activities and variety of product' in positive way and 'Well-known and having experience' in negative way. However, while Non-Facebook buyers agree that 'the benefit of dietary supplement which is sold on Facebook is over claim', Facebook buyers tend to feel 'neutral' to the detail provided. Moreover, Facebook buyers were motivated to buy supplement via Facebook from many factors such as 'Convenience', 'Free shipping' and 'Variety of the product'

In addition, there was a significant positive association with income, occupation, level of education and marital status of individual and buying dietary supplement via Facebook.

Keywords: Facebook, Marketing, Dietary supplements, Thailand, Social media

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Miss Thanruthai Silapavithankul



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CHAPTER 1

INTRODUCTION

Today, the dietary supplement has been playing the more important roles in people life. Because of the technology growth, we have changed the way we live, especially our food consuming behavior.

Even if everybody knows that we will be healthy person by consuming a variety of nutritious foods from each of the 5 food groups daily, many people who have busy life tend to ignore and could not gain the requirement nutrition which is essential for their health. Therefore, people are looking for something that they could consume to increase needed nutrition which is the dietary supplement such as vitamins. Moreover, not only good health but also good looking are the hot issues that people now are concerning about. Many people would like to have good figure or firm body without any working out, the dietary supplement is the alternative way for them to succeed their need.

The dietary supplement product is an edible product in the forms of capsules, soft gels, liquids, powder, tablets or gel caps which contains of dietary ingredient or nutrition, for example, vitamins, minerals, herb, amino acid, concentrate, metabolic, constituent, extract, etc. The propose of the dietary supplement product is to add more nutrition people needed and some of the dietary supplement may help to decrease consumers' disease risk.

In Thailand, the research from Euro monitor found that the market value of dietary supplement product was up to 26,600 million Baht in 2015 and it is growing significantly at least 5 percent annually, which is high value market. Hence, there are many companies such as corporation, SMEs and individual person are interested in this dietary supplement market and the market becomes very competitive.

According to high competitive market, many companies are trying to expand their distribution channel as well as advertising to compete with each other. Online marketing is one of the most effective strategies at present.

There are many online platform and social media to do the online marketing such as website, blogger, Line application, Instagram application, and Facebook.

The importance of online marketing in Thailand, especially Facebook, is increasing significantly. In Thailand, there are more than 28 million Facebook users (as of 2014) (Sakawee, 2014). This information technology has changed the way of people's activities such as communication, sharing and gathering information as well as their purchase behavior. In the world of business, social media is a great attraction and effective way to do the marketing activities and communication.

Many companies have changed the way they used the social media. They not only advertise their products online but also use it as the alternative way to listen to their customers' feedback and yet ask for customers' ideas. As for the marketers or brand owner, social media has created a new domain of marketing. Traditional marketing; such as print media, broadcast, direct mail, etc. are now challenged by the flourishing of social media, especially Facebook, because consumers are more likely to interact and consult the information their need about the products based on the conversations and comments on the borderless social communities. Hence, Facebook marketing has opened a huge opportunity for business to create brand awareness among consumers.

As stated above, both the social media marketing trend and dietary supplement consumption trends in Thailand are interestingly growing. The dietary supplement business in Thailand has also adopted social media as one of its strategic marketing tools. Most of the seller both cooperates and individual sellers are using the Facebook as the communication way to the end users in order to do the marketing activities such as raise the awareness, build customer loyalty and increase its sales. By understanding

the effective factors towards marketing on Facebook could result a competitive advantage in marketing implementations.

1.1 Area of this Study

This study is a contemporary topic in applied marketing, focusing on Technology issues; the social media as the marketing channel.

1.2 Research objectives

1. To understand the relationship between target group and Facebook
 - a. Their understand attitudes, opinions and preferences of consumers toward purchasing dietary supplement product between Non-Facebook buyer and Facebook buyer.
 - b. Their behaviors on purchasing dietary supplement.
2. To identify the criteria needed between Non-Facebook buyer and Facebook buyer.
 - a. Marketing activities
 - b. Content
3. To evaluate which factors are the most important and impact to target audience in order to do the marketing activities on Facebook

CHAPTER 2

REVIEW OF THE LITERATURE

The objective of this chapter is to review literature related to this study which is the topic of social media. The literature review is to develop a theoretical framework for the study. The main papers for the study are the work of Jani Orpana, Jukka Teräs (2011) paper titled FACEBOOK MARKETING – What do users think of it? and Christoph Schweinberger (2012) paper titled Facebook Marketing.

Comparing with the traditional marketing which is most one way communication, the consumers seemed to have less or no engagement with the communication process. Since the consumers cannot create their own message and cannot share their comments back to other, they used to passively get the communication message only one side. The marketer in the past is in charge of controlling and dictating every message to consumers. At the same time, the consumers, as the receiver, have hardly participated and they could only depend on the fancy marketing when they would like to purchase the product in decision making process. On the other hands, social media platform, it allow people to interact with each other; the consumers could be a part of creating and sharing information, data, comment or ever their experience about everything they want. Through these contents that both consumers create and share, marketers can collect and analyze the value of their brands and products. A social community which is found from combination of individual interest is the core of the social media. Therefore, in the social platform both of marketers and consumers are standing on the same place. They have an equal privileged to share, express, tell, speak and comment on their attitude or preferences about the product as well as others ideas. It could be implied that nowadays, the social platform is very important in doing marketing. (Evan, 2008, p.80-81).

Understanding the online consumers' behavior, attitude and preference is an important knowledge for doing online marketing since television advertising, radio and print media are less important marketing channel. Today, people prefer to

communicate to each other and receive the information from the interactive media such as social networks, blogs and other interactive applications, where comments and recommendations from peers are influential. Consumers now are likely to spend their time in social blog reviews, social rating website, and follow their friends or people they believe in “like” or “dislike” any content or product presented on social platform, for example, Facebook, Myspace, Community website or blog and so on. (Agresta, 2010, p.8). Hence, one of the most effective factor for online marketing is based on the social capital among groups and stimulating word of mouth marketing across community. (Shih, 2009, p.81-82).

The marketers can use the social media to take the advantage of its platform application to generate the involvement of consumers and their brands or products along with the advertising and communities. Social media and application have many benefit including it is one of the tactics to build engagement with consumers and people tend to active more that advertising click and impressions. (Shih, 2009, p.95)

Facebook is the social media platform that has a huge number of users; more than 1.35 billion active users all around the world and over 864 million daily active users (as of 2014) (Protalinski, 2014). Therefore, most of organizations, companies, products and services have created their Facebook page in order to create a relationship by using the interaction with their potential customers and other parties. Using Facebook page platform the companies could have variety of method in order to connect with a huge user such as alert them the news update, send them direct message and etc. (Jani Orpana, Jukka Teräs, 2011). The social media importance is on the interaction between people and communications at lower-cost (Miller, Fabian, & Lin, 2009). In contrast, “if Facebook were a country, it would be the third largest nation in the world; the population was behind only China and India. Half of those “citizens” log in every day” (Zarrella & Zarrella, 2011).

