



**A CONCEPT OF FOOD AND DRINK SUPPLEMENT
FOR WORKOUT AND BUSINESS OPPORTUNITY**

BY


MS. SUPANUN YONGCHAROEN

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF BUSINESS ADMINISTRATION
(GLOBAL ENTREPRENEURSHIP) INTERNATIONAL MASTER
IN BUSINESS ADMINISTRATION
FACULTY OF COMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2016
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FACULTY OF COMMERCE AND ACCOUNTANCY

INDEPENDENT STUDY

BY

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ENTITLED

A CONCEPT OF FOOD AND DRINK SUPPLEMENT
FOR WORKOUT AND BUSINESS OPPORTUNITY

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ABSTRACT

This research aims to study the concept of Food and Drink Supplement for Workout and Business Opportunity in Thai market. Most people do not spend exercise regularly. It's found that the main reason people have less exercise because of 1) No time 2) No energy 3) Expensive. However, health trend becomes more popular and are growing up continuously such as health food including food and drink supplement for workout which can solve no energy problem which mentioned above. Food and Drink Supplement for Workout can be divided 2 categories Pre-Workout Supplement and Post-Workout Supplement. This research will collected from survey, in-depth interview and questionnaires which leads to know and understand the concept of both supplements and product figure and service impact which consumer accept in order to desire the platform of business. The results shows people who will use supplement for workout will be people who spend exercise heavily such as marathoners, bikers, triathletes and weight training group. These people focus on the nutrition, cleanness and standardization of product and prefer to buy the product at convenience store more than on-line shop including delivery service.

Keywords: Workout, Pre-Workout Supplement, Post-Workout Supplement, Product Figure, Service Impact

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I also sincere thanks to my two colleagues who inspired me to do this research and gave me a good suggestion. Without them my research will not be completed.

IMBA has given me to think out of the box and encourage me to do many things which is a new experience and I've never done it before. I hope someday I'll be a “Change Maker” and a success entrepreneur in the future.

Ms.Supanun Yongcharoen

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LIST OF ABBREVIATIONS

Symbols/Abbreviations	Terms
G	Grams
Kg	Kilograms
PT	Personal Trainer
Gen	Generation
Co.,Ltd	Company Limited



CHAPTER 1

INTRODUCTION AND ANALYSIS

1.1 Background and Problem

It started from my health problem 4 years ago I felt fatigue, cannot sleep at night, lost weight and upset easily. I visited the doctor and found that I'm a hyperthyroidism. At that time I took many medicines. Then I realized it is not good for me in the future if I take lots of medicine continuously. Therefore, I need to change myself. Started with eat healthy food and then spend exercise regularly on weekends. As of the result, the doctor said my blood test was better and I can reduce some medicines.

Last year my colleague persuaded me to go to fitness in the evening with free of charge 1 month. After spending in fitness many days, I noticed that people who spend exercise regularly and people who don't spend exercise are completely different. In addition, my surrounded people such as family and some colleague get ill easily and also they are office syndrome. I wonder people know exercise is good for their health and can reduce their pain and also avoid illness. Why don't they take sometimes to spend an exercise?

1.1.1 Problem

After discussing with these people who don't spend an exercise, it shows people don't spend an exercise because

(1) No time: The popular answer from office people because they have to get up early in the morning and work all day until night while weekends they want to have long sleep, do housework , go shopping etc.

(2) No energy: Most people especially office people feel less or no energy to do anything after work on weekdays and some people told me their home is far away from the office. Therefore, they want to go home and take a rest.

(3) Expensive: These people don't want to spend money to go to fitness because it's not worth to invest. Some people might take sometimes to do exercise at home or go outside such as mini marathon, biking but if the weather is hot ,they will give it up.

1.1.2 Inspiration

Because my colleague is the person who has lots of energy and never give up her goal in exercise program although she is a middle age. She said "You will feel proud if you overcome your goal". "If you lost energy, you have to boost it". So set your goal and then take action. This is easy word but how many people can take action and success it? In addition, I met new friend named "P·Ann" in yoga class. Her story makes me impressed as she is a Valvular Heart Disease which a serious symptom and need a surgery but she still spend exercise which is quite extreme such as mini marathon. Therefore, these 2 people are inspired me to do this research.

1.2 Analysis

1.2.1 Health Problem

People who don't spend an exercise will get ill easily because the immunity is lower than people who spend exercise regularly. It affects both physical and mental problems.

(1) Physical Problem –People who lack of an exercise, it affects the height is lower than average standard, the bone is too fragile, Obesity, Hypertension, Allergy, Office Syndrome, Cancer etc.

(2) Social and Mental Problem- In term of Social and Mental problem, It reflect as depression, Stress, Isolate etc.

1.2.2 The Advantage of Exercise and Demand in Thailand

Exercise is a one factor which can reduce health problem. People who spend an exercise regularly have a long live, young aging because when people spend an exercise, the body releases chemicals called endorphins. These endorphins interact with the receptors in your brain that reduce your perception of pain.

Regular exercise has been proven to:

- (1) Reduce stress
- (2) Ward off anxiety and feelings of depression
- (3) Boost self-esteem
- (4) Improve sleep
- (5) Strengthens your heart.
- (6) Increases energy levels.
- (7) Lowers blood pressure.
- (8) Improves muscle tone and strength.
- (9) Strengthens and builds bones.
- (10) Reduce body fat.
- (11) Fit and Healthy



Figure 1.1 The Result of Physical Activity in Thailand

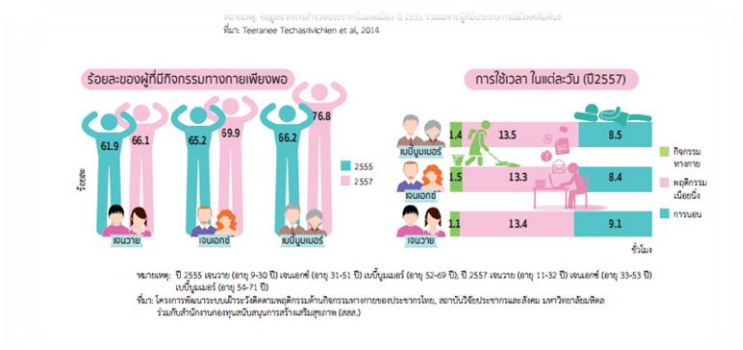


Figure 1.2 The Percentage of People who spend activity enough

In year 2016, the result of figure 1.2 shows gen Y was the generation who has physical activity 1.1 % while gen X is 1.5 % and baby boomer is 1.4 % respectively.

According to figure 1.1 above, most people don't spend time to exercise regularly. They wasted the time 55 per cent or 13.40 hour to do disadvantage activity, 35 per cent for sleep activity and 10 per cent for transportation.

As of the result above, although Thai people spend less exercise but health trend becomes more popular and are growing up continuously. Therefore, this is an opportunity to do health business because there is a gap that business can grow.

1.2.3 Exercise Trend in Thailand

According to the research from Bangkok Bank, people in gen Y would like to exercise which can apply and suitable with their lifestyle such as exercise at home or at office with no exercise tools and spend less time.

