



**THE STUDY OF THE KEY INFLUENTIAL
PURCHASING FACTORS TOWARD
SPORTS NUTRITION IN THAILAND**

BY


MR.NUTTAPAT SIRIPROMPISAL

**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 2016
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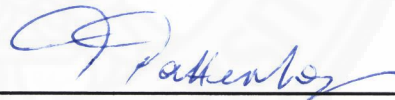
ENTITLED

THE STUDY OF THE KEY INFLUENTIAL PURCHASING FACTORS TOWARD
SPORTS NUTRITION IN THAILAND

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

on..... 8 MAY 2017

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ABSTRACT

The purpose of this report is to classify Spornosexuals who consume sports nutrition and examine the consumer behavior, lifestyle and purchasing decision factors of Spornosexuals and non-spornosexuals towards sports nutrition in Thailand. The research was basically conducted by using both quantitative and qualitative method. In-depth interview and secondary data were collected to survey the guideline. The survey data with 100 respondents was analyzed by using SPSS statistical tools including percentages, frequency distribution, means and t-test. The SPSS is used for data analysis at statistical level of 0.05. The respondents participated in this study are men, age 18-45, who have gone to fitness / gym regularly and have been consuming sports nutrition. The respondents are divided into 2 groups by frequency of consuming sports nutrition; normal user and heavy user.

The research result indicates that Spornosexuals and Non-spornosexuals are health conscious. Focusing on both groups of spornosexual, normal and heavy user leads to an understanding that both believe that Sports nutrition can help building their muscle fast with less workout hours. Protein from the authentic food, consisting of protein casein and isolate are highly needed from heavy users. Whereas normal users need protein from authentic food with high nutrition that consists of Fat, Mineral salt and vitamin. Communication channels that can best approach these 2

groups are Fitness trainer, Sports man/ Athletics and information on label at point of purchase respectively. Key finding of influencing factors and important criteria that affect purchasing decision are different among groups. Heavy users are willing to spend approximately 50-100 baht per meal and convenience is another factor concerned; they prefer to purchase and consume immediately. Nonetheless, both are consuming sports nutrition at post work out and pre workout according to the key time to increase consumption rate.

Keywords: Sports Nutrition, Spornosexual, Consumers, Influencing factors



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CHAPTER 1

INTRODUCTION

1.1 Introduction

Twenty years ago, Mark Simpson coined the term Metrosexual to describe high profile men in society who have a very high sense of fashion and concerned about the clothes they wear. They are concerned about their physical image by showing through the clothes and wardrobes that they have. Presently, he conceptualized a new term to describe the new evolution and divergence of men in the society as the spornosexual derived from the words sports and porn (Simpson, 2014). This newly coined term describes men who are concerned about their physical image, spending lots of hours in the gym and sharing images of their worked out bodies on social media platforms. This group of men are attending the gym primarily for reasons of appearance rather than for health or fitness. The trend of muscle building such as having a six pack of muscles is very popular among health and fitness conscious consumers so that the demand for sport and exercise products are increasing. However, since long period of time and constant exercise are necessary to maintain a presentable physical appearance, it is important to conduct a survey concerning value available in the current economy these men feel compelled to continue pursuing these activities.

1.2 Topic Description

During the past year, trend of new face of men as spornosexual grew rapidly among Thai men. (Euromonitor,2016) Thai consumers became more actively involved in attempts to stay healthy due to the increasing trend of rising health awareness across various groups of consumers. Moreover, the influence of socialites and celebrities who live overtly healthier lifestyles increases numbers of consumers following exercise routines and consuming vitamins and dietary supplements. This is the evidence that points out the trend for sports nutrition product is increasing recently especially among Thai men and by 2020, the spornosexual trend will be a global

lifestyle among young men society. Therefore Thai marketers need to adapt themselves to fast-changing business environments and execute marketing strategies that are in line with the needs according to lifestyles of men consumers.

This study aims to describe what a spornosexual individual is and proofs sports nutrition is another consumer health category which is obviously benefiting from the rising health consciousness among Thai consumers that is significant in Thailand. The study will play an important role to sport nutrition producers and sports nutrition management teams in terms of knowing key purchasing decision factors and key influencers when they selected sports nutrition product. Moreover, marketers will obtain a clue to adapt themselves to fast-changing consumer needs. Furthermore, these changes will bring in new opportunities for marketers to offer new products/services. In addition, this study also aims to differentiate factors between spornosexual and non-spornosexual concerning buying decision. Thus, the result of this study will beneficially help sports nutrition producers and anyone who decides to experience weight and muscle building end-consumer market in Thailand in order to develop marketing strategy for the future plan.

Consumer buying decision process

This research also applied Consumer Adoption Process by Phillip Kotler as a framework to understand how consumers go through each stage before new product or service adoption. The consumer adoption process starts from the moment consumers are aware of the product/service and then go through several stages that lead to adoption eventually.

Stage 1 – Product/Service Awareness: Marketer are trying to introduce Sport Nutrition to the market and creating awareness of it. Many advertising techniques and marketing materials have been implemented in this stage.

Stage 2 – Product/Service Interest: During this stage, the consumers become more aware and informed about the product/service, the value it is offering, and unique features. At this stage it is very crucial for marketer to create and maintain the interest of consumers.

Stage 3 – Product/Service Evaluation: At this stage, the consumers go through product/service examination, comparison, and evaluation. The level of intensity varies according to need, price, features, and value. Nowadays, the consumers are using recommendations, online reviews, and suggestion from online groups/blogs to evaluate product/service before making purchase decision.

Stage 4 – Product/Service Trial: During this stage, consumers use the product/service on trial basis. By experiencing the actual product/service, consumers understand more of product/service and its benefits. This is the most important stage for marketer to provide the moment of truth to the consumers since the product acceptance or rejection depends upon this stage.

Stage 5 – Product/Service Adoption: At this stage, consumers are ready to adopt the product. It is a very important stage for the bank to ensure availability, quality, ease, and accessibility of the service to the consumers

1.3 Research objectives

The purpose of this research is to beneficially help sports nutrition producers in Thailand, who participate in weight and muscle building end-consumer market in order to develop

marketing strategy for the future plan by the study of consumer attitude, behavior and factors that effect purchasing decision towards sports nutrition product. This research is investigating a contemporary topic in applied marketing, health and society theme.

- 1.3.1) To identify Thai men user of sports nutrition product
 - a) Demographic
 - b) Psychographic
 - c) Lifestyle

- 1.3.2) To understand consumer buying decision factors in choosing the sports nutrition product

- a) The identify differences in the key important purchasing factor in choosing sports nutrition product between user and non-user of sports nutrition product.
 - b) The identify the importance of sports nutrition features (benefits)
- .
- 1.3.3) To understand consumer attitude and behavior toward sports nutrition product.



CHAPTER 2

REVIEW OF LITERATURE

2.1 Definition of “Spornosexual”

Due to the nature of the topic, the word Spornosexual is not well-known. Therefore, before proceeding to other parts of the research, it is necessary to define the term first.