Facebook News Feed broadcasts could generate a significant effect towards the target consumers advertising and brands. Every time, when potential customers click to participate, it will explode for other to involve as well. It is very easy to

build brand awareness and get people attention through this tool. Beginning by the curiosity of people when they want to know what their friends are interested in. People then have a chance to join in the advertising as a communication way with their friends. Marketer and Advertiser can take the advantage of the social capital between friends and friends group to raise attention. Facebook is a very huge and useful platform to do the marketing, since the social story could be created from external application and then plug into Facebook using Facebook connect. (Shih, 2009, p.173-176)

Szmigin et al. (2005) have mentioned that the arrival of the social network would allow the companies to improve their performances of relationship with their customer in two ways. The first one is it offered the company to interact with potential customers and the second one is it is the tool that company could use to gather the information and get deeper understanding their customer needs and wants. Therefore, companies could offer both the right product and the right communication way directly to their potential prospects. In addition, the social community and brand communication could also create the customer acquisition and loyalty for the brand (Muniz and Schau, 2007).

CHAPTER 3

RESEARCH DESIGN

3.1 Research methodology

This study was conducted in two stages, exploratory research and descriptive research.

- Exploratory research provided the understanding of various aspects from consumers' insight in order to determine each element of Facebook that would affect consumer attractiveness and purchase intention.
- Descriptive research then helped to clarify and confirm the results from exploratory research yielding

The conclusion of all the researches were applied to answers 3 main objectives.

3.1.1 Exploratory research

The secondary research and primary research; which is in-depth interview, were conducted to provide a better understanding of the insight and behavior of our target respondents.

a. Secondary Research:

Secondary research, for example, the academic research articles on consumer behavior towards social media, the social media marketing and the trend and effect of doing marketing on social media, especially on Facebook were conducted to see the current overview of marketing activities on Facebook and dietary supplement industry. The source of information of secondary data is mostly the fact and data that is helpful for both in-depth interviews and questionnaire design

b. In-depth interviews:

The face-to-face in-depth interviews were conducted with ten participants. Seven of them are males and females who are the internet and Facebook users and have the experience in buying dietary supplement product via Facebook. Another

three interviews were conducted with the internet and Facebook users but have not bought dietary supplement product via Facebook.

This type of research was conducted to gain information from their perspectives and experiences on the topic of the effective factors towards marketing on Facebook in Thailand (dietary supplement product). The result was applied to develop questionnaire for descriptive research in a later stage. The in-depth interviews helped to explore

1. The difference between Facebook buyer and Non-Facebook buyer about attitude towards marketing activities on Facebook, behavior and preferences.

2. The key factors that influence consumer intention about purchasing dietary supplement via Facebook.

3.1.2 Descriptive Research

Quantitative Methods: The data was conducted by using questionnaire to quantify the research result in figure, percentage and ranking. The results were measured to represent the overall population.

The questionnaire was designed based on the results from exploratory research and the questionnaire consists of nominal scale, ordinal scale such as ranking scale and interval scale such as Likert scale. The data were collected mainly online via Survey Monkey, online survey software. The results will be analyzed and interpreted with Statistical Package for statistical analysis in social science (SPSS) software packaging and Microsoft Excel.

The questionnaire was designed to describe:

1. To understand the relationship between target group and Facebook
 - a. Their understand attitudes, opinions and preferences of consumers toward purchasing dietary supplement product between Non-Facebook buyer and Facebook buyer.
 - b. Their behaviors on purchasing dietary supplement.

2. To identify the criteria needed between Non-Facebook buyer and Facebook buyer.
 - a. Marketing activities
 - b. Content
3. To evaluate which factors are the most important and impact to target audience in order to do the marketing activities on Facebook

3.2 Sampling selection

Respondents and participants were selected by using the non-probability sampling technique.

3.2.1 Qualitative research: In-depth Interview

To explore behaviors, ideas, attitudes, and preferences towards the marketing activities on Facebook, ten In-depth interviews (one hour each) were conducted with the following consumer profiles;

Special Characteristics:

- Seven consumers who have the experience in buying the dietary supplement product via Facebook
- Three consumers have not bought the dietary supplement product online

Common characteristics:

- All are in Socioeconomic status (SES) ABC or have monthly income of at least THB 24,000 (Storify, 2014)
- All aged 18-50 and live in Bangkok areas.
- All are smart phone users or/and internet users, surfing the internet for information or entertaining at least 2 hours per day
- Five respondents are male and five respondents are female.

Sample selection: Convenient sampling

The 10 respondents were recruited, pre-screened, selected and matched the sample selection criteria from members of the family, people in the working places, and friends through physical request and online request via Facebook.

3.2.2 Qualitative research: In-depth Interview

To identify and evaluate consumer attitudes, opinions, preferences, usage and needs towards marketing on Facebook, the questionnaires were distributed both online and offline. The online approach could acquire the respondents through www.pantip.com which is the most popular community site in Thailand, Facebook personal account, dietary supplement product Facebook page, and related websites. The offline approach, the respondent were surveyed at the workplaces, universities and shopping malls in Bangkok by using tablet (iPad) as a recording tool instead of paper form.

Respondents' profiles breakdown:

- 202 consumers who have the experience in buying the dietary supplement product via Facebook, called as 'Facebook buyer' in this research
- 155 consumers have not bought the dietary supplement product online, called as 'Non-Facebook buyer' in this research

Sample selection: Convenient sampling

To distribute and collect the questionnaires, the researchers stood by at the selected area and randomly select the respondents to answer the questionnaires. Moreover, the research spread the questionnaire on online platform and the prospected respondents have randomly finished the questionnaire themselves.

3.3 Data Collection

Data was collected for the research by two methods as follows;

3.3.1 Qualitative research: In-depth Interview

- The in-depth interviews have been conducted by face to face interview

- The approximate duration for each interview was one hour
- The in-depth interviews respondents have been recruited within Bangkok area

3.3.2 Quantitative research: The market survey

- The questionnaire was distributed by using the convenience method both online and offline approach (*see Appendix A for the sample of questionnaire*).
 - o The online approach was distributed over the Internet by personal connection; such as Facebook and Line application, and the online community site in Thailand such as www.pantip.com, dietary supplement product Facebook page, and related websites.
 - o The offline approach, the respondent were surveyed at the workplaces, universities and shopping malls in Bangkok by using tablet (iPad) as a recording tool instead of paper form.
- The approximate duration for each survey was less than ten minutes
- The respondents were selected by screening questions to investigate if they are target in the beginning of the questionnaire
- Questionnaire was divided in to 4 parts:
 - o Part1: Screening question
 - o Part2: Behavior toward buying dietary supplement product in general
 - o Part3: Attitudes and behaviors toward buying dietary supplement product on Facebook
 - o Part4: Profile of respondents

3.4 Data analysis

Qualitative research: In-depth Interview

The data collection from the in-depth interview was analyzed individually to define the key finding of each respondent into the descriptive format. The summary of each participant will be written by using the following topic pattern;

- General information: gender, age, level of education, occupation, socioeconomic status (SES). the frequency of buying dietary supplement product on Facebook (Heavy, Moderate, Light and Non buyers)
- The perception and attitude toward marketing on Facebook
- The influencing factors when buying the dietary supplement on Facebook
- The current marketing activities
- The preference of promotions

Moreover, the findings of each topic and sub-topic were listed and ordered into top5 – top10 answers. After that, the selected answers were used as the choices when designing the questionnaire

Quantitative research: The market survey

The questionnaires were designed to most closed-end questions. A statistical analysis was done through Statistical Package for the Social Sciences (SPSS) and presented in graphical formats. The analysis includes the area as follow;

- Frequency Analysis on general information and behaviors
- Top-two box analysis on key purchasing decision
- Cross tabulation
- Factor analysis
- Discriminant analysis

CHAPTER 4

RESEARCH RESULTS AND ANALYSIS

- **General information of the respondents**

The number of the respondents that participated in the survey was 414, however only 357 of them have completed the questionnaires. All of the respondents have experience in buying dietary supplement and they are Facebook users. The overall profiles of respondents are presented in table 1.