For example

1. Functional Training
2. Yoga
3. Cycling
4. Running
5. Boxing

1.2.4 Food and Drink for Workout

People who spend an exercise need to know what kind of foods and drinks are benefit for workout. Eating right can help energize workout.

Firstly, they have to realize activity level as figure 1.3 which they spend during exercise and consider the nutrition consumption as table 1.1

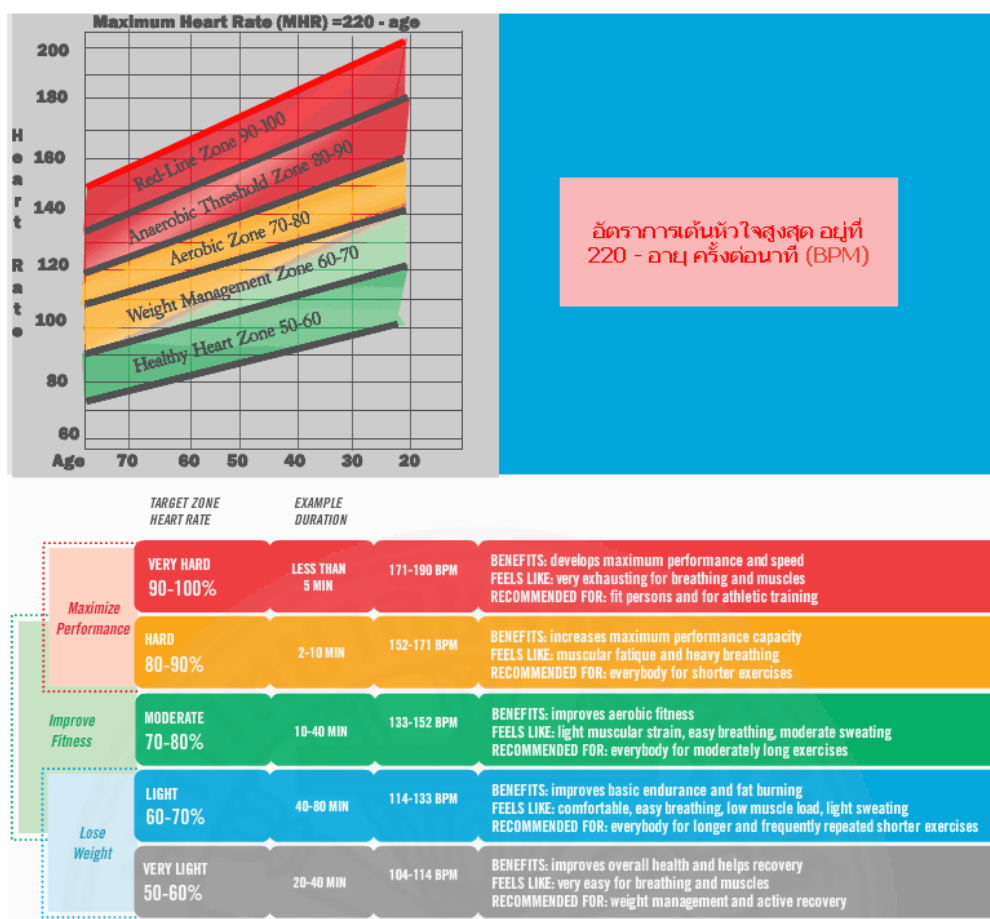


Figure 1.3 The Activity Level

Table 1.1 The Nutrition Consumption for workout (** - Important)

The Nutrition Consumption	Before Workout	During Workout	After Workout
Carbohydrate	Need (**heavy workout)	No	Need
Protein	Need	No	Need
Mineral	No Need	Need (*heavy workout)	Need (** moderate and heavy workout)
Plain Water	No Need	Need (** moderate and heavy workout)	Need (** moderate and heavy workout)

1.3 The Solution

According to lifestyle and social changing in Thailand, people focus on their health and health trend businesses are growing up continuously such as organic food, fitness, spa etc. Therefore, this is an opportunity to do business which related to health.

An exercise is a one factor to reflect health and the researcher is interested in health business. According to the problem which mentioned as above, one thing people don't want to exercise because they are lack of energy to do it when they are tired. However, there are many food and drink supplements for workout which claim can boost the energy and it is growing market in many countries but in Thailand there are many people have less knowledge or misunderstanding about food and drink supplement for workout and imagine this supplement might be like Red-Bull or M-150 and people who use this supplement will be a labor class.

However, if we can boost the energy for people who are sick off or lazy to exercise because of exhausted by using food and drink supplement for workout to help them get more energy before or during exercising. Therefore, workout will become fun for them. In addition, food and drink supplement for workout also desired for people who want to overcome the goal such as marathoners groups, bikers groups etc.

Therefore, the researcher is interested to study food and drink supplement for workout in Thai market in order to understand the real concept and the market growth and the gap of business

1.4 The Research Objective

1. To share a knowledge and concept of food and drink supplement for workout activity.
2. To understand the market and consumer needed in order to desire a platform of business.

1.5 The Research Question

There are many opinions from people who share food and drink supplement for workout in Thailand. Some comments show it is not necessary while some comments show it is necessary. The researcher wants to understand the real knowledge of food and drink supplement for workout and the opportunity to do the business. Therefore, below are research questions.

1. How to make food and drink supplement for workout grow in Thai market?
- 2 What is the concept of food and drink supplement for workout activity?



CHAPTER 2

MARKET REVIEW

2.1 What is a Pre-Workout Supplement Concept and Benefit?

Pre-workout supplements are more popular today than they ever were. That's because they're formulated with ingredients that work together. The benefit for using pre workout as below

1. Build more muscle
2. Fat loss
3. Get pump
4. More power and energy focus

2.2 What is a Post workout supplement Concept and Benefit?

Post-Workout Supplements are products that help you recover after a workout and supply you with vital nutrients that you have depleted during your training session.

They give you nutrients that help you do the following:

1. Increase Protein Synthesis
2. Decrease Muscle Breakdown
3. Replenish Your Muscle Glycogen Levels

The benefits of the post-workout drink are regulated by the hormonal (insulin) response to food intake. Elevated insulin levels occur in response to carbohydrate intake and increase the muscle cell's uptake of glucose (carbohydrate) and amino acids used to synthesize glycogen and protein, respectively. Carbohydrates should not be omitted from the post-workout feeding because they allow the insulin levels to be elevated.

Exercise (muscular contractions) increases the cell's insulin sensitivity and results in a rapid transport of glucose into the cell.

Increased post-workout insulin levels are not detrimental and will not cause an increase in fat storage because the nutrients will be directed toward skeletal muscle at this time. Carbohydrate intake results in glycogen re-synthesis to replenish the fuel source for the next bout of resistance training (Ivy et al. 1988) and post-workout carbohydrate intake has been recommended as 0.7-1g/kg (Burke et al. 1996).