Twenty years after journalist Mark Simpson, who invented the metrosexual label in 1994, a new label for 21st century men has been added to the dictionary. Nowadays, has come up with the new term ‘Spornosexual’, the word combination of "sport" and "porn", in the Daily Telegraph. The spornosexual can be found at the fitness or gym, often with piercings, muscle-enhancing tattoos and plunging v-neck necklines, or no shirt at all. (the Week,2014) The difference between spornosexual and metrosexual is spornosexuals focus less on clothes and focus more on their own bodies, they prefer to spend their time and money on their physical up-keep and capture shirtless selfies.

2.2 Impact of social media toward consumer healthcare

Diagnosis

According to the research from the University of East Anglia, Social media has led sports and health in term of social value into another level, said the study’s author, Dr Jamie Hakim (Press Release, 2016). It is highlighted that male muscular and lean body became highly sexualized according to the social media influence of superstars in sports industry like Cristiano Ronaldo and David Beckham. Rather than other physically involved talents, many men strived to attain this type of figure.

Likewise, the research has found that this demographic leads to both consumption and production of digital and print media related to body building. The printed version of Men’s Health magazine has become the best-selling title in the British men’s magazine market in 2009. While overall magazine market circulation is dramatically decreased, fitness-workout-healthy related hashtags on social media sites mark multi-million increase.

Nowadays, internet and social media has played a significant role in providing opportunities for consumer to search for healthcare experts, and information about health products and services on user forums or public forums, compare price and product benefits and online purchase (Euromonitor International, 2016). Former research found that young men have become increasingly adept at building a social media brand based on their worked-out bodies and similarly managing a marketing strategy themselves through social media. Large amounts of time and constant workout are necessary for maintaining both body and brand. However, even in this critical economic situation, these men feel compelled to continue pursuing these activities.

(Euromonitor,2016) The high level of health consciousness among Thai consumers is actually not a new phenomenon, but a development in the general way that they live, with healthy lifestyles coming very much to the fore. As Thai consumers become increasingly urbanized and as more of them lead hectic lifestyles, convenience is becoming especially important. Thai consumers have become more knowledgeable and had more accessibility to find information about the products on several offline media platforms while online media platforms such as mobile applications will be the next channel development. And there is an emerging trend of consumers seeking 'grab-and go' style consumer health products. They have learned to purchase vitamin and dietary supplements online for the sake of speed and convenience. Moreover, small-sized packaging formats are achieving greater penetration in vitamins and dietary supplements through store-based retail channels. This trend relates specifically to vitamins and dietary supplement packaged in sachets containing just a few tablets which are suitable for one-time intake).

2.3 Why spornosexual needs sports nutrition product as important factors

Bodybuilding has been the goal but it took long time to achieve and some often feel unachievable which led to the popularization of this alternative athletic look. For years sports scientists have known opportunity after your work out are the best time to build muscle. Because of body is incredibly receptive to nutrients during this period. Blood flow remains high and muscle glycogen levels are low which

means that you are one giant sponge that will absorb more protein and carbohydrates than it would normally. So sports nutrition is considered rather an important part of the exercise routines of body builders as these products can help them building muscle within a shorter timeframe.

According to research published in the Journal of Applied physiology, (GQ,2015) 'the carbohydrates consumed work to replenish your muscle's glycogen stores to your body's energy reserves and the protein serves to help with the body's repair, regrowth, overall immunity and health. Which is why getting enough protein post-workout is good, but getting enough protein high in leucine post-workout is great. For this reason, spornosexuals are always stocking eggs, fish and free-range poultry or sports powder ready for consuming after the gym.

A report by Euro Monitor (2015) reveals that sports nutrition is consumer health category which obviously emerged from the rising of health consciousness among Thai consumers. High numbers of Thai men consumers, particularly the younger generation of consumers those living in Bangkok and urban areas, are interested in going to fitness centers and gymnasiums to exercise, while demand for sport and exercise products are rising among both male and female consumers. To maintain a presentable physical appearance, the trend of muscle building, including having a 'six pack' of abdominal muscles, a V-shape torso, firm buttocks and strong forearms is very popular among health and fitness conscious consumers as Thai men celebrities and superstars usually love to show off their firm bodies through social media in order to gain attention from others.

2.4 Overall sports nutrition industry

The 13% current value growth registered in sports nutrition in Thailand 2016 (Euromonitor, 2016) was a slowdown from the 17% current value CAGR recorded in the category over the review period, but generating value sales of THB668 million. Even though demand for sports nutrition is very promising, much of this demand is confined to the urban population. While the sports protein found in Thailand comes in various formats such as powder, RTDs and bars, there are numerous choices of brands, including both local and international names offering products across a wide

range of price points. But to some consumers, sports nutrition products are considered to be rather unnecessary, which means that they are inclined to skip purchasing them even though they have a desire to build lean muscle mass. Consequently, due to the high prices charged for sports nutrition products, the category is more appealing to middle-income and high-income consumers.

Previous study (CMMU, 2015) found that spornosexual in Thailand is more likely to be an informative seeker who searches on both offline and online platform before making purchase decision focusing on 3 perspectives: Food, Supplements, and Exercise products. The research indicates that those spornosexual spends 21-30% of their money to buy food and drinks up to 5-6 meals a day, while another 10% is used for dietary supplement product and 10% for exercising activities.

Moreover, as explained in the report, Spornosexual is rather willing to invest part of their money to treat their muscular bodies and promote healthy lifestyle. The main purpose is being classified as to build and maintain muscular bodies in order to achieve their goals including self-popularity and inspiring people. Therefore, they do not hesitate to buy whatever that fulfills their needs and eventually become long-term prospect customers.

(Nielsen,2014) Meanwhile, Nielsen, the market research company found that due to increase in the amount of 16 to 25-year-old men attending the gym between 2006 and 2013 make sales of sports nutrition products that are used to strip body fat and build muscle increased by 40 per cent in Britain's 10 largest supermarkets – the second-largest growth in sales of any product sold in supermarkets in 2014.

Eight relevant articles considered beneficial to this study have been given. This research has applied the model of THE 4PS MARKETING MIX to describe the type of relationship that relate to the consumer's purchase intention as follows; (E. Jerome McCarthy, 1960)

1. **Product:** Benefits and features of product, and packaging
2. **Price:** Reservation price (Higher than general product, similar to general product and lower than general product)
3. **Place:** Convenience to buy
4. **Promotion:** Promotional and Brand equity

Furthermore, this study applied the consumer decision making process model (Kotler and Keller, 2012) study consumer behavior and expectation to buy sports nutrition. The models are adopted to the sports nutrition market to analyze what consumers expect in products from the process of advertisement, to process upon purchasing and after purchasing. These models are used to examine spornosexual and Non-spornosexual consumers' decisions in various aspects.