Table 4.1: Socio-demographic characteristic of the respondents (n=357)

Variable		n	column N%
Gender	Male	90	25.2
	Female	267	74.8
Age (years old)	18 - 24	20	5.6
	25 - 31	249	69.7
	32 - 38	53	14.8
	39 - 45	13	3.6
	More than 45	22	6.2
Marital Status	Single	250	70.0
	Married	101	28.3
	Divorced	6	1.7
Education	High school	20	5.6
	Diploma / High Vocational Certificate	23	6.4
	Bachelor Degree	156	43.7
	Higher than Bachelor Degree	158	44.3
Occupation	Student	9	2.5
	Office worker	214	59.9
	Government officer	13	3.6
	Business owner	110	30.8
	Unemployed	11	3.1
Monthly Income (THB/month)	Less than THB 10,000	15	4.2
	THB 10,001 - 24,000	91	25.5
	THB 24,001 - 35,000	86	24.1
	THB 35,001 - 50,000	57	16.0
	THB 50,001 - 85,000	58	16.2
	THB 85,001 - 160,000	25	7.0
	More than THB 160,000	25	7.0

As the result of survey which was distributed to 357 random samples, the gender proportion of respondents, almost 74.8% of them are female, whereas only 25.2% are male. The majority of the samples (69.7%) fell into the age group between 25 – 31 years old, while the age group between 31-45 years old constitutes only 3.6% of the total respondents.

The proportion of the marital status, 70.0% of the respondents are single, 28.3% are married and only 1.7% is divorced respondents. The result of educational levels in this study was concluded as 88% of the respondents have bachelor degree and higher, whereas the other 6.4% and 5.6% have diploma or high vocational certificate and High school level of education respectively.

The office workers are the main group as 59.9% of the total, 30.8% is business owners, 3.6% is government officer, 3.1% is unemployed and 2.5% is student.

The monthly income was classified into 7 ranges which are less than 10,000 Baht per month, 10,001 - 24,000 Baht per month, 24,001 - 35,000 Baht per month, 35,001 - 50,000 Baht per month, 50,001 - 85,000 Baht per month, 85,001 - 160,000 Baht per month and more than 160,000 Baht per month. The results showed the percentage of respondents in each group was at 4.2%, 25.5%, 24.1%, 16.0%, 16.2%, 7% and 7% respectively.

- **Respondents' behavior**

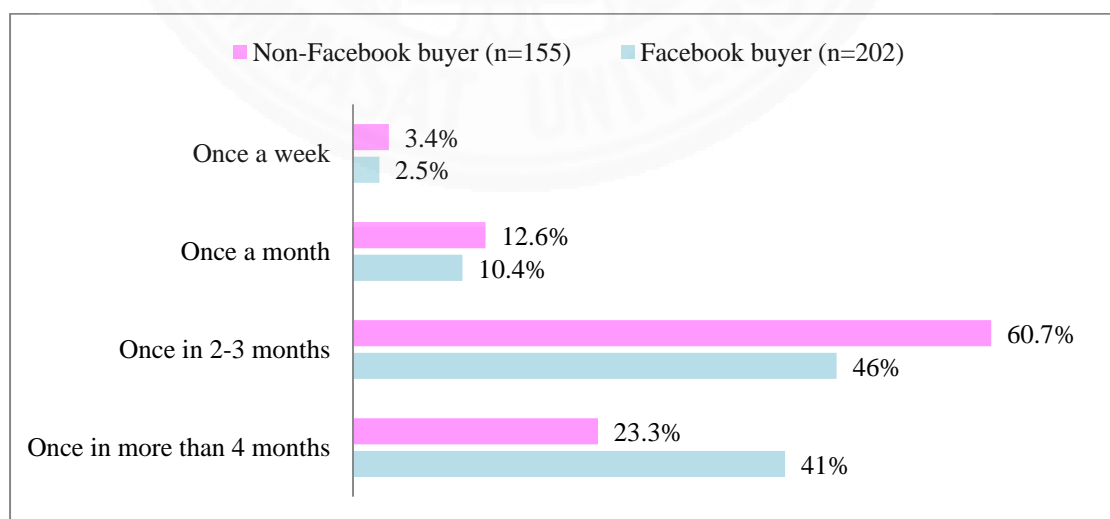
Of the total amount of 357 samples in this research, more than half of them (n=202) are 'Facebook buyer' who has an experience in buying dietary supplement via Facebook. While the rest (n=155) is 'Non-Facebook buyer' who have not had an experience in buying dietary supplement via Facebook but other channels such as Specialty Store such as Boots, Watson, drugstore, general shop as shown in table 2.

Table 4.2: The proportion of point of purchase (n=357)

Point of purchase	n	column N%
Facebook	202	57%
Specialty Store such as Boots, Watsons	104	29%
Drugstore or pharmacy	99	28%
General shop	39	11%
Ask someone to buy from abroad	12	3%
Website	9	3%
Kiosk in department store	8	2%
Call center or Home Shopping	8	2%
Amway	3	1%
Instagram	3	1%

The comparison of frequency of dietary supplement purchasing between Non-Facebook buyer and Facebook buyer which represented in figure 1 shows that the majority of both group (Non-Facebook buyer is 60.7% and Facebook buyer is 46%) buy the dietary supplement once in 2-3 months. Following by buying dietary supplement once in more than 4 months 23% and 41%, once a month 12.6% and 10.4% and only 3.4% of Non-Facebook buyer together with 2.5% of Facebook buyer buy dietary supplement once a week.