2.3 Pre and Post Workout Supplement Industry

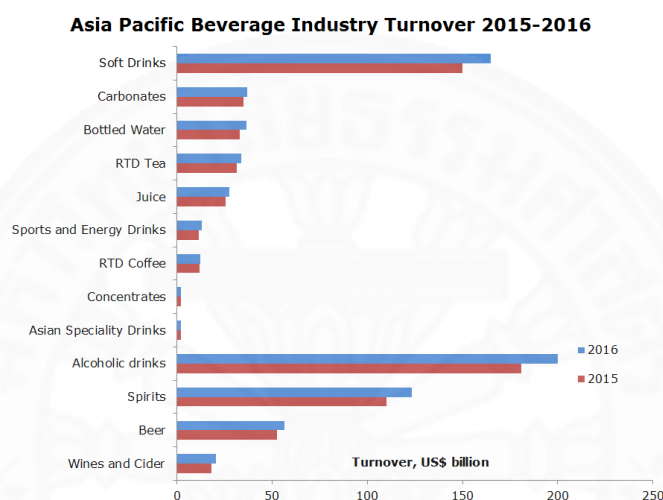


Figure 2.1 The Percentage of Asia Pacific Beverage Industry Turnover 2015-2016

Pre and Post Workout Supplement are “Functional Food and Drink” which add the important ingredient to body. According to figure 2.1, it shows sport and energy drink is growing up as people are concentrated their health and focus on exercise.

2.3.1 Opportunity to do business Pre and Post Workout Supplement in Thailand

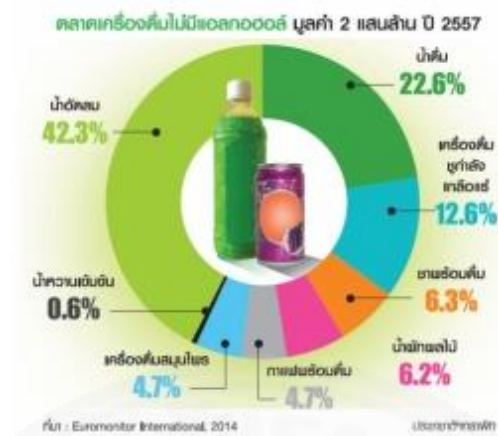


Figure 2.2 The Percentage of non -alcohol of market share in 2015

Nowadays, social and behavior are changing fast. People are more concentrated their health than in the past. We can observe from many health businesses. Also non-alcohol industry in Thailand shows sport drink and energy drink are growing up at 12.6% which is the third rank from soft drink industry and plain water industry respectively.

CHAPTER 3

METHODOLOGY

3.1 Method

The information will be conducted by 3 sources

- 1.Explore
- 2.Experiment
- 3.Analysis

Explore and Experiment will be conducted by primary research and secondary research such as website, attitude overview, in-depth interview and questionnaires in order to meet the objective.

3.2 Explore

3.2.1 Secondary Research

It will be collected from the existing research, knowledge from the expert and the information from website in order to study food and drink supplement for workout in the market and study people's behavior who use supplement food and drink for workout.

3.2.2 Primary Research

1. In-Depth Interview: To know the real knowledge, concept and attitude of food and drink supplement for workout activity. I will interview people from many sectors such as

(1) Personal trainers are the people who close to exercise lovers. Therefore, they can advise the behavior of these people and their lifestyle.

(2) The owner of food & drink supplement is the person who can share attitude of the business and market size and strategy.

(3) The nutritionist is the people who expert in food and drink nutrition and can advise the advantage and disadvantage of food and drink supplement for workout.

2. Questionnaires: To check the knowledge of consumers and also know what kind of product and service can approach and work it effectively in the market.

3.3 Experiment

After gathering all data from primary researches and secondary researches, a testing will be implemented; the researcher will select samplings to answer the question.

“How to make food and supplement grow in Thai market?” The researcher will select a target group 75 respondents via online questionnaire. The questionnaire will be divided 2 parts 1) Product Figure 2) Service Impact by using the principal of marketing theory to apply with questionnaire as table 3.1 and then analyze it in order to answer the research question and give the recommendation

Table 3.1 The Questionnaire Form and Measurement

The Description	Question	Measurement
Product	Type of Product Figure of Product Price acceptable Promotion Impact	Ranking (5 = Most Prefer, 1 = Not prefer) Short answer Multiple choice
Service	Channel & Logistics Efficiency	Ranking (5 = Most Prefer, 1 = Not prefer) Multiple Choice

CHAPTER 4

RESULT AND ANALYSIS (PART I)

4.1 Survey

4.1.1 Personal Trainers

The researcher had in-depth interviewed with 4 PTs from 3 well-known fitness in Thailand such as Fitness First, Virgin Active and True Fitness. It can be summarized as below

1. There are 3 main groups who attend fitness such as 1) Class Session Group 2) Cardio Group 3) Weight Training Group.

2. The average age of people who attend the fitness are 25 up. Most people work in the office. They go to fitness in the early morning or in the evening and people who are the own business go to fitness during office hour such as noon or in the afternoon in order to avoid prime time and the rest such as housewife also go to fitness during office hour.

3. Food and Drink supplement for workout can be divided 2 groups 1.) Pre-Workout Supplement 2.) Post-Workout Supplement.

4. In the fitness, pre-workout supplement will be used for people who consume more energy such as weight training in order to boost the energy before working out and can lift weight tools longer because most of pre-workout put the caffeine ingredient into the product. However, it's not necessary for the people who don't spend exercise heavily but it will suitable for people who run marathons more than 21 km. or bikers because these people need to consume and retain the energy before working out or people who feel they have not energy enough because of less sleep.

5. In the fitness, post-workout supplement is more popular than pre-workout supplement because post-workout supplement will recover many mineral losses such as sport drink and also build the muscle after finishing workout such as whey-protein.

6. Most of pre-workout supplement will put carbohydrate or caffeine which can boost the energy and post-workout supplement will put mineral and protein to recover the mineral loss and build the muscle.

7. Side effect of pre-workout can stimulate heart rate before working out and might make insomnia if the consumer eat or drink before bed time. Therefore the consumer should be receiving the suggestion by personal trainer

4.1.2 The Owner of Food and Drink Supplement for Workout

The researcher had in-depth interviewed with Mr. Pongsakorn Thongsaeng, the owner of Health and Body Building Co.,Ltd. Mr.Pongsakorn told the researcher that he found health trend is growing up continuously and because he spends most of the time in fitness 5 days per week. He noticed the customer are men who spend time exercise in weight lifting and cardio class which focus on build the muscle and manage cardiac muscle while woman customers would like to spend in class session such as yoga, body combat and bicycle class and also cardio which focus on beauty shape and manage cardiac muscle. Because he is also playweight training regularly. He thinks to spend time to build the muscle longer and increase the energy during pumping the muscle. Therefore, energy gel and energy drink product is set up.

However, he said he is not sure the market size but one thing he noticed most of the customers who buy product are the men and play weight lifting regularly but in outside most of customers will be like bikers and marathoners. Therefore, he put his product with bicycle stores and sell to the customer directly when he go to fitness including sell the product via facebook fanpage.