In conclusion, spornosexual is a new trend among men due to consumer lifestyle change, especially young men. Sports nutrition has become a serious meal. Though they have limited budget, they are willing to pay on sports nutrition product. However, sports nutrition is more an informative buying product. It is crucial to understand target customers and there is big opportunity for sports nutrition producers to catch up this trend and to understand what consumers need and want of nutrition benefits on building their body and how it could effect on consumers' buying decision, so that the producers could have efficiency marketing strategy to develop sport nutrition product to be launched into end-consumer market.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Secondary data

In this independent study, the research was conducted from two types of research including exploratory research and descriptive research as follow;

3.1.1 Exploratory Research

The purpose of this research is to obtain information regarding consumers' needs and wants from Sports nutrition. Sampling election and target respondents were selected from both groups of user (Spornosexual) and Non-user (Non-spornosexual) of sports nutrition product. This research stage included two techniques; secondary data and in-depth interview. The results obtained from this research stage were used for questionnaire design.

3.1.1.1 Secondary data

The desk research was conducted in order to study secondary data from available literatures. The data was obtained from several sources to understand the sports nutrition market overview in term of the current market situation, market value, market growth, market information and its strategy.

The purpose is to explore the significant and critique article about Spornosexual in order to used as a guideline for quantitative research. The secondary data are mostly fact and data was obtained from several sources including newspaper, academic reports, articles, magazine, internet and other public sources such as the publishing or related research studies.

3.1.1.2 In-depth interview

In-depth interview was conducted to gain better understanding consumer attitude, behavior and consumer buying decision factors in buying the sports nutrition product and also to examine understand in depth about the attitude statement. The results from this research stage were used to analyzed the key variables, set hypothesis and designing the survey questionnaire.

According to the research objectives, the criteria determining the important variables in this independent study as follows,

Dependent variables: This variable is a key decision made by customer. To select either Sports Nutrition Bar, Sports Nutrition RTD, Sports Nutrition powder and Non-sport nutrition as a choice customer have to evaluate about attitude towards factors

Independent variables: This study will use Demographics, Behaviors and lifestyles

3.1.2 Descriptive Research

The questionnaire survey was conducted to gain consumer insight about influential factors affects choosing sports nutrition product. The objectives of this research is to quantify the research result into characteristics figure and determine percentage and level of sports nutrition usage. The research was collect the data and code it into numbers for SPSS to interpret the result according to the research's objectives.

3.1.2.1 Questionnaire survey

The survey was conducted on online platform and distributed to 100 respondents to get a quantitative result of understanding the target

population. The questionnaire was designed and conducted in Thai language according to the objectives as following

- A. To identify user of sports nutrition in term of demographic, psychographic, and behavior.
- B. To identify consumer buying decision criteria in choosing the sports nutrition product and the differences in buying decision factors between normal user, heavy user and non-user of sports nutrition product.

To understand consumer attitude and behavior toward sports nutrition and the difference of attitude and behavior between user and non-user of sports nutrition product.

3.1.2.2 Sampling plan

The sample selection method employed in this study was convenient sampling method. According to the study's objectives to understand the Spornosexual, the characteristics of the target respondents is focusing on men who are doing a workout at fitness and post their body after workout on social media. The target is divided into 2 groups : 65% user consuming sports nutrition and 35% non-user of sports nutrition product.

- In-depth interview: Male 5 respondents
- Questionnaire survey: Male 100 respondents

3.2 Data Collection

This study employed both qualitative and quantitative data analysis. The results of qualitative data, obtained from the in-depth interview, were used to identify key influential factors and to design the questionnaire. The result quantitative data, obtained from the questionnaire surveys, were analyzed by using SPSS (Statistical Package for Social Science).

3.2.1 Qualitative data

3.2.1.1 In-depth interview

The five in-depth interviews were selected by convenience sampling and then applied snowball technique to recruit the next interviewee that match with the study's criteria. The respondents were recruited through personal connection and interaction with consumers at fitness/ gym or by telephone. The interview was taken place 20-30 minutes per person.

3.2.2 Quantitative data

3.2.1.2 Questionnaire surveys

Questionnaire surveys were developed on online platform and distributed to 100 respondents. The respondents were divided into two groups; the first group, accounted for 65 respondents were USER consumers who is doing a workout at fitness and posting a photo on social network and have been consuming sports nutrition product. and the second group, accounted for 35 respondents were Non-User who is doing a workout at fitness but have not been consuming sports nutrition. Prior to participate in the online survey, each respondents had gone through the screening questions in order to ensure that the respondent met the required criteria. The questionnaire was designed and conducted in Thai language with estimate completion time of 10-15 minutes.

3.3 Sampling selection

The sample selection method employed in this study was convenient sampling method. The characteristics of the target respondents were follow:

- Thai Sport Nutritions consumers
- Male Age of 15-45
- Consuming sports nutrition within 6 months

Type of research	Methodology	Sample size (people)	Spornosexual (people)	Nonspornosexual (people)
Qualitative	In-depth Interview	6	3	3
Quantitative	Questionnaire	100	65	35

3.4 Data analysis

For qualitative data analysis, data was obtained from in-depth interviews, the data was analyzed and summarized from each group to identify key finding of spornosexual and non-spornosexual of buying sports nutrition product then comparison between each group was done to identify differences. The summary would be analyzed by using the following structures.

1. General information: Age, SES income, lifestyle, Occupation.
2. Consumer buying decision factors in choosing the sports nutrition product for example Nutrition, Product benefits, Price, and channel distribution.
3. Preference of sports nutrition product consists of sport nutrition bar, Sports nutrition RTD, Sports nutrition powder, authentic food.
4. The difference in decision-making factors between spornosexual and non-spornosexual of buying sports nutrition product.
5. Consumer attitude and behavior toward sports nutrition product (why they buy or not buy) Example, Positive attitude: Sports nutrition product help me build my muscle, It makes me more confident. Negative attitude: sort nutrition is not value for money product.

For quantitative data analysis, data was obtained from questionnaire surveys and analyzed by using SPSS and other statistic methods. Rating questions were

analyzed based on Mean score and table t-test according to the appropriate statistical analysis of each data while the multiple choices questions were analyzed by using percentage. The analysis was conducted focusing on frequency analysis to analyze the overall socio-demographic of the respondents. Multiple response analysis was conducted to analyze consumer preferences for communication channels The result of SPSS would be interpreted and presented in tables to support evidence of the study of consumer attitude, behavior and buying decision towards sports nutrition product.

3.5 Limitation of study

3.5.1 Quality of questionnaires distribution to the target respondents

The results cannot represent the entire population of Thailand. Therefore, further application of this study should be apply with people who are in the same target group with the respondents in this research. For people with different characteristic or behavior, further study and research is required.

3.5.2 Time – Limited time frame

Due to this research had timeline of around five months to design the study and collect primary and secondary data and I studied this topic alone. This time frame give the limitation in data collection process. Therefore, the data collection may not be able to cover the entire population of Thailand. Therefore, there was the limitation to conduct the whole part of the research. So further studies of this topic was required to complete the research.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Key Findings from Exploratory Research

Secondary data

The findings of secondary data including the Definition of Spornosexual, Sports nutrition benefits, Market overview, Target consumer, and purchasing criteria are summarized in Literature reviews part.