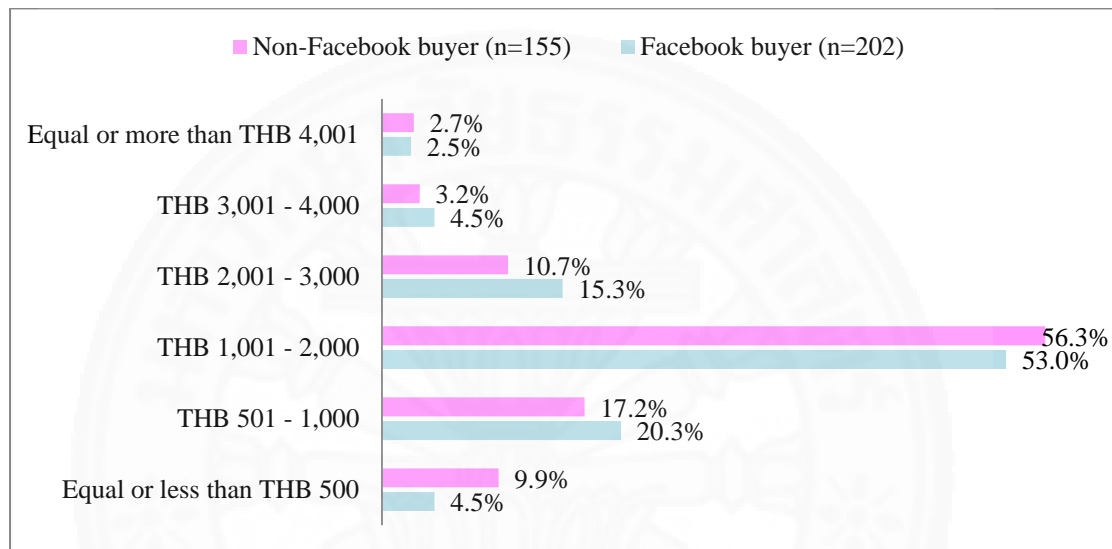
Figure 4.1: Frequency of dietary supplement purchasing



The amount of money that respondents normally spend per time when buying dietary supplement which represent in figure 2 can be implied that there is not

different among Non-Facebook buyer and Facebook buyer. The majority of them, up to 56.3% and 53%, spend money between 1,001 – 2,000 Baht per time. Following by spending money between 501 – 1,000 Baht per time, between 2,001 – 3,000 Baht per time, equal or less than 500 Bath per time, between 3,001 – 4,000 Bath per time and lastly, equal or more than 4,001 per time.

Figure 4.2: Amount of money spends for dietary supplement per time

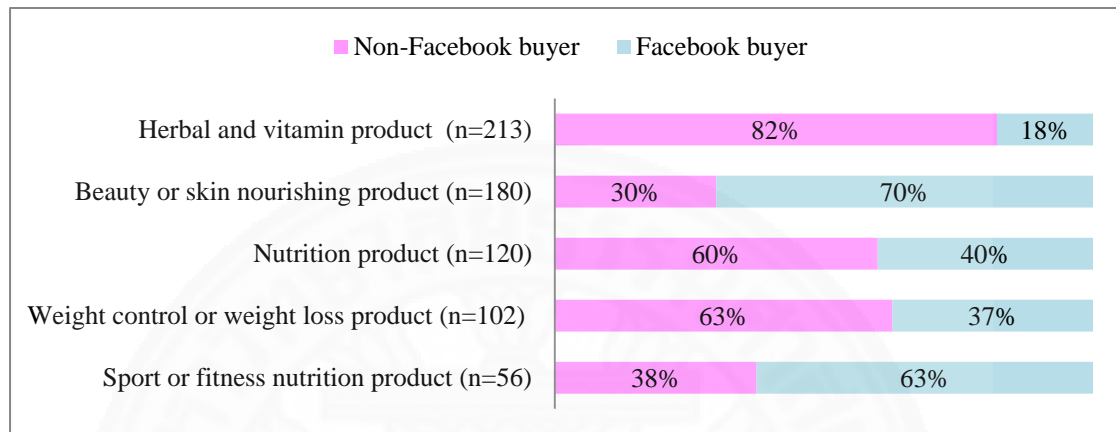


- **Type of dietary supplement bought by each group**

Among 5 types of dietary supplement, up to 59.7% of the total respondents (n=213) buy *herbal or vitamin product* such as Vitamin C, Blackmores, Lingzhi mushroom Extract, Essence of Chicken and Edible-Nest Swiftlet the most. However, it is bought by Non-Facebook buyer 82% while the Facebook buyers buy herbal or vitamin product only 18%. *Beauty or skin nourishing product*, such as CoQ10, Collagen, L-Glutathione, Grape seed extract, is the second popular of these samples; it is 50.4% of the total respondents or 180 participants. Interestingly, 30% of them are Non-Facebook buyer and up to 80% is Facebook buyer. 33.6% of all respondent or 120 respondents buy *nutrition product* such as Omega-3 and Calcium and the percentage between Non-Facebook user and Facebook user is 60% and 40% consecutively. *Weight control or weight loss product*; such as Chitosan, Garcinia extract, L-Carnitine, is account for 28.6% of the total respondents. While Non-Facebook buyer is up to 63%, Facebook buyer is only 38%. Lastly, the minority of

all respondents (n=56 or 15.7%) normally buy *sport or fitness nutrition product*; such as BCAA, CLA, Glutamine, Whey protein. Only 38% is bought by Non-Facebook buyer and the rest 63% is bought by Facebook buyer as presented in figure 3.

Figure 4.3: Type of dietary supplement bought by each group



- **The important criteria needed from respondents**

This section of the result describes and compares the important criteria needed from respondents between Facebook buyer and non-Facebook buyer. This section will provide a rough idea of important criteria needed of people who normally buy dietary supplement.

From 24 questions which were asked in questionnaire, the factor analysis was applied by researcher in order to group all the important criteria needed from respondents. The result after finishing factor analysis (see the detail in appendix B) shows that there are 5 factors that the entire respondent feels importance which are (1) the seller's ethic, sincerity and product credibility, (2) product availability and design, (3) activities and variety of product, (4) celebrities as an endorser and (5) well-known and having experience.

In order to analyze which factor of 5 factors above is the most effective to gain people to buy the dietary supplement via Facebook, discriminant analysis was used in this state. The result of Wilk's Lambda is .000 as shown in appendix C, therefore, it is significant.

Table 4.3: The important factors needed from respondents (n=357)

The seller's ethic, sincerity and product credibility	-0.069
Product availability and design	-.322
Activities and variety of product	.806
Celebrities as an endorser	.271
Well-known and having experience	-.565

The result in table 3 presents that, 'Activities and variety of product' factor is the most impact to respondents' behavior in positive way at .806. While the second best factor which will influence to transform the buying behavior in negative way is 'Well-known and having experience' factor with the value is -.565.

- **Attitude toward buying dietary supplement via Facebook**

This section will focus on attitude of both Non-Facebook buyer and Facebook buyer toward buying dietary supplement via Facebook.

Table 4.4: Non-Facebook buyer's attitude toward buying dietary supplement via Facebook (n=155)

Attitude	Level of agreement			Mean
	Disagree	Neutral	Agree	
<i>I have not bought dietary supplement via Facebook because.....</i>				
I do not know if it is available in Facebook	54.5	36.4	9.1	2.22
It is expensive than other channels	17.5	57.8	24.7	3.10
It is lack of credibility	3.9	19.5	76.6	4.12
The product benefits promoted is over claim	1.9	11.7	86.4	4.30
It is lack of variety	38.3	35.1	26.6	2.84
I have rarely seen its advertising	44.5	32.3	23.2	2.71
I do not know the product brand	17.0	19.0	64.1	3.71
I am not sure if it is safe to consume	5.9	7.2	86.9	4.40
Its promotion is not attractive enough	11.7	57.8	30.5	3.30
They do not have the expertise	3.9	20.1	76.0	4.11
They do not have the quality guarantee	5.2	28.1	66.7	4.00
The seller is not friendly	17.0	68.0	15.0	3.02
My friends, family, colleagues do not recommend	11.7	53.2	35.1	3.36
Total				3.48

155 Non-Facebook buyers were asked about their attitude toward buying dietary supplement via Facebook in this section, the likert scale was selected to perform analysis. The average score of this likert scale is **3.48** which means that the study population is more neutral and also has uncertainty. Analyzing statement by statement as follow is applied to clarify and understand the result of each statement.