4.1.3 The Nutritionist

Herbal Life Co.,Ltd.

The researcher interviewed Khun Vipada Saelao, nutritionist manager of Herbal Life Co.,Ltd. She gave the information about nutrition which general people should consume as pic 4.1 below. Although people spend exercise heavily such as weight training, run marathons but the nutrition proportion which they need to consume are the same proportion but eat more than people who don't spend the exercise.

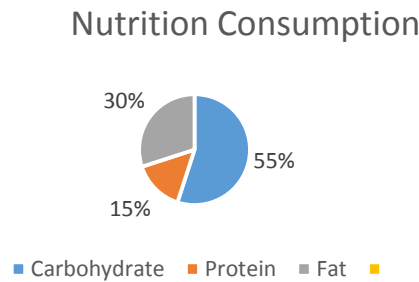


Figure 4.1 Nutrition Consumption

Pre-workout supplement will be used when people don't have much time to cook or buy including avoid the fat from general food because pre-workout supplement will be desired with low calories and low sugar but full of benefit nutrition which boost the energy before working out. However, if people have time 1 or 2 hours before working out, they don't need to use pre-workout supplement.

Post-workout supplement will be used when people finish exercise and loss the mineral and protein. Therefore, post-workout supplement will be more popular than pre-workout supplement because it can recover and people will feel fresh after eating or drinking it.

The side effect, both of pre workout and post workout have no side effect because the general ingredient will be protein, water and carbohydrate except some products might add steroid which is dangerous for consumer. For caffeine, there is no effect because caffeine stimulates the energy to make people feel fresh before working out.

Sikarin Hospital

The researcher interviewed Miss Prapaporn Boonsarn, the nutritionist at Sikarin Hospital. The theory of food consumption is the same with Miss Vipada Saelao which are carbohydrate 55%, Protein 15% and Fat 30% but she gave the researcher an additional information that people will eat food or drink normally according to the activity level. For

people who spend workout heavily have to eat more but have to be careful sugar and fat which including in food or drink.

According to pre and post workout supplement, she said it is a trend, convenience to buy but it's not necessary if you eat normally. However, post workout might be needed to recover vitamin and energy loss but hale blue boy could be substitution of energy drink too.

In term of side effect, if you eat more protein such as whey protein or lots of white eggs, it will affect to kidney. Therefore, people who spend exercise heavily should have a consultant such as the nutritionist or personal trainer to suggest food and drink for workout.

4.2 The Questionnaires

The researcher would like to know the attitude of people who spend exercise for food and drink supplement for workout .Therefore, the researcher will do a questionnaire and the result shows as figure 4.2 below

Out of target of 120 participants, 85 respondents (Male =35, Female = 50)

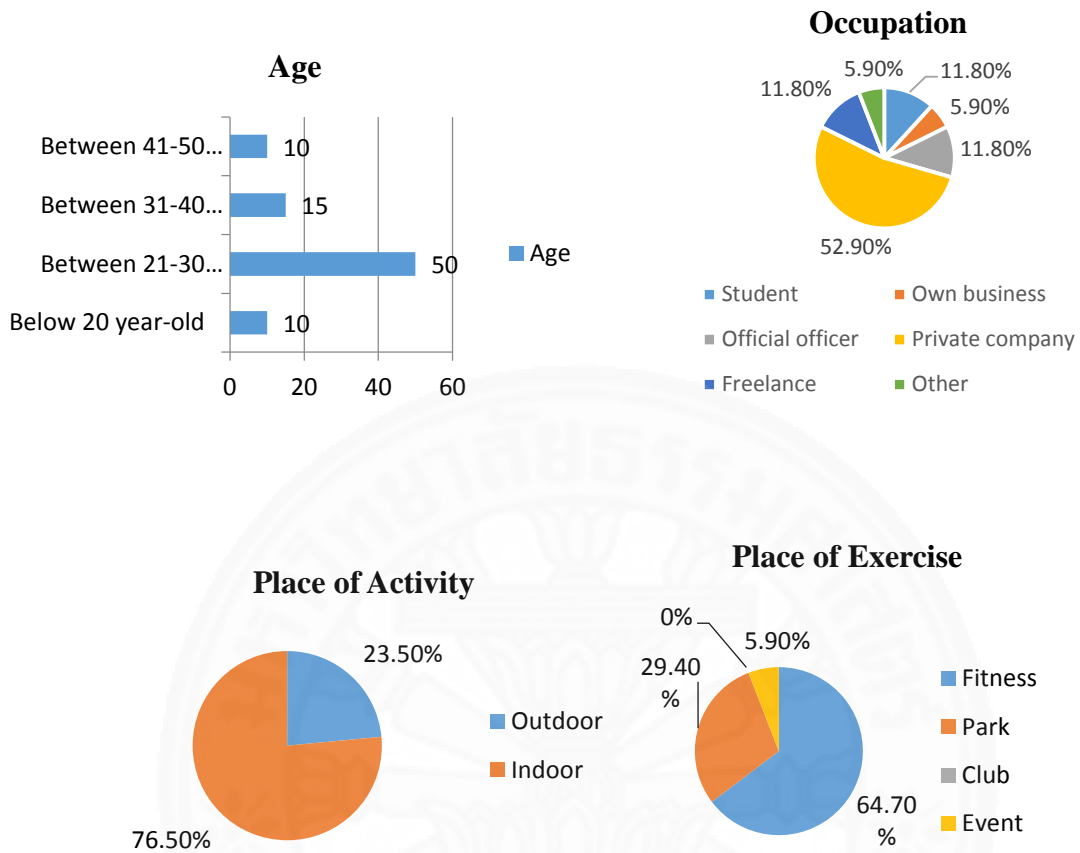
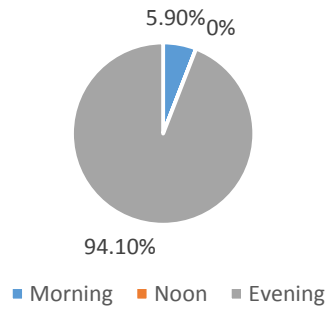
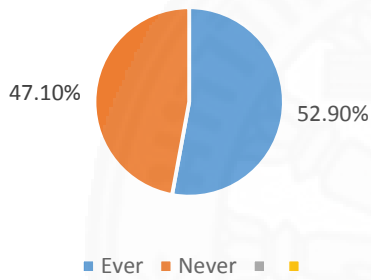


Figure 4.2 Survey Result 1 - The Attitude of people for food and drink supplement for workout