4.1.1 Industry overview

Due to change of lifestyles, Thai men have become healthier and fitness, and this leads to demand of sport nutrition products which are high benefits for them. Trend of consuming high nutrition food especially sports nutrition, is a part effect of this situation, resulting in many new sports nutrition brand which strongly respond to requirement of Spornosexual lifestyles.

4.1.2 Characteristic of Target consumer

Thai men aged between 18-45 years old, outstanding in healthy segment market which is obviously benefit from the rising of health consciousness among Thai consumers. High numbers of Thai consumers, particularly who living in Bangkok and urban areas, are interested in exercise and workout. They are well educated and information seekers. Since they have time for exercising and are willing to pay for the product to take care of themselves, sports nutrition is match their needs and becomes more than a supplementary food but a serious meal for the body building. Even if they have limited budget, they are willing to pay more on sports nutrition food. However, each respondent has different

behavior, attitude and motivation towards sports nutrition so different strategies to approach are required.

4.1.3 Purchasing Criteria and Influencing Factors

Consumers often turn to be informative buying consumers when it turns to sports nutrition product. The information about benefits of the product is the key attractiveness of the product. Moreover, product information at the point of purchase, or reliable influencers such as fitness trainer, sports man/ athletics is more attractiveness than advertising in website/blog or friends. However, sports nutrition is still reported as expensive and hard-to-find products. In Thailand, the sports nutrition brands are mostly imported and some are produced by local company. Nowadays, market for sports nutrition product is niches. Moreover, some products do not provide benefits as the spornosexual expect.

4.1.4 In-depth interviews (Please refer to Appendix 2 for the questions used in the in-depth interviews)

From in-depth interviews, found that consumers can be classified based on the frequency of consuming sports nutrition product; normal user (1 -2 times/day) and heavy user (more than 2 times/day). Each group was asked following the objective guidelines below;

- Motivation and Attitude towards sports nutrition product?
- What type of sports nutrition did you consume?
- Buying criteria that spornosexual use in choosing sports nutrition product to consume.

4.1.4.1 Non User

Non-user defined themselves as a health person. They defined sports nutrition as alternative choice to have. They don't believe in benefits of sports nutrition product or they think that sports nutrition

are not necessary for them. They normally choose to consume authentic food that have a protein, carnohydrate, vitamin and fat instead of sports nutrition product. They seem to eat healthy meal frequently

4.1.4.2 Normal user

Normal users defined sports nutrition as something that helps them get muscle faster and keep it for longer. They think that sports nutrition is a good choice for building their muscle and sixpack. Normal users always consume sports nutrition before and after their workout. They normally go shopping for sports nutrition at online channel or specialty store. They are willing to pay around 50 THB/time for sports nutrition. They need medium efficiency and medium intention to working out.

The criteria in buying sports nutrition for normal users are the functional benefits and reasonable price as well as the claim and influence from reliable source. The fitness trainer, celebrity and the website have significant influence on the normal users. Moreover, them believe that sports nutrition is better than authentic food also takes an important role in motivating the normal users to buy sports nutrition

4.1.4.3 Heavy user

This group of people spends a lot of time in the fitness/gym. This user has a high intention to keep shape and gain muscle. They have high knowledge of working out method and have their own schedule. So they need high efficiency and high nutrition of sports nutrition. The heavy users define sports nutrition as Sport nutrition can build their muscle faster and help save time. Although they are heavy users, they realize that the sports nutrition are good for maintaining

their muscle and not harmful to their body. They do not only frequently eat sports nutrition, they always eat an authentic food meal such as egg/ chicken and do a lot of exercise as well. They normally consume sports nutrition while doing a workout in order to maintain their muscle and six-pack. Heavy user normally buy both local and imported sports nutrition product and are not loyal to any brand significantly but depend on price and convenience to buy. Due to the frequent purchasing, the maximum price that heavy users are willing to pay is 150 THB per day.

Important criteria in buying-decision sports nutrition of that heavy users are the nutrition facts provided on the label/package. Moreover, they review the detail of nutrition facts such as quantity of protein, fat, vitamin, carbohydrate, sodium and calories. Furthermore, the outstanding word such as high protein or low calories can attract them to more consider on the brand/product.

4.2 Key finding from descriptive research

The quantitative data was obtained from online survey method via Survey Monkey. The analysis was analyzed with Microsoft Excel and SPSS program. The analysis methods included Frequency Analysis, Independent sample t-test, Multiple Response, Factor Analysis, and Cluster Analysis.

Respondent's Profile

Summary of Respondent's demographics (n=100)

There were 100 respondents who are. 50 respondents aged between 26-30 years old and 33 respondents are between 31-45 years old. Half of them, which are 61.18% graduated from bachelor's degree while the rest 35.29% of respondents graduated from master degree. For the occupation, the majority of respondents are officers which is accounted for 46% and 16% is student. Lastly, the majority of

respondents' income are less than 35,000 baht. Interestingly, 26% of the respondents earn more than 50,000 baht monthly.

Figure 4.1: Age

	Age	User	Non user	
Age	Less than 18 years old	0	0	0%
	18-25 years old	12	4	16%
	26-30 years old	28	17	45%
	31-35 years old	21	13	34%
	more than 35 years old	4	1	5%
Total		65	35	100%

Figure 4.2: Education

	Education	User	Non user	%
Education	High school	1	2	3%
	Bachelor's degree	42	18	60%
	Master's degree	22	14	36%
	Doctoral degree	0	1	1%
Total		65	35	100%

Figure 4.3: Income

	Income per month	User	Non user	%
Income	Less than 35,000 baht	14	15	29%
	35,000-49,999 baht	12	13	25%
	50,000-85,000 baht	24	2	26%
	more than 85,001 baht	15	5	20%
Total		65	35	100%

Figure 4.4: Occupation

	Frequency of consumption	User	Non user	%
Occupation	Student	10	6	16%
	Officer	30	16	46%
	Merchant / Business Owner	14	3	17%
	Government Officer	0	3	3%
	Model / Actor	2	0	2%
	fitness trainer	4	2	6%
	Unemployed	0	2	2%
	Freelance	5	3	8%
Total		65	35	100%

4.2.1 Respondents segmentation

Figure 4.5: Respondent segmentation (n=100)

Users	Consumption rate	N	%
Non user	Not consume	35	35%
User	Consume	65	65%

Due to different behavior in term of frequency of consuming Sports Nutrition product, the target consumers respondents were divided into non user and user groups. 65 respondents said they consume and 35% of them have never consumed sports nutrition product.