Statement I: I have not bought dietary supplement via Facebook because I do not know if the dietary supplement is available in Facebook

The result shows that the majority (54.5%) of Non-Facebook buyers answer 'disagree'. While 36.4% of them answer 'neutral', only 9.1% of them answer 'agree' to the statement. The mean for total score is 2.22. Therefore, Non-Facebook buyers are likely to disagree with this statement.

Statement II: I have not bought dietary supplement via Facebook because It is expensive than other channels

57.8% of the respondents answer 'neutral', 24.7% of them answer 'agree' and only 17.5% of them answer 'disagree'. Therefore, it can be concluded that the Non-Facebook buyers are likely to feel neutral towards this statement. The mean for total score is 3.10.

Statement III: I have not bought dietary supplement via Facebook because it is lack of credibility

Almost 80% of the respondents answer 'agree', while only 19.5% and 3.9% of them answer 'neutral' and 'disagree' consecutively. Therefore, Non-Facebook buyers tend to agree with this statement. The mean for total score is 4.12.

Statement IV: I have not bought dietary supplement via Facebook because the product benefits promoted is over claim

Up to 86.4% of the respondents answer 'agree', while only 11.7% and 1.9% of them answer 'neutral' and 'disagree' consecutively. Therefore, Non-Facebook buyers tend to 'agree' to this statement. The mean for total score is 4.12.

Statement V: I have not bought dietary supplement via Facebook because it is lack of variety

The result shows that there is no significant trend of 'agreement' for this statement. The mean of total score is 2.84.

Statement VI: I have not bought dietary supplement via Facebook because I have rarely seen its advertising

Non-Facebook buyers are 'somewhat disagree' to this statement according to the result of 44.5% answer 'disagree', 32.3% answer 'neutral' and 23.2% 'agree'. The mean of total score is 2.71.

Statement VII: I have not bought dietary supplement via Facebook because I do not know the product brand

64.1% of Non-Facebook buyers answer 'agree' to this statement, while 19% and 17% answer 'neutral' and 'disagree' respectively. The mean of total score is 3.71.

Statement VIII: I have not bought dietary supplement via Facebook because I am not sure if it is safe to consume

Up to 86.9% of the samples answer 'agree' to this statement, only 7.2% answer 'neutral' and 5.9% answer 'disagree'. The mean score is 4.40.

Statement IX: I have not bought dietary supplement via Facebook because its promotion is not attractive enough

More than half of the respondents (57.8%) are uncertainty with the statement and answer 'neutral', while 30.5% answer 'agree' and 11.7% answer 'disagree'. The mean score is 3.30. Therefore, Non-Facebook buyer is likely to feel 'neutral' to this statement.

Statement X: I have not bought dietary supplement via Facebook because they do not have the expertise

The respondents are likely to feel 'agree' to this statement since the majority (76%) answers 'agree', 20.1% and 3.9% answer 'neutral' and 'disagree'. The mean score is 4.11.

Statement XI: I have not bought dietary supplement via Facebook because they do not have the quality guarantee

The respondents are likely to feel ‘agree’ to this statement since the majority (66.7%) answers ‘agree’, while 28.1% and 5.2% answer ‘neutral’ and ‘disagree’. The mean score is 4.00.

Statement XII: I have not bought dietary supplement via Facebook because the seller is not friendly

More than half of the samples (68%) answer ‘neutral’ to this statement. The mean score is 3.02. Therefore, it can be concluded that Non-Facebook buyer feel ‘neutral’ about how friendly is the seller.

Statement XIII: I have not bought dietary supplement via Facebook because my friends, family, colleagues do not recommend

53.2% of the respondents answer ‘neutral’ to this statement. The ‘agree’ answers contribute to 35.1% and only 11.7% answer ‘disagree’. The mean score is 3.36.

Table 4.5: Facebook buyer's attitude toward buying dietary supplement via Facebook (n=202)

Attitude	Level of agreement			Mean
	Disagree	Neutral	Agree	
<i>I like to buy dietary supplement via Facebook because.....</i>				
It is very convenience for me, I can buy it at anytime	6.4	12.9	80.7	3.80
I have an experience with the product before	9.4	33.2	57.4	3.61
It is cheaper than other places	13.0	40.4	46.6	3.35
It is available only on Facebook	37.1	33.7	29.2	2.86
It is free shipping	16.8	14.9	68.3	3.66
It provides a variety of interesting promotion comparing with other channels	21.8	8.8	69.4	3.54
The product brand is more credible than other channels	30.1	37.8	32.1	2.95
It provides the product information, its benefits and instruction in the proper way (not over claim)	31.6	42.5	25.9	2.91
I saw celebrities had and promoted it	47.0	21.3	31.7	2.67
I believe in reviews from other testimonials	21.3	26.2	52.5	3.31

Table 4.5: Facebook buyer's attitude toward buying dietary supplement via Facebook (n=202) cont.

Attitude	Level of agreement			Mean
	Disagree	Neutral	Agree	
<i>I like to buy dietary supplement via Facebook because.....</i>				
I was suggested by my friends, family, colleagues and acquaintances	17.8	21.8	60.4	3.47
I believe that the product is safe	26.4	40.4	33.2	3.05
The seller is very helpful and friendly	29.3	25.0	45.7	3.21
Total				3.26

202 Facebook buyers were asked about their attitude toward buying dietary supplement via Facebook in this section, the likert scale was selected to perform analysis. The average score of this likert scale is **3.26** which mean that the study population is more neutral and also has uncertainty. Analyzing statement by statement as follow is applied to clarify and understand the result of each statement.

Statement I: I like to buy dietary supplement via Facebook because it is very convenience for me, I can buy it at anytime

The result shows that the majority of Facebook buyers answer 'agree' to the statement. This answer represents 80.7% of all the respondents, 12.9% of them answer 'neutral' and only 6.4% answer 'disagree'. The mean for total score is 3.80. Therefore, we can conclude that the Facebook buyers are likely to need the convenience way to buy the dietary supplement.

Statement II: I like to buy dietary supplement via Facebook because I have an experience with the product before

According to the result, 57.4% do 'agree' with this statement, however, 33.2% feel neutral and 9.4% 'disagree' with this statement. The mean of the total score is 3.61.

Statement III: I like to buy dietary supplement via Facebook because it is cheaper than other places

Almost half (46.6%) of Facebook buyer answer 'agree' to this statement while the other 40.4% and 13% answer 'neutral' and 'disagree' consecutively. The mean of the total score is 3.35.