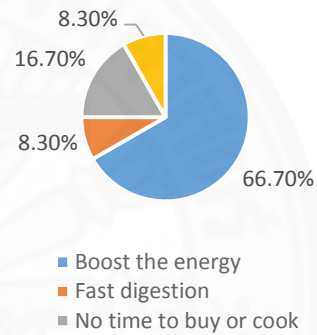
Time of Exercise



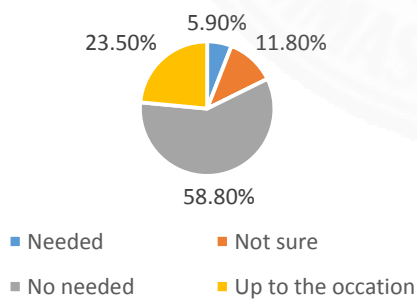
Eat or Drink Pre-Workout Supplement



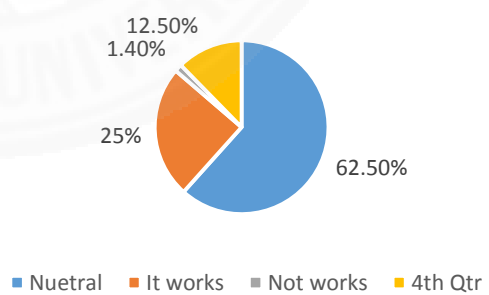
The Reason to eat or drink



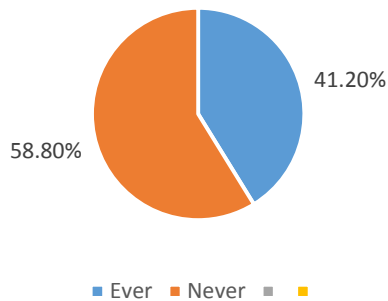
The Attitude of Pre-Workout Supplement



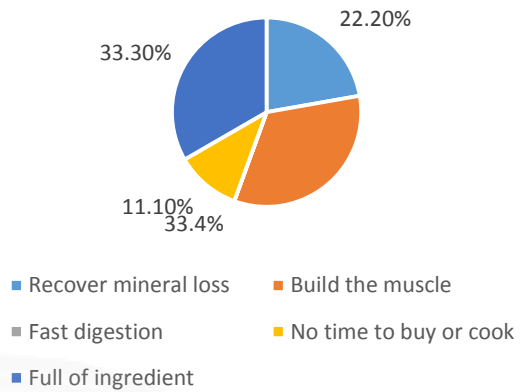
The Result of Eat or Drink Pre-Workout Supplement



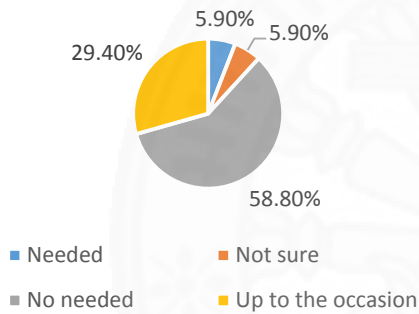
Eat or Drink Post-Workout Supplement



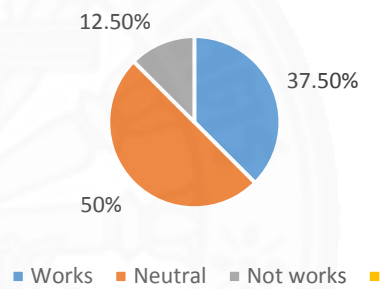
The Reason to eat or drink



The Attitude of Post-Workout Supplement



The Result of Eat or Drink Post-Workout Supplement



4.2.1 The Result and Analysis from questionnaires

As of the result from questionnaires, it shows the highest percentage as table below.

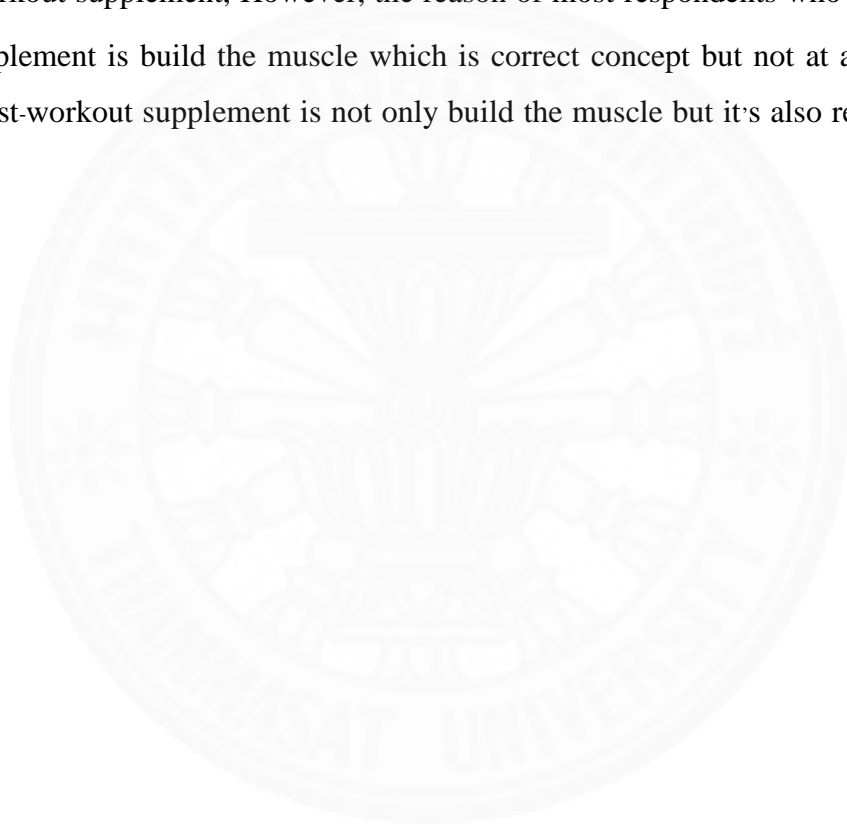
Table 4.1 – The highest in percentage which most people chosen

The Subject	Most People Chosen	The Highest Percentage
Occupation	Private Company	52.90%
Place of Activity	In door	76.50%
Place of Exercise	Fitness	64.70%
Time of Exercise	Evening	94.10%
Eat or Drink Pre-Workout Supplement	Try	52.90%
Reason of Eat or Drink Pre-Workout Supplement	Boost the energy	66.70%
Attitude of Pre-Workout Supplement	No Need	58.80%
Reason of Eat or Drink Pre-Workout Supplement	Neutral	62.50%
Eat or Drink Post-Workout Supplement	Never	58.80%
Reason of Eat or Drink Post Workout Supplement	Build the muscle	33.40%
Attitude of Post-Workout Supplement	No Needed	58.80%
Reason of Eat or Drink Post-Workout Supplement	Neutral	50.00%

As of the result from table 4.1, it shows most respondents spend an exercise in door such as fitness center. People who did this questionnaire are between 21-30 year-old. Therefore, these people are working age. Most of them work at private company which correspond with time they chosen which is in the evening.

According to pre-workout supplement, the result shows most respondents had tried pre-workout supplement. The most reason they eat or drink pre-workout supplement because of boosting the energy. Therefore, most respondents know the advantage of pre-workout supplement. In a contrary, the attitude of pre-workout supplement is no needed and they felt neutral after they had tried it.