Table 4.1 Summary of Psychological

Psychological	User		Non-User		t	Sig
	Mean	SD	Mean	SD		
In general, Health issue	4.42	.727	4.29	.825	.811	.419
Increase Muscle, sixpack	4.45	.730	3.94	.802	3.177	.002
Medical treatment, reduce stress	3.48	.047	3.40	1.168	.336	.737
Want to good looking, to attract others	3.42	.998	3.03	1.200	1.720	.089
Weight reduce	3.38	1.221	3.80	1.132	-1.664	.099
Join with friend	2.86	1.029	3.17	1.200	-1.354	.179
Fitness trend, work out trend	1.63	.840	1.77	1.003	-.746	.458
Make me more confident	4.15	1.093	3.31	.231	3.504	.001

Refer to table 4.1, respondents were divided into two groups – one consumes sports nutrition (n=65) and the other does not (n=35). Independent-sample T test was conducted to compare mean to see if there were any differences regarding factors influencing buying sports nutrition between two groups. The analysis which indicates significantly different factors between the two groups were Increase Muscle or sixpack (t=3.177, p=0.002) and Make me more confident (t=3.504, p=0.001)

Table 4.2 Summary of Behavioral

Psychological	User		Non-User		t	Sig
	Mean	SD	Mean	SD		
You always use social media ex. FB/IG	3.72	1.083	3.29	1.126	1.900	.060
You always have a party, night out	2.85	1.302	2.49	1.314	1.316	.191
You always search for new information or method	4.37	.782	3.71	1.073	3.495	.001
You are Health concern	4.43	.809	3.89	1.022	2.924	.004
You prefer sports activity rather than going out	3.94	1.014	3.49	1.147	2.034	.045
You always follow trend from celebrity	2.03	1.015	2.11	1.231	-.364	.717
You always want to try new things	3.23	1.057	2.94	1.136	1.265	.209
You prefer eating healthy food, low carb, high fiber	4.31	.557	3.71	.957	3.374	.002
You always want to show off yourself	2.72	1.305	2.34	1.259	1.407	.163

Refer to table 4.2, respondents were divided into two groups – one consumes sports nutrition (n=65) and the other does not (n=35). Independent-sample T test was conducted to compare mean to see if there were any differences regarding factors influencing buying sports nutrition between two groups. The analysis indicates significantly different factors between the two groups are You always search for new information or method (t=3.495, p=0.001), You are Health concern (t=2.924, p=0.004), You prefer sports activity rather than going out (t=2.034, p=0.045) and You prefer eating healthy food, low carb, high fiber t=3.374, p=0.021).

Table 4.3: Summary of Attitude

Attitude	User		Non-User		t	Sig
	Mean	SD	Mean	SD		
Sports nutrition can build my muscle for faster	3.85	1.149	2.63	1.352	4.520	.000
Sports nutrition can keep my muscle for longer period of time	3.52	1.264	2.77	1.395	2.735	.007
Sports nutrition saves my money to buy real food	3.31	1.402	2.80	1.302	1.770	.080
Sports nutrition save my time	4.02	.960	2.97	1.248	4.659	.000
Sports nutrition makes me healthy	3.62	1.208	3.46	1.120	.641	.523
Sports nutrition worths my money	3.80	1.202	3.34	1.162	1.836	.069
Sports nutrition is not harmful to my body	4.25	.936	3.63	1.497	2.219	.031
Sports nutrition are not real	2.34	1.136	3.34	.998	-4.395	.000

Refer to table 4.3, respondents were divided into two groups – one consumes sports nutrition (n=65) and the other does not (n=35). Independent-sample T test was conducted to compare mean to see if there were any differences regarding Psychological factors influencing buying sports nutrition between two groups. The analysis indicates significantly different factors between the two groups are User “Sports nutrition can keep my muscle for longer period of time, Sports nutrition can keep my muscle for longer period of time, Sports nutrition saves my money to buy real food, Sports nutrition saves my time, Sports nutrition is not harmful to my body.

Table 4.4: Respondent types (n=65)

Users	Frequency of consumption	N	%
Normal User	1- 2 times / day	41	63%
Heavy user	More than 2 times /day	24	37%

To better approach the target consumers that have different behavior in term of frequency of consuming Sports Nutrition product, 65 respondents were grouped into 2 segments including Normal user 63% and heavy user 37% respectively.

General behavior in consuming Sports nutrition product

Type of preference

Table 4.5: Mean Scores of Type of preference (Ranking 1= less liked, 5=Most liked)

Type	Normal user		Heavy user		t	Sig
	Mean	SD	Mean	SD		
Powder	3.10	1.411	3.54	1.250	-1.276	.207
Bar	1.46	.778	1.79	1.021	-1.461	.149
Ready to drink/eat	2.39	1.394	2.88	1.624	-1.273	.208
Tablet	1.68	1.059	2.08	1.349	-1.328	.189
Authentic food	4.02	.961	4.33	.816	-1.319	.192

By letting the respondents rank the type of sports nutrition that they prefer, authentic food comes in the first rank for both Normal and Heavy users, following by Powder and ready to drink/eat. A T test was conducted to compare effect of each type of users. An analysis of variance shows that there is no significant difference between two groups

Table 4.6: Summary of nutrition preference. (Ranking 1= Most liked, 2= second most liked, 3=Third most liked)

Type	Normal user		Heavy user		t	Sig
	Mean	SD	Mean	SD		
Carbohydrate	2.15	.602	2.19	.750	-.189	.851
Protein	3.34	.656	3.21	.509	.854	.396
Vitamin	2.38	.576	2.15	.555	1.129	.266
Fat	2.58	.793	3.00	.000	-1.820	.096
Caffeine	-	-	2.75	.500	-	-
Mineral salt	2.33	.816	2.56	.527	-.727	.475

Majority of all types of users prefer Protein as first rank. For normal users, Carbohydrate comes in second rank followed by Mineral salt. For heavy users, Vitamin is second rank and carbohydrate comes in third rank. However, among the respondents we can notice that fat seems the most unimportant type. Sample T test was conducted to compare effect of each type of users. An analysis of variance shows that there is no significant different between two groups

Table 4.7: Summary of Protein that User needs (Ranking 1= less liked, 5=Most liked)

Protein Type	Normal user		Heavy user		t	Sig
	Mean	SD	Mean	SD		
Concentrate	3.29	1.146	3.33	1.494	-.123	.902
Isolate	3.29	1.188	3.83	1.167	-1.782	.080
Hydrolyzed	2.44	1.163	3.13	1.227	-2.249	.028
Egg Albumin	3.20	1.209	3.21	1.382	-.040	.968
Soy Protein	2.59	1.161	2.88	1.541	.798	.430
Complete Milk Protein	2.98	1.193	3.17	1.711	-.483	.632
Casein	2.59	1.095	3.92	1.100	-4.723	.000

Heavy users prefer Protein casein followed by Protein Isolate and protein concentrate. Meanwhile, normal users prefer protein concentrate and Isolate in the same position followed by Egg albumin. On the other hand, if we look at Protein hydrolyzed and protein casein it has a significant level.

Table 4.8: Summary of attitude towards sports nutrition.