Statement IV: I like to buy dietary supplement via Facebook because it is available only on Facebook

The attitude toward this question is quite close. While the majority of 37.1% answer 'disagree', 33.7% answer 'neutral' and the rest 29.2% answer 'agree'. The mean of total score is 2.86.

Statement V: I like to buy dietary supplement via Facebook because it is free shipping

More than half of the respondents (68.3%) answer 'agree' with this statement, 16.8% and 14.9% answer 'disagree' and 'neutral' respectively. The mean of total score is 3.66.

Statement VI: I like to buy dietary supplement via Facebook because it provides a variety of interesting promotion comparing with other channels

Up to 69.4% of the Facebook buyers answer 'agree' with this statement, while 21.8% answer 'disagree' and 8.8% answer 'neutral'. The mean of total score is 3.54.

Statement VII: I like to buy dietary supplement via Facebook because the product brand is more credible than other channels

Regarding the result, 37.8% of all the respondents answer 'neutral', 32.1% 'agree' with this statement and 30.1% answer 'disagree'. The mean of total score is 2.95.

Statement VII: I like to buy dietary supplement via Facebook because it provides the product information, its benefits and instruction in the proper way (not over claim)

The result shows that there is no significant trend of 'agreement' for this statement. The mean of total score is 2.91.

Statement VIII: I like to buy dietary supplement via Facebook because I saw celebrities had and promoted it

Up to 47% answer 'disagree' to this statement, on the other hand, 31.7% answers 'agree' and only 21.3% answer 'neutral'. The mean of total score is 2.67.

Statement IX: I like to buy dietary supplement via Facebook because I believe in reviews from other testimonials

More than half of the respondents (52.5%) answer 'agree' to this statement, 26.2% answers 'neutral' and 21.3% answer 'disagree'. The mean of total score is 3.31.

Statement X: I like to buy dietary supplement via Facebook because I was suggested by my friends, family, colleagues and acquaintances

60.4% of the respondents answer 'agree', 21.8% answer 'neutral' and only 17.8% answer 'disagree' to this statement. The mean of total score is 3.47. Therefore, Facebook buyers are likely to feel 'agree' to this statement.

Statement XI: I like to buy dietary supplement via Facebook because I believe that the product is safe

According to the result, 40.4% of the respondents answer 'neutral', 33.2% answer 'agree' and 26.4% answer 'disagree' to this statement. The mean of total score is 3.05.

Statement XII: I like to buy dietary supplement via Facebook because the seller is very helpful and friendly

Regard to the table 5, there is 45.7% of the respondents answer 'agree', 29.3% answer 'disagree' and 25% answer 'neutral' to this statement. The mean of total score is 3.21.

- **Attractive promotions for Facebook buyer**

This section show the attractive promotion that respondent ranked based on their preferences, it gives the rough idea to marketer when doing the promotion via Facebook.

Table 4.6: Attractive promotions for Facebook buyer (n=202)

Promotions	Mean
Buy 1 get 1 free	7.2673
Discount	7.0495
Get something extra	4.9604
Buy 10 get 1 free	4.8218
Lucky draw for package tour	3.4208
Lucky draw for participating in celebrity meet and greet event	3.1584
Lucky draw for gadget or smart phone	2.9505
Lucky draw for gold	2.3713

The results in table 6 which is used compare means to analyzed show that the most attractive promotion is 'Buy 1 get 1 free' as the highest mean of 7.2673, following by 'Discount' with 7.0495 is the second best. The mean of 'Get something extra' and 'Buy 10 get 1 free' is very near each choice, however, 'Get something extra' is a little bit higher than 'Buy 10 get 1 free'. Their means are 4.9604 and 4.8218 consecutively. The group of lucky draws was selected as the last attractive promotion in this study. The result in the table XX presents that their mean are very close, however, the most attractive promotion of the group of 'Luck draw' is 'Lucky draw for package tour' with the mean of 3.4208, next is 'Lucky draw for participating in celebrity meet and greet event' with the mean of 3.1584, follow by 'Lucky draw for

gadget or smart phone' with the mean of 2.9505 and the less attractive promotion which its mean is only 2.3713 is 'Lucky draw for gold'.

- **The association between respondents' demographic and dietary supplement purchasing via Facebook**

Table 4.7: The association between respondents' demographic and dietary supplement purchasing via Facebook (n=357)

Statement	Buying dietary supplement via Facebook	Interpretation
Age	Pearson Chi-Square	8.062 ^a
	P Value	.089 Not significant
	Cramer's V	.150 Small association
Gender	Pearson Chi-Square	15.335 ^a
	P Value	.000 Significant
	Cramer's V	.207 Small association
Income	Pearson Chi-Square	18.881 ^a
	P Value	.004 Significant
	Cramer's V	.230 Small association
Occupation	Pearson Chi-Square	10.811 ^a
	P Value	.029 Significant
	Cramer's V	.174 Small association
Education	Pearson Chi-Square	25.268 ^a
	P Value	.000 Significant
	Cramer's V	.266 Small association
Marital Status	Pearson Chi-Square	12.288 ^a
	P Value	.006 Significant
	Cramer's V	.186 Small association

Hypothesis I: There is an association between age range and dietary supplement purchasing via Facebook

According to the result in table 7, the probability of Chi-square test statistic (Chi-Square = 8.062) is 0.089, which is more than the alpha level of significance of 0.05. The null hypothesis that differences in 'age' are independent of differences in 'purchasing dietary supplement via Facebook' is not rejected. Hence, there is no association between age and dietary supplement purchasing via Facebook.

Hypothesis II: There is an association between gender and dietary supplement purchasing via Facebook

According to the result in table 7, the probability of Chi-square test statistic (Chi-Square = 15.335) is 0.000, which is less than the alpha level of significance of 0.05. The null hypothesis that differences in 'gender' are independent of differences in 'purchasing dietary supplement via Facebook' is rejected. Hence, there is an association between gender and dietary supplement purchasing via Facebook. In conclusion, it can be implied that female tends to purchasing dietary supplement via Facebook more than male.

Hypothesis III: There is an association between level of income and dietary supplement purchasing via Facebook

According to the result in table 7, the probability of Chi-square test statistic (Chi-Square = 25.268) is 0.000, which is less than the alpha level of significance of 0.05. The null hypothesis that differences in 'level of income' are independent of differences in 'purchasing dietary supplement via Facebook' is rejected. Hence, there is an association between level of income and dietary supplement purchasing via Facebook. Respondents who have higher income incline to purchase the dietary supplement via Facebook more than those who have lower income.

Hypothesis IV: There is an association between occupation and dietary supplement purchasing via Facebook

According to the result in table 7, the probability of Chi-square test statistic (Chi-Square = 10.811) is 0.029, which is less than the alpha level of significance of 0.05. The null hypothesis that differences in 'occupation' are independent of differences in 'purchasing dietary supplement via Facebook' is rejected. Hence, there is an association between occupation and dietary supplement purchasing via Facebook. Respondents who are the office worker tend to purchase the dietary supplement via Facebook more than those who work in other field.