In term of post-workout supplement, the results shows most respondents had never tried post-workout supplement, However, the reason of most respondents who had tried post-workout supplement is build the muscle which is correct concept but not at all because the benefit of post-workout supplement is not only build the muscle but it's also recover mineral



loss which already explained in chapter 2 and from interviewee above. In a contrary, the attitude of post-workout supplement is no needed and they felt neutral after they had tried it.

Therefore, it can be summarize that people who spend an exercise in fitness will no need pre and post workout supplement except someday which they might get more energy or recover mineral loss and build the muscle because most people who go to fitness will spend average 1-2 hours for working out and the activity level is not heavy such as class session, cardio in order to burn the calories which they consume.

4.3 Analysis

The researcher will be conducted and applied from secondary and primary research to find the target group who will use pre and/or post workout supplement and then will test samplings to desire product and service which is approach to the target group and reply the research question “How to make food and drink supplement for workout grow in Thai market”

As of the result above, it shows people who will use pre and/or post workout supplement will be people who spend exercise heavily such as weight training in fitness and marathons and bicycles outside. For normal people who spend exercise but not heavy are no need pre or post workout supplement except people who feel less energy or people who don't have much time to cook and aware of fat and calories.

Therefore, the researcher divided into 3 groups as table 4.1

Table 4.2 The frequency of pre and post workout consumption according to the activity level and product example

The Activity Level	Frequency of Pre-Workout food or drink Consumption	Product of Pre-Workout Example	Frequency of Post-Workout food or drink consumption	Product of Post-Workout Example
Class Activity, Fitness	Hardly/ Sometimes	Normal food, Whole wheat bread	Sometimes	Energy Drink Plain water
Weight Training	Sometimes	Carbohydrate, Caffeine Arginine(L-Arginine) Niacin (Vitamin B3)	Regularly Sometimes	Whey Protein Energy Drink
Run Marathon, Bicycle, Triathlon	Always	Carbohydrate L-Carnitine Arginine(L-Arginine) Niacin (Vitamin B3)	Always /Regularly	Energy Drink, Sugar Drink ,Energy Gel

According to the table 4.1 above, the researcher will select run marathons, bicycle and triathlon activity to be samplings as these people need to consume pre and post workout food or drink in order to retain energy before racing and recover mineral and sugar loss after finishing racing.

CHAPTER 5

RESULT AND ANALYSIS (PART II)

5.1 The Questionnaire and Measurement

After selecting marathoners, bikers and triathletes people as a target group.

Therefore, the researchers sent an online questionnaire to these groups which desire questions by using table 3.1

5.2 The Result

The researcher sent the online questionnaire to these group 75 people and replied back 73 people (Female = 60 and Male =23)

5.2.1 Product Figure

Table 5.1 The result of product figure which consumer accept Type 1 Ranking

Number of People chosen	1 Not Preferred	2 Least Preferred	3 Neutral	4 Preferred	5 Most Preferred
Product Factor					
Reputation of Product	1	3	22	30	16
Nutrition of Product	1	1	13	28	29
Taste of Product	3	2	21	27	20

Calories Concerned	4	7	19	25	18
Cleanness and Standardization	2	0	6	25	40
Convenience	1	3	22	24	23
Product Advisor	2	7	24	26	14
Eco Friendly	4	6	25	24	14
Price of product effect to purchasing power	-	2	23	31	16

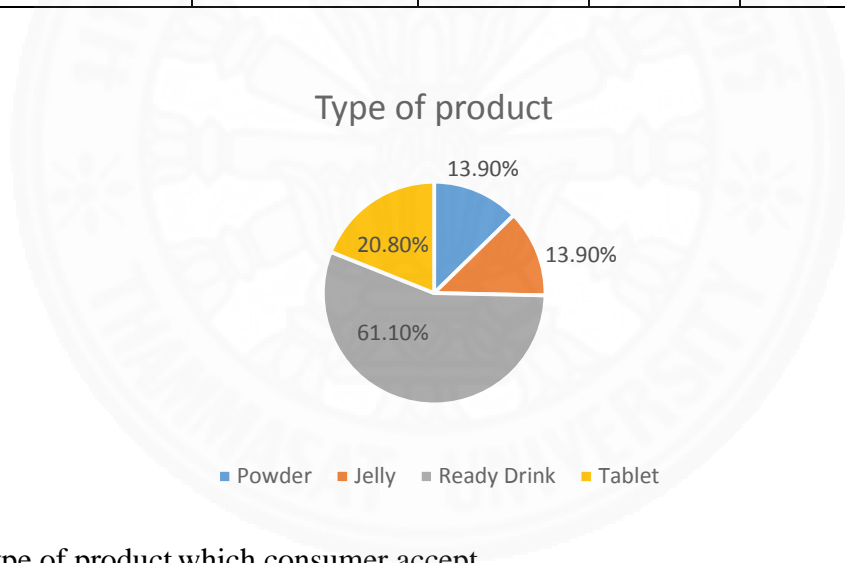


Figure 5.1 Type of product which consumer accept

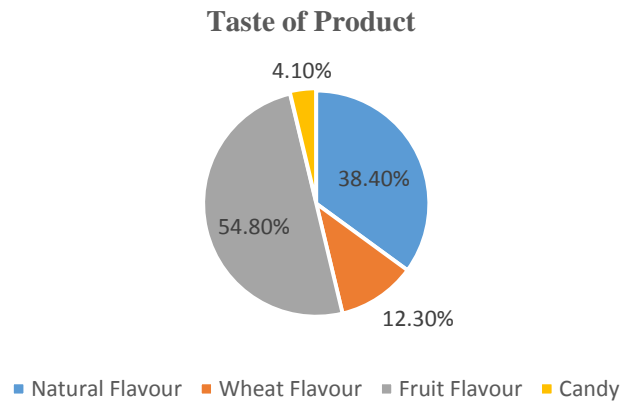


Figure 5.2 Taste of product which consumer accept

5.2.2 Service Impact

Table 5.2 The place where consumer select to buy the product

Number of people chosen Place	Never	Sometimes	Regular
Department Store	4	43	25
Convenience Store	9	26	35
Website/ Email	37	24	3
Facebook	38	24	3
Instragram	49	14	1
Line Application	39	25	0

Mobile Application	42	22	0
Agent	18	41	7
Fitness/Sport Club	31	31	2
Garden	41	23	1
Sport Shop	26	36	3
Booth	9	50	5
Telephone	54	9	0

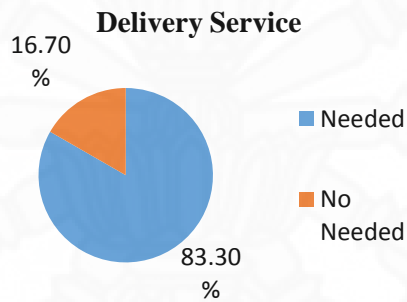


Figure 5.3 Delivery Service

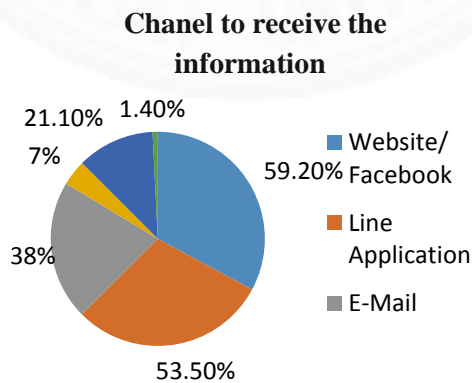


Figure 5.4 Chanel to receive the information

5.3 The Result and Analysis from questionnaires

As of the result, it shows the most preferred which respondents focus on are nutrition, cleanness and standardization while the second rank which respondents selected are reputation, taste, calories concerned, convenience, product advisor and price acceptable. In addition, In term of type and tasted of product, most respondents selected ready to drink as ranking number one and tablet as ranking number 2 and juice taste ranking number one and natural and wheat flavor are ranking no. 2 and 3 respectively while candy is the less preferred.