Attitude	Normal user		Heavy user		t	Sig
	Mean	SD	Mean	SD		
Sports nutrition can build my muscle for faster	3.68	1.254	3.83	1.129	-.484	.630
Sports nutrition can keep my muscle for longer period of time	3.41	1.245	3.42	1.316	-.006	.995
Sports nutrition saves my money to buy real food	3.15	1.256	3.42	1.501	-.779	.439
Sports nutrition saves my time	3.80	.980	4.29	.859	-2.020	.048
Sports nutrition makes me healthy	3.51	1.143	3.75	1.260	-.780	.439
Sports nutrition worths my money	3.78	1.215	3.79	1.250	-.035	.972
Sports nutrition is not harmful to my body	4.10	1.044	4.42	.830	-1.278	.206
Sports nutrition is not real	2.51	1.075	2.42	1.248	.326	.746

A T test was conducted to compare effect of each type of users on attitude towards sports nutrition. An analysis of variance shows that the effect of types of users on

attitude criteria is not significant except for “Sport nutrition save my time”, which is significant as $t = -2.020$, $p = .048$

Table 4.9: Summary of consideration factors in purchasing sports nutrition.

Factors	Normal user		Heavy user		t	Sig
	Mean	SD	Mean	SD		
Affordable price	4.00	.837	4.21	.833	-.970	.336
Imported product	3.17	1.202	3.08	1.283	.276	.783
Local product	2.59	.921	3.17	.565	-3.153	.002
High nutrition	4.27	.867	4.42	.717	-.708	.482
Good Taste	4.17	.803	4.33	.917	-.747	.458
Convenience to buy	4.20	.715	4.25	1.073	-.247	.805
Delivery service	3.90	.995	3.96	.908	-.226	.822
Label	4.27	1.073	4.63	.576	-1.743	.086
Packaging is easy to open	3.90	1.179	4.04	.859	-.505	.616
Ready to eat	3.93	1.058	4.29	.751	-1.483	.143
Smell	4.07	.932	4.13	.741	-.232	.817

A T test was conducted to compare effect from various factors of each types of users in their decision for choosing sports nutrition. An analysis shows that the effect of types of users on purchasing criteria is not significant for except “Local product”, which is significant as $t = -3.153$, $p = .002$

Table 4.10: Summary of Time they consume sport nutrition product

Time consuming	Normal user		Heavy user		t	Sig
	Mean	SD	Mean	SD		
Pre workout	2.27	1.361	3.54	1.250	-3.749	.000
Post workout	3.37	1.260	4.17	1.129	-2.567	.013
Night before bed	1.80	1.030	2.08	1.176	-.998	.322
Morning wake up	1.83	1.093	2.79	1.615	-2.593	.014

Majority of all types of users consume sports nutrition after workout (post workout) $t=-3.749$, $p=.00$ mainly and they also consume sports nutrition before workout (pre workout) $t=-2.567$, $p=0.13$ respectively. A t test was conducted to compare effect of each types of users. An analysis of variance shows that time to consume sport nutrition in the morning after waking up is significant, $t=-2.593$, $p=.014$.

Table 4.11 Summary of money spend per meal.

Money spend / meal	Normal User	Heavy user
Less than 50 baht	19.0%	1.0%
50 baht - 100 baht	18.0%	15.0%
101 baht - 150 baht	4.0%	7.0%
151 baht - 200 baht	0.0%	1.0%
more than 200 baht	0%	0%

Majority of normal users are willing to pay less than 50 baht per meal, followed by 50-100 baht respectively. For heavy users, majority of them are willing to pay maximum 100 baht followed by paying up to 150 baht per day.

Table 4.12 Summary of purchasing information search factors.

Channels	Normal user		Heavy user		t	Sig
	Mean	SD	Mean	SD		
Friend & family	.68	.471	.63	.495	.470	.640
Facebook	.98	1.012	1.58	.830	-2.623	.011
IG	.66	1.257	1.00	1.445	-1.000	.321
Website/blog	1.56	1.975	1.50	1.978	.120	.905
YouTube	.98	2.006	1.04	2.074	-.127	.900
TV ads	.15	.937	.25	1.225	-.384	.703
Point of purchase	.17	1.093	.58	1.976	-.942	.353
Newspaper /Magazine	.39	1.745	1.00	2.703	-.991	.329
Fitness Trainer	3.07	4.321	3.75	4.532	-.599	.552
Ads in Fitness	1.46	3.578	1.67	3.807	-.216	.830
Celebrity / model	1.61	3.936	3.21	5.107	-1.321	.194
Label	3.80	5.653	2.50	4.978	.969	.337
Sportsman /Athletics	2.22	4.952	7.04	6.617	-3.098	.004

Label on product and Fitness trainer have the highest mean at 3.80 and 3.07 respectively in normal users. Sportsman /Athletics and fitness trainer which are also significant for heavy users mark the highest ranks which are 7.04 and 3.75 respectively. A t test was conducted to compare effect of each type of users. An analysis of variance shows that Sportsman /Athletics and Facebook are significant as $p < 0.05$.

Table 4.13 Summary of communication influence purchasing factors.

Channel	Normal user		Heavy user		t	Sig
	Mean	SD	Mean	SD		
Friend &family	.68	.471	.54	.509	1.133	.262
Facebook	.39	.802	.67	.963	-1.186	.242
IG	.44	1.074	.50	1.142	-.216	.830
Website/blog	1.07	1.794	.83	1.659	.534	.595
YouTube	.37	1.318	.42	1.412	-.146	.884
TV ads	.15	.937	.25	1.225	-.384	.703
Point of purchase	.68	2.103	.29	1.429	.808	.422
Newspaper /Magazine	.00	.000 ^a	.00	.000 ^a	-	-
Fitness Trainer	2.68	4.486	2.08	4.149	.534	.595
Ads in Fitness	.80	2.900	2.29	4.563	-1.435	.160
Celebrity / model	1.98	3.772	1.50	3.426	.507	.614
information on Label	3.51	5.528	2.50	4.978	.738	.463
suggestion from Sportsman /Athletics	1.90	4.652	4.88	6.429	-1.982	.055

A T test was conducted to compare effect of each type of users. An analysis of variance shows that Sportsman /Athletics is significant at level $p < 0.05$. There is a difference between groups on purchasing influence factor. Normal user has mean at 1.90 while Heavy user has the highest mean at 4.88. However, among the criteria,

normal user gets the highest mean at information on label, while the highest mean of criteria among heavy user is the suggestion from sportsman/Athletics at mean 4.88

Table 4.14 Summary of Promotion factors that effect of purchasing criteria

Promotion	Normal user		Heavy user		t	Sig
	Mean	SD	Mean	SD		
Price Discount	4.02	1.037	3.83	.963	.736	.465
Product Bundle (Sports nutrition + xxxx)	3.07	1.058	3.42	1.213	-1.196	.236
Buy 1 Get 1 free	4.22	1.013	3.96	1.233	.925	.358
Points redemption	2.93	1.212	2.92	1.316	.032	.975
Free trial	3.49	1.143	3.79	1.215	-1.011	.316
Get free sports equipment	3.12	1.122	3.54	1.179	-1.428	.158
Get free others sport nutrition	3.39	1.394	3.75	1.032	-1.099	.276
Brand Ambassador	2.37	1.199	2.50	1.103	-.448	.656

A T test was conducted to compare effect of each type of users. An analysis of variance shows that Sportsman /Athletics is not significant that affects types of users on purchasing influence factor between Normal users and Heavy users. However, among the criteria, normal user gets the highest mean at buy 1 get 1 free at mean 4.22, while the highest mean of criteria among heavy user is buy 1 get 1 free at mean 3.96 and price discount at mean 3.83 respectively.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Non user

Non users, are the respondents who do a workout in fitness but do not consume sports nutrition, are health concerned consumers and prefer eating healthy food, low carb, high fiber. They always use social media ex. FB/IG to search for new information. They also prefer sport activity rather than going out but they do not consume sports nutrition due to their lifestyle for the purpose of reducing weight and do not believe sports nutrition can help increase muscle and six-pack.