Hypothesis V: There is an association between level of education and dietary supplement purchasing via Facebook

According to the result in table 7, the probability of Chi-square test statistic (Chi-Square = 10.811) is 0.029, which is less than the alpha level of significance of 0.05. The null hypothesis that differences in 'level of education' are independent of differences in 'purchasing dietary supplement via Facebook' is rejected. Hence, there is an association between level of education and dietary supplement purchasing via Facebook. The higher education level respondents have, the higher chance they will buy the dietary supplement via Facebook.

Hypothesis VI: There is an association between marital status and dietary supplement purchasing via Facebook

According to the result in table 7, the probability of Chi-square test statistic (Chi-Square = 12.288) is 0.006, which is less than the alpha level of significance of 0.05. The null hypothesis that differences in 'marital status' are independent of differences in 'purchasing dietary supplement via Facebook' is rejected. Hence, there is an association between marital status and dietary supplement purchasing via Facebook. The respondents that get married tend to purchase dietary supplement via Facebook more than those who are single.

CHAPTER 5

MANAGERIAL IMPLICATIONS AND CONCLUSIONS

Facebook, nowadays is the highest growth of 53 percent in the year of 2014 and most engaging media channels in Thailand, that are integrated in part of Thai people life. There are more than 28 million Facebook users in Thailand according to Zocial Inc, the company which monitors social media trends in the country. The analysis results from this research provide useful findings of attitudes, behaviors and preferences of Facebook users on selecting and purchasing the dietary supplement through social media platforms, especially on Facebook. These would help dietary supplement owners, providers and marketers as well as other related businesses in this industry enhance their marketing strategies and tactics to their businesses.

This study has been done by applying both in-depth interview and questionnaire survey. The 10 in-depth interviews were conducted with Facebook user who have the experience in buying the dietary supplement product on Facebook and Facebook user who do not have the experience in buying the dietary supplement product on Facebook. The questionnaires were distributed to 357 participants including Facebook users, people at shopping mall and students.

Facebook users' profile and behavior

The result of this research indicates that buying dietary supplement via Facebook has been associated with being female, being single, occupation, level of education and having higher income. However, the drivers for buying dietary supplement via Facebook are complex, it is also be influenced by external factors.

The majority of the participants normally buy the dietary once in 2-3 months and spend about 1,001 – 2,000 Baht per time. However, Non-Facebook buyer tend to buy herbal and vitamin dietary supplement more than Facebook buyers, on the other

hand, Facebook buyers tend to buy beauty or skin nourishing product more than the other group.

The important criteria needed for doing marketing on Facebook

From In-depth interview, 24 attributes which respondents always concern were collected and converted to be question in the survey. All attributes were reduced into 5 factors after collecting and analyzing the data from the market survey. The main factor that motivate the respondents to buy dietary supplement via Facebook in positive way is 'activities that the brand keeps continuing update their promotions and variety of product' while 'well-known brand and having experience with the product' is the second effective factor but in negative direction. Moreover, 'the ethic and sincerity of the seller and product credibility', 'Product availability and nice packaging design' and 'Celebrities as endorser' factors are tended to be lesser important compare to the two factors above.

Attitudes toward marketing on Facebook between Non-Facebook buyer and Facebook buyer

Research shows that the level of agreement toward the attitude between Non-Facebook buyer and Facebook buyer is different. The majority of Non-Facebook buyers tend to agree with the product sold on Facebook is 'lack of credibility', 'the product benefits promoted is over claim', 'unknown product brand', 'unsafe for consuming', 'no expertise approved' and 'lack of product guarantee' so they do not buy the product via Facebook. Conversely, Facebook buyers lean to agree with 'it is convenience', 'it is free shipping', 'attractive promotion', 'belief in reviews from other testimonials' and 'suggested by my friends, family, colleagues and acquaintances' so they buy the product via Facebook.

Attractive promotion for Facebook buyer

The most attractive promotion for the Facebook buyers is 'Buy 1 gets 1 free', follow by 'Discount', 'Get something extra', 'Buy 10 get 1 free' and the group of 'Lucky draw' such as package tour and gold, is the less attractive promotion for the samples.

To persuade the Non-Facebook Buyer

The research shows that there are many reasons that make some of dietary supplement buyer do not buy the product on Facebook, even if the majority of Facebook users have seen the advertising of dietary supplement on Facebook, are the dietary supplement sold on Facebook is lack of credibility, the product benefit is over claimed, lack of brand awareness, lack of quality guarantee and lack of expertise. Thus, the marketers or product owner should reconsider about the communication message towards the above issue in order to persuade the Non-Facebook buyer to purchase the dietary supplement via Facebook. For example, to create and increase the brand credibility and brand awareness, assigning the celebrity or brand ambassador is one of the ways to achieve this issue. The sincerity of the marketers and the product owner is the important thing to do since the majority of Non-Facebook buyer think that the product benefit is over claimed and no guarantee.

In conclusion, this study performs as a guideline of information and data that could be used for the further study of Facebook marketing for dietary supplement product in Thailand. The data collection is only from a very convenience sampled group of people in Social media especially in Bangkok, therefore, it could not be represented the people in Thailand.

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APPENDIX

Appendix A: Questionnaire survey

The effective factors towards marketing on Facebook in Thailand (Dietary supplement product)

Q.1 Do you have Facebook account?

- (1) Yes
- (2) No (*End of survey*)

Q.2 Have you bought the dietary supplement before?

- (1) Yes and I just bought it within 6 months
- (2) Yes but I bought it more than 6 months
- (3) No (*End of survey*)

Q.3 What type of dietary supplement you normally buy? (Can select more than 1)

- (1) Herbal and vitamin product such as Vitamins, Lingzhi mushroom Extract, Swiftel, Blackmores
- (2) Weight control or weight loss product such as Garcinia Extract, Chitosan, L-Carnitine
- (3) Nutrition product such as Omega, Calcium, Fiber
- (4) Beauty or skin product such as CoQ10, Collagen, L-Glutathione
- (5) Sport or fitness nutrition product such as BCAA, CLA, Glutamine, Whey protein

Q.4 How often do you buy the dietary supplement?

- (1) Once a week
- (2) Once a month
- (3) Once in 2-3 months
- (4) Once in more than 4 months

Q.5 Please rate degree of important when you decide to buy dietary supplement

(Please rate: 1=Unimportant / 5 = Very important)

	Unimportant	Of little important	Moderately important	Important	Very important
Safe to consume, FDA approved	1	2	3	4	5
Prompt response from seller	1	2	3	4	5
Not over claim its benefits	1	2	3	4	5
Seller is friendly and helpful	1	2	3	4	5
Expertise gives advisor	1	2	3	4	5
Reasonable price	1	2	3	4	5
Product detail is clear	1	2	3	4	5
Product quality guarantee	1	2	3	4	5
Having Facebook page (look more credible)	1	2	3	4	5
Reviewing from other testimonials	1	2	3	4	5
Ready to buy (inventory available)	1	2	3	4	5
Nice packaging	1	2	3	4	5
The more 'LIKE' on the page, the more reliable	1	2	3	4	5
Advertising	1	2	3	4	5
Continuing update new promotions	1	2	3	4	5
Others update from seller such as news, new trends	1	2	3	4	5
Having activities for customer to participate	1	2	3	4	5
VDO presentation of product	1	2	3	4	5
Variety of product	1	2	3	4	5
Celebrities consumes the product	1	2	3	4	5
Celebrities is brand ambassador	1	2	3	4	5
Having experience with the product	1	2	3	4	5
Suggestion from friends, family, acquaintances	1	2	3	4	5
Well-known brand	1	2	3	4	5

Q.6 Have you bought dietary supplement via Facebook?