In term of service impact, most respondents selected convenience store where they will buy the product and the second is department store and the third is booth at event while online channel such as facebook, line application, intragram, mobile application are less preferred including direct telephone. In addition, respondents preferred outside delivery service and the channel which respondents can access the information easily and fast are facebook and line application.

Therefore, it can be summarize this group will consider the nutrition of product and also cleanness and standardization before purchasing because they know the advantage of pre and post workout well. However, they also consider reputation of product, taste of product, calories concerned, product advisor, convenience and price as as a second rank. Hence, the owner of product will develop the product which response consumer needed in the market in order to have competitive advantage than another competitors. The price which they accept is between 20-30 baht per unit. It's obviously see that ready to drink is the best type of product which they will select first to buy because it's a liquid and convenience to bring outside and tablet is a second rank which they preferred. It reflects that product should be convenience to bring it, have a small size. In a contrary, powder is less preferred because it's not convenience. People who buy product in term of powder should have time to prepare because it has to mix with plain of water or another liquid such as juice although expiry date of product is longer than another type of product but if they don't drink it regularly, it might be wasted thing.

However, this group prefers fruit flavor as number one and natural flavor as number two because fruit flavor is sweet or soar and it eat or drink easily but it should be also careful in number of calories and sugar. In term of service, convenience store is the most popular place people will buy the product because it's easy to find while online shop is less preferred because they will use it when they spend heavily workout only which they can find at booth events. Therefore, it's no need to buy the product in advance via online system. In addition, the fast way which this group access the information easily is website and Facebook. Therefore, if there is any update, it should be publish online channel including Line application.



CHAPTER 6

CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

Nowadays, people are focus on their health as we can see many health businesses starts up such as healthy food and drink, spa, fitness etc. Also exercise is become more popular trend and increase number of people to get in. Therefore, there are many products which are related to exercise in order to response their lifestyle such as fitness equipment, sport clothes and shoes including food and drink supplement for workout.

According to food and drink supplement for workout, we can called “pre and post workout supplement”. In many countries, pre and post workout supplement are growing continuously while in Thailand pre and post workout supplement are less market share because most people received less knowledge or incorrect information about pre and post workout supplement. Therefore, they think it's not necessary. However, if they get the suggestion from expertise, they will know the concept of pre and post workout supplement correctly and utilize it effectively according to the level of activity.

Pre-Workout Supplement is the supplement which we use it before exercising. The purpose of this supplement is try to boost the energy before spending exercise. The main ingredients will be carbohydrate and might add caffeine to stimulate energy and heart rate. Therefore, this supplement should be ate or drunk in the morning or afternoon more than evening because some people might get an insomnia.

Post-Workout Supplement is the supplement which we use it after finishing exercise. This supplement will recover energy and sugar loss and increase the protein. The famous product which people know such as whey protein, sponsor.

Pre and Post Workout Supplement can response to people who spend exercise heavily. After survey, people who spend exercise heavily can be divided 2 groups 1) Weight

Training 2) Marathoners, Bikers and Triathlon people while the other people who regularly go to fitness and play such as cardio or class session or normal sport such as aerobic, badminton etc. are not necessary to eat or drink workout supplement because the level of activity is not heavy and the purpose of these people will focus on good shape and their health.

In term of product figure, this research shows the consumer focus on nutrition and cleanness and standardization. Therefore, the owner should concentrate this point first because it can make brand name and product outstanding from the competitor. According to the type and taste of product, people would like to select ready drink and fruit flavor are the most preferred.

In term of service, off line channel such as convenience store and department store can access to the consumer easily and fast while online channel is the less preferred which they selected. In addition, outside delivery are the most preferred. According to side effect, both pre and post workout supplement also have side effect if consumer eat or drink it incorrectly and careless. Because Pre-Workout Supplement might put caffeine which boost energy and stimulate heart rate. Therefore, it might make an insomnia for some people and also the heart might be beat fast. In this case, consumer should consult with the expertise like personal trainer and also the doctor before using it. In term of Post-Workout Supplement, it will recover energy and sugar loss. Therefore, it's suitable for people who spend exercise heavily because plain water might not enough. For side effect of post-workout supplement has less side effect except the consumer eat or drink over consumption such as whey protein. If the consumer eat or drink whey protein too much, it will affect to the kidney.

6.2 Recommendations

This research study the concept of pre and post workout supplement in order to understand the truth knowledge and the attitude from people for this supplement and also can publish to people who are interested and use this supplement effectively. In addition, the researcher would like know how to make this supplement grows in the market in Thailand.

As the researchers has a limited time and resources. Therefore, recommendations for futures studies are as following.

6.2.1 Target Group : Weight Trainings Group

The researchers studies marathoners, bikers and triathlon people as a target group. However, weight training group also eat or drink supplement for workout such as whey protein.

Therefore, they can give a good suggestion for eat or drink supplement for workout especially the product which they use regularly.

6.2.2 Focus on Product In-Depth

As the concept of pre and post workout supplement are quite widely and general but it's a basic knowledge which can apply with another workout supplement. The researcher would like to suggest to study product in-depth because there are many products in the market and if we know advantage and disadvantage of product clearly, it will be a competitive advantage for business.