Non-users also do not believe sports nutrition can build my muscle for faster, sports nutrition can keep my muscle for longer period of time, sports nutrition saves their money to buy real food, sports nutrition saves their time and the most important thing that they believe is sports nutrition is not real. To attract this group of customer, the brand should show them some proofs from reliable source or uses specialist in the weight training to support the functional benefits of the product..

Three shopper segments are classified: Pure Online Shopper, Economical Orientated Shopper, and Brand Consciousness Shopper. Each segment agreed to different key factors that lead them to make purchase decision. Key factors with each segment are presented in the figure below:

5.2 User

User respondents were divided into two groups – one consumes sports nutrition normally (n=41) and the other is a heavy consumer (n=24). Independent-sample T test was conducted to compare mean to see if there are any differences regarding factors influencing buying sports nutrition between two groups.

All users are also health concerned. All defined sports nutrition as it can build my muscle for faster and save my time. They think that sports nutrition can keep their muscle for longer period of time and worth their money. They are normally

information seekers and influenced by reliable user such as fitness trainer or sports man.

5.2.1 Normal User

Normal users define sports nutrition product as it can build their muscle for faster and save their time. This type of users is an information seeker. Meanwhile, they think work out will increase confidence, muscle and six pack and help in health issue.

Normal users always consume sports nutrition before and after their workout. They normally find information for sports nutrition from fitness trainer, label on product and sports man/Athletics. They are willing to pay 50 baht/times for sports nutrition as maximum.

The criteria in purchasing sports nutrition for normal user are the affordable price, high nutrition, good taste, great smell as well as packaging is easy to use and convenience to buy.

In order to attract the normal users, which are the majority consumers according to the study, sports nutrition need to apply authentic food with high nutrition that consists of Fat Mineral salt and vitamin. And the fact that product is from authentic food and has good taste and smell is also concerned while making decision.

To motivate normal users to buy the product, the brand needs to build brand reliability and give information via nutrition facts provided on package which take important role to attract consumers at the point of purchase as well as fitness trainer sportsman/Athletics which are reliable source of information. Moreover, to approach target through their fitness trainer and celebrity /model suggestion is also a perfect endorsement for the normal users.

Moreover, price and place are key important factors. To make normal users buy the product that have price discount and buy 1 get 1 free and make them convenient to buy by having the product ready at fitness chain or convenient store or having delivery service due to this group of people are highly consume sports nutrition at post work out

and before pre workout are considered big opportunities for marketers to sell the sports nutrition.

5.2.1 Heavy User

Heavy Users are outstandingly as a health concerned person. The heavy users define sports nutrition as food that build their muscle faster and save time. They realize that sports nutrition are not harmful to their body. Heavy users always see the nutrition facts before making a purchase and also frequency consumed for building muscle/six-pack.

Not only healthy food with low carb and high fiber is needed, heavy users need high nutrition with delicious on taste and smell as well. They have more frequently consumed sports nutrition and done a lot of workouts as well. They consume sports nutrition before, after workout and in the morning after waking up as well.

Nutrition facts provided on the label and package are important criteria that heavy users use in buying sports nutrition. Furthermore, they also review the details of nutrition facts and benefits of the product from sports man/athletics. Meanwhile, country of origin and advertising are not the main criteria that attract heavy users.

The marketer needs to priority focus on the nutrition facts as heavy users are mainly focused on them. The brand can communicate through Sportsman /Athletics and also online platform such as facebook as well.

To make the heavy users buy the product, the price should be 50-100 baht per meal and make them convenient to buy and ready to eat/drink immediately. For example, Protein from the authentic food, consisting of protein casein and isolate that are ready to eat sold at the convenient store or fitness center. Moreover, sales promotions at the point of purchase such as buy 1 get 1 free or get free other sports nutrition can motivate the purchase decision.

To make consumers engaged with brand, the brand should create activities that link between the reliable influencer of real product usage such as Muscle community in the social media because the review from this community is always impactful, useful, real, detailed and reliable.

After they consume sports nutrition and workout, make them more confident and love to show off themselves to the world via social media.



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APPENDIX A

IN-DEPTH INTERVIEW DISCUSSION GUIDE

Screening question

1. Have you worked out at Gym /Fitness / Sports club in the past 3 month?
2. Purpose of your workout is to building sixpack / muscle?
3. Have you posted your sixpack / muscle photo on social media after worked out at Gym /Fitness / Sports club in the past month?
4. Have you been purchasing any sports nutrition during the past 3 month?

In-depth interview guideline question

1. What is the important factor for workout at fitness?
2. What type of sports nutrition did you consume?
3. How often do you consume Sports nutrition?
4. How much are you willing to pay for the sport nutrition food **per days**?
5. Where did you find information about **Sports nutrition product**?
6. What do you want from sports nutrition?

Demographic questions

1. Occupation
Exercise habit

APPENDIX B

QUESTIONNAIRE SURVEY QUESTIONS

Questionnaire survey “The Study of the Key Influential purchasing factors of Spornosexual toward Sports Nutrition in Thailand”

Link: <https://www.surveymonkey.com/r/MIMspornutritions>

The questionnaire research is a part of independent study course of MIM Program of Thammasat University. It is conducted to identify key influential purchasing factors of spornosexual toward sports nutrition was divided in to 2 main parts; Screening Questions and Survey Questionnaire. This survey should take 10-15 minutes to complete. Thank you for participating in this survey.

Screening questions

Please select one choice for each question that is the most suitable to you.

SQ 1: Gender

- Male Female (Thank you, end of survey.)

SQ 2: Have you worked out at Gym /Fitness / Sports club in the past 6 month?

- Yes (Process to Screening question 3.)
 No (Thank you, end of survey.)

SQ 3: Purpose of your workout is to building sixpack / muscle?

- Yes (Process to Screening question 4.)
 No (Process to Screening question 5.)

SQ 4: Have you post your Sixpack / muscle photo on social media after worked out at Gym /Fitness / Sports club in the past 3 month?

- Yes (Process to Screening question 3.)
 No (Process to Screening question 5.)

SQ 5: Have you ever consumed sports nutrition drink?