- (1) Yes (*please go to question 7*)
- (2) No (*please go to question 9*)

Q.7 (*For Facebook buyer only*)

Please rate the level of your agreement towards these statements below

(Please rate: 1= Strongly disagree / 5 = Strongly agree)

	Unimportant	Of little important	Moderately important	Important	Very important
<i>I like to buy dietary supplement via Facebook because ...</i>					
It is very convenience for me, I can buy it at anytime	1	2	3	4	5
I have an experience with the product before	1	2	3	4	5
It is cheaper than other places	1	2	3	4	5
It is available only on Facebook	1	2	3	4	5
It is free shipping	1	2	3	4	5
The product brand is more credible than other channels	1	2	3	4	5
It provides a variety of interesting promotion comparing with other channels	1	2	3	4	5
The product brand is more credible than other channels	1	2	3	4	5
It provides the product information, its benefits and instruction in the proper way (not over claim)	1	2	3	4	5
I saw celebrities had and promoted it	1	2	3	4	5
I believe in reviews from other testimonials	1	2	3	4	5
I was suggested by my friends, family, colleagues and acquaintances	1	2	3	4	5
I believe that the product is safe	1	2	3	4	5
The seller is very helpful and friendly	1	2	3	4	5

Q.8 Please rank the promotion that attract you the most – last

(Rotation is applied to each respondent)

- (1) Buy 1 get 1 free
- (2) Discount
- (3) Get something extra
- (4) Buy 10 get 1 free
- (5) Lucky draw for package tour
- (6) Lucky draw for participating in celebrity meet and greet event
- (7) Lucky draw for gadget or smart phone
- (8) Lucky draw for gold

Q.9 Where have you bought the dietary supplement (Can select more than 1)

- (1) Specialty Store such as Boots, Watsons
- (2) Drugstore or pharmacy
- (3) General shop
- (4) Website
- (5) Call center or Home Shopping
- (6) Other (please specify.....)

Q.10 (For Non-Facebook buyer only)

Please rate the level of your agreement towards these statements below

(Please rate: 1= Strongly disagree / 5 = Strongly agree)

	Unimportant	Of little important	Moderately important	Important	Very important
<i>I have not bought dietary supplement via Facebook because ...</i>					
It is lack of credibility	1	2	3	4	5
I do not know if the dietary supplement is available in Facebook	1	2	3	4	5
It is expensive than other channels	1	2	3	4	5
The product benefits promoted is over claim	1	2	3	4	5
It is lack of variety	1	2	3	4	5
I have rarely seen its advertising	1	2	3	4	5
I do not know the product brand	1	2	3	4	5
I am not sure if it is safe to consume	1	2	3	4	5
Its promotion is not attractive enough	1	2	3	4	5
They do not have the expertise	1	2	3	4	5
They do not have the quality guarantee	1	2	3	4	5
The seller is not friendly	1	2	3	4	5
My friends, family, colleagues do not recommend	1	2	3	4	5

Q.11 What is your gender?

(1) Male

(2) Female

Q.12 What is your age?

(1) Under 18

(2) 18-24

(3) 25-31

(4) 32-38

(5) 39-45

(6) More than 45

Q.13 What is your marital status?

- (1) Single (2) Married (3) Divorced

Q.14 What is the highest degree or level of school you have completed?

If currently enrolled, highest degree received.

- (1) Less than high school
 (2) High school or equivalent
 (3) Diploma / High Vocational Certificate
 (4) Bachelor's degree
 (5) Higher than Bachelor's degree

Q.15 Are you currently...?

- (1) Student
 (2) Office worker
 (3) Government officer
 (4) Business owner
 (5) Unemployed

16. Approximately, what is your monthly income?

- (1) Less than THB 10,000 (2) THB 10,001 - 24,000
 (3) THB 24,001 - 35,000 (4) THB 35,001 - 50,000
 (5) THB 50,001 - 85,000 (6) THB 85,001 - 160,000
 (7) More than THB 160,000

😊😊 Thank you 😊😊

Appendix B: The result from factor analysis**Rotated Component Matrix^a**

Attribute	Component				
	The seller's ethic, sincerity and product credibility	Product availability and design	Activities and variety of product	Celebrities as an endorser	Well-known and having experience
Safe to consume, FDA approved	.785	.251	.010	-.028	.071
Prompt response from seller	.759	.072	.046	-.067	.251
Not over claim its benefits	.757	.275	-.004	.047	.352
Seller is friendly and helpful	.681	.303	.237	.107	.063
Expertise gives advisor	.668	.266	.184	-.079	.375
Reasonable price	.613	.042	.351	-.123	-.192
Product detail is clear	.568	.449	.184	-.367	.120
Product quality guarantee	.530	.160	.361	.238	.310
Having Facebook page (look more credible)	.525	.308	.302	.166	.165
Reviewing from other testimonials	.673	.232	.136	.290	.127
Ready to buy (inventory available)	.316	.727	.240	-.041	.110
Nice packaging	.375	.607	.352	-.002	.157
The more 'LIKE' on the page, the more reliable	.347	.074	.591	.364	.233
Advertising	.148	.404	.492	.448	.080
Continuing update new promotions	.411	.119	.684	.229	.059
Others update from seller such as news, new trends	.122	.274	.674	.111	.187
Having activities for customer to participate	.181	.044	.657	.461	.137
VDO presentation of product	.001	.367	.618	.285	.240
Variety of product	.136	.426	.584	-.342	.176
Celebrities consumes the product	-.126	.167	.160	.854	-.131
Celebrities is brand ambassador	-.032	.103	.170	.843	-.012
Having experience with the product	.241	.096	.298	-.148	.809
Suggestion from friends, family, acquaintances	.065	.378	.083	.144	.800
Well-known brand	.449	.067	.172	-.151	.722

Appendix C: Summary of Canonical Discriminant Functions

Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.260 ^a	100.0	100.0	.454

a. First 1 canonical discriminant functions were used in the analysis.

Wilks' Lambda

Test of Function (s)	Wilks' Lambda	Chi-square	df	Sig.
1	.794	80.079	5	.000

BIOGRAPHY

Name	Miss Thanruthai Silapavithankul
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Educational Attainment	Bachelor Degree in Political Science, Thammasat University
Work Experiences	2012 – Present : Marketing Advisor Market Bridge Co., Ltd. 2010 – 2012 : Senior Project Executive, Qualitative Research All about consumers Co., Ltd. 2008 - 2010 : Professional Conference Organizer Coordinator N.C.C. Management & Development Co., Ltd.