6.2.3 Workshop Experience

The researcher noticed most people think food and drink supplement for workout is unnecessary and feel it's neutral when they tried it. Therefore, the researcher suggests to set workshop and persuade the expertise in order to help the consumer understand the real concept from workout supplement. At least it's a better than study only from internet

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- Khun Thomas, Bikers Teacher Class Session, True Fitness, 2017



APPENDICES

APPENDIX A

EXAMPLE OF SURVEY QUESTIONS

Opinion Poll for Food and Drink Supplement for Workout

Part 1: General Information

Gender

- Male
- Female

Age

- Below 20 year-old
- 21-30 year-old
- 31-40 year-old
- 41-50 year-old
- 51 year-old up

Status

- Single
- Married

Education

- Lower than Bachelor Degree
- Bachelor Degree
- Master Degree
- Doctor Degree

Occupation

- Student
- Owner

- Government officer / State Enterprises Officer
- Private Officer
- Freelance

Part 2 : Exercise Information

Place of Activity

- Indoor
- Outdoor

Place of Exercise

- Fitness
- Park
- Sport Club
- Event
- Other

Time of Exercise

- Morning
- Noon
- Evening

Part 3: Pre-Workout Supplement and Post-Workout Supplement

Have you eat or drink Pre-Workout Supplement

- Ever
- Never

The Reason to eat or drink Pre-Workout Supplement

- Boost the energy
- Fast digestion
- No time to buy or cook
- Full of ingredient
- Other

The Attitude of Pre-Workout Supplement

- Needed
- Not sure
- No needed
- Up to the occasion

The Result of Eat or Drink Pre-Workout Supplement

- Neutral
- It works
- Not works

Have you eat or drink Post-Workout Supplement

- Ever
- Never

The Reason to eat or drink Post-Workout Supplement

- Recover mineral loss
- Build the muscle
- Fast digestion
- No time to buy or cook
- Full of ingredient

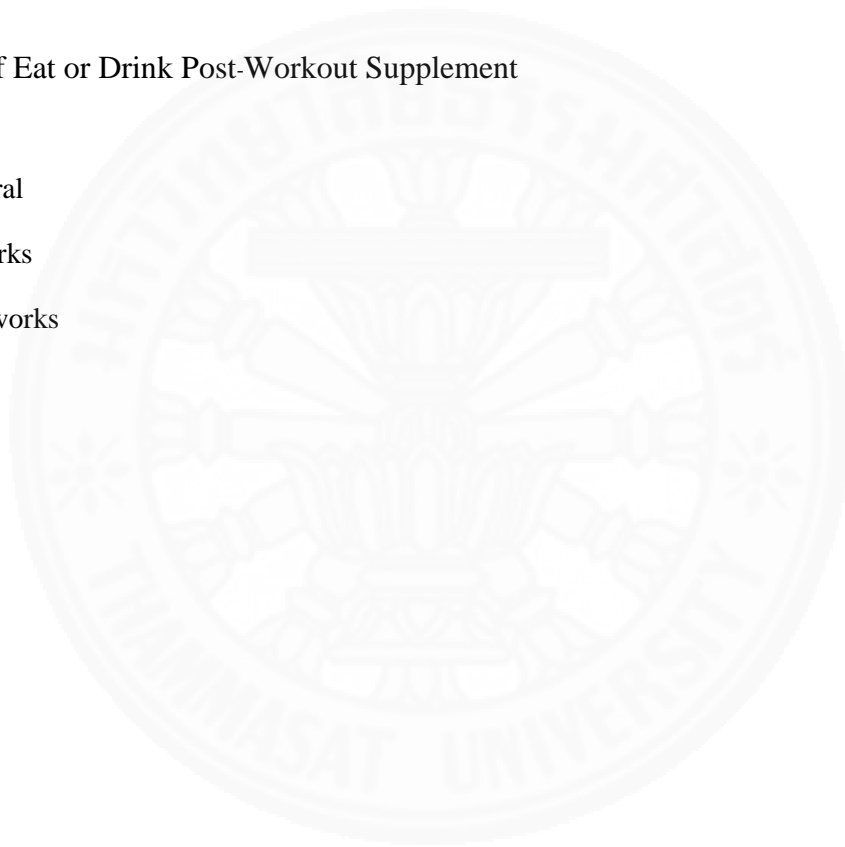
- Other

The Attitude of Post-Workout Supplement

- Needed
- Not sure
- No needed
- Up to the occasion

The Result of Eat or Drink Post-Workout Supplement

- Neutral
- It works
- Not works



APPENDIX B

EXAMPLE OF SURVEY QUESTIONS

The factor of purchasing pre-workout supplement and post-workout supplement and service form

Part 1: General Information

Gender

- Male
- Female

Part 2: Product Figure

Product Factor	1 Not Preferred	2 Least Preferred	3 Neutral	4 Preferred	5 Most Preferred
Reputation of Product					
Nutrition of Product					
Taste of Product					
Calories Concerned					
Cleanness and Standardization					
Convenience					
Product Advisor					
Eco Friendly					

Part 3: Price and Promotion

Price	1 Not Preferred	2 Least Preferred	3 Neutral	4 Preferred	5 Most Preferred
Price of product effect to purchasing power					
Promotion of product effect to purchasing power					

Price Acceptance

.....

Part 4: Service Impact

The frequency to purchasing product

Place	Never	Sometimes	Regular
Department Store			
Convenience Store			
Website/ Email			
Facebook			
Instagram			
Line Application			
Mobile Application			
Agent			
Fitness/Sport Club			
Garden			

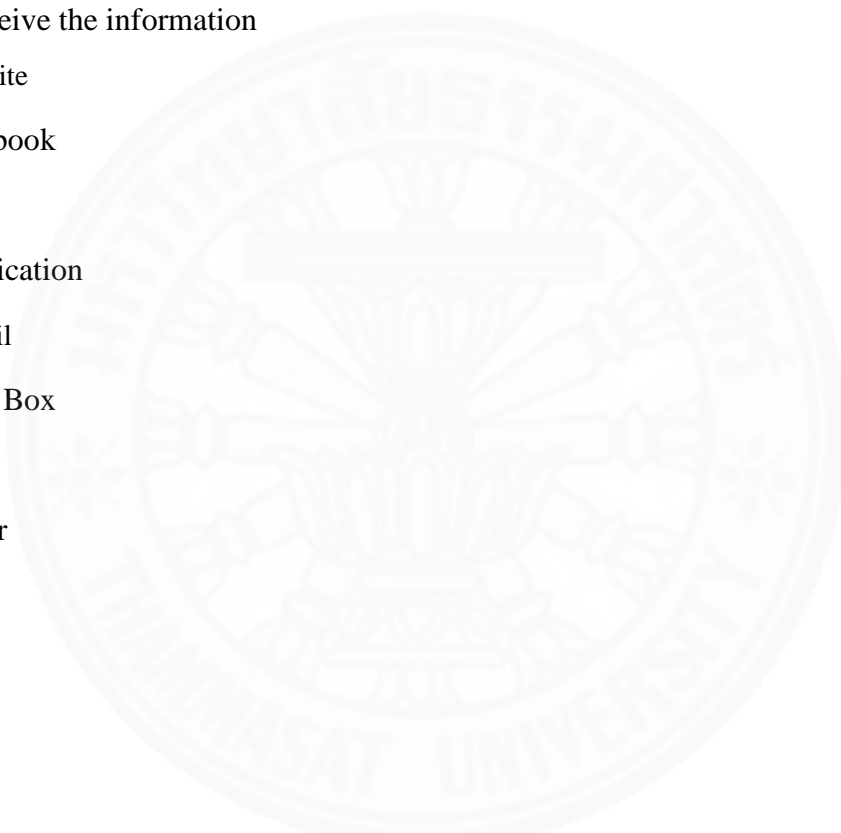
Sport Shop			
Booth			
Telephone			

Delivery Service

- Needed
- No needed

Chanel to receive the information

- Website
- Facebook
- Line
- Application
- E-Mail
- Mail Box
- SMS
- Other



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