- Yes (Process to Survey Questionnaire.)
 No. (Process to Screening question 6.)

SQ 6: Would you be willing to try sports nutrition drinks?

- Yes (Process to Survey Questionnaire.)
 No. (Thank you, end of survey.)

- End of screening question -

Part II

Survey Questionnaire

Q 1: How often you work out at Gym /Fitness / Sports club in the past month?

- 7 days/week 5-6 days/week 3-4 days/week
 1-2 days/week 1-2 days/month

Q 2: Please specify Gym /Fitness / Sports club that you are workout at?

- True Fitness Virgin Fitness We fitness
 Fitness first Fit junctions Fitness in your Home/Condo
 fitness in Park Specialist fitness Other...please specific

Q 3: How often you sharing images of your worked out bodies on social media platforms?

- less than once per week 1-2 times per week 3-4 times per week
 more than 5 times per week

Q 4: What type of sports nutrition did you consume?

Type	Never (1)	Rarely (2)	Often (3)	Generally (4)	Always (5)
Powder					
Bar					
Ready to drink					
Tablets					
Authentic food					

Q 5: What is the key ingredient in Sports nutrition that you normally consume while work out?

Occasion	Rank 1 (1)	Rank 2 (2)	Rank 3 (3)
Carbohydrate			

Protein			
Vitamin			
Fat			
Caffeine			
Mineral			
No extra need			

Q 6: Please specific Protein that you normally need? (1 = The least often, 5 = The most often)

Type of protein	Never (1)	Rarely (2)	Often (3)	Generally (4)	Always (5)
Concentrate					
Isolate					
Hydrolyzed					
Egg Albumin					
Soy protein					

Complete Milk Protein					
Casein					

Q 7: Please rate how often do you consume Sports nutrition at each occasion. (1 = The least often, 5 = The most often)

Occasion	Never (1)	Rarely (2)	Often (3)	General ly (4)	Always (5)
Pre work out <i>means supplementary food products consuming before workout</i>					
Post work out <i>means supplementary food products consuming after workout</i>					
Night <i>means supplementary food products consuming during a night time</i>					
Morning Meal <i>means supplementary food products consuming when wake up in the morning</i>					

Q 8: How many meal of sports nutrition did you consume per day?

- once meal per day 2 times per day 3 times per day
 4 times per day more than 5 times per day

Q 9: How much are you willing to pay for the sport nutrition food **compare to ypu income?**

- Less than 10% 41-50% 81-90%
 10-20% 51-60% 91-100%
 21-30% 61-70%
 31-40% 71-80%

Q 10: How much are you willing to pay for the sport nutrition food **per days?**

- Less than 50 baht 50 baht - 100 baht
 101 baht - 150 baht 151 baht - 200 baht
 more than 200 baht

Q 11: Where did you find information about **Sports nutrition product?** (You can choose more than 1 choice)

- Friends /Family
 Facebook
 IG
 Website/ blog
 Youtube
 TV Ads
 In-Store POS /sales
 Newspaper /magazine
 Fitness trainer
 Advertising in gym/Fitness
 Celebrity. model

- Label
- Athletic

Q 12: who is your influencer to make a purchase **Sports nutrition product?** (You can choose more than 1 choice)

- Friends /Family
- Facebook
- IG
- Website/ blog
- Youtube
- TV Ads
- In-Store POS /sales
- Newspaper /magazine
- Fitness trainer
- Advertising in gym/Fitness
- Celebrity. model
- Label
- Athletic

Q 15: who is your Idol / Inspiration to work out

Please specific.....

Part 2: Attitude toward sports nutrition

Please read through each of the statement below, and rate how much you agree or disagree as it describes you? Please indicate your opinion using the following scale.

Q 2.1: What is your main reason to workout?

	Not at all important (1)	Slightly important (2)	Neutral (3)	Moderately important (4)	Very important (5)
In general, Health issue					
Increase Muscle, sixpack					
Medical treatment , reduce stress					
Want to good looking, to attract others					
Weight reduce					
Join with friend					
Fitness trend, work out trend					
Make me more confident					

Q 2.2: Please indicate your lifestyle using the following scale.

	Not at all important (1)	Slightly important (2)	Neutral (3)	Moderately important (4)	Very important (5)

You always use social media ex. FB/IG					
You always have a party, night out					
You always search for new information or method					
You are Health concern					
You prefer sports activity rather than going out					
You always follow trend from celebrity					
Your always want to try new things					
You prefer eating healthy food, low card, high fiber					
You always want to show off yourself					

Q 2.3: what is your important reason to consume sport nutrition?

	Not at all important (1)	Slightly important (2)	Neutral (3)	Moderately important (4)	Very important (5)
Sport nutrition can build my muscle for faster					

Sport nutrition can keep my muscle for longer period of time					
Sport nutrition save my money to buy real food					
Sport nutrition save my time					
Sport nutrition make me healthy					
Sport nutrition worth my money					
Sport nutrition not harmful my body					
Sport nutrition are not real					

Q 2.4: Please rate the importance of each following attributes when buying sports nutrition on a scale of 1 to 5. (1 = The least important, 5 = The most important)

Attributes	Not at all important (1)	Slightly important (2)	Neutral (3)	Moderately important (4)	Very important (5)
Affordable price					
Import product					

Local product					
High nutrition					
Good Taste					
Convenience to buy					
Delivery service					
Label					
Packaging is easy to open					
Ready to eat					
Smell					

Q 2.5: Please rate the importance of each following promotions that might influence on your decision when buying sports nutrition on a scale of 1 to 5. (1 = Not all important, 5 = The most important)

Promotion	Not at all important (1)	Slightly important (2)	Neutral (3)	Moderately important (4)	Very important (5)
Price Discount					

Product Bundle (Sports nutrition + XXXX)					
Buy 1 Get 1 free					
Points redemption					
Free trial					
Get free sports equipment					
Get free others sport nutrition					
Brand Ambassador					

Section 3: General Information

Please put a check into the box next to the answer of your choice.

3.2 Age

- less than 18 years old
- 18-25 years old
- 26-30 years old
- 31-35 years old
- more than 35 years old

3.3 What is your occupation?

- Student

- Employee
- Merchant / Business Owner
- Government Officer
- Model / Actor
- fitness trainer
- Unemployed
- Freelance

3.4 What is the level of your highest education?

- High School
- Bachelor's degree
- Master's degree
- Doctoral degree

3.5 What is your monthly personal income?

- Below 35,000 THB.
- 35,000-49,999 THB.
- 50,000-85,000 THB.
- Above 85,001 THB

---- End of question --

BIOGRAPHY

Name	Mr Nuttapat Siriprompisal
Date of Birth	July 01, 1987
Educational Attainment	2010: Bachelor Degree of Journalism and Mass Communication (Mass media studies), Thammasat University
Work Position	Senior Marketing Central Marketing Group Co., Ltd. Wrangler Brand
Work Experiences	2014 – Activation Creative Id-Idea co., Ltd.

