

Abstract

Research Title : The factor of Marketing Mix effect on purchasing desions to Dietary supplement in The media social network in Phasi Charoen Distract.

Researcher : Wandee Nason

Degree : Master of Business Administration

Major : Marketing.

Advisor :


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(Chitavorn Leelaplin , Ph.D.)

11 Feb 2016
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This research aims to 1) study the demography of consumer nutritional products. The social media network in Phasi Charoen 2) study the marketing mix. Affecting the decision to purchase supplements. The social media network Consumers in Phasi Charoen Classified by demographic characteristics (sex, age, education level, occupation, and income per month) were used in this research. Consumers who buy supplements. The social media network Phasi Charoen District 400 uses random sampling (Accidental sampling) to collect data using questionnaires. The statistics used to analyze data were frequency, percentage, mean, standard deviation. Test with T-Test, and F-Test and one-way analysis of variance .

The results showed that 1) the buyer supplements the social media network. Most are women aged 20-25 years with a single, lower education undergraduate professional / student. The average income per month 15001-25000 baht 2) priority of the marketing mix. Affecting the decision to purchase supplements. The media, social networks were at a high level. On the marketing mix that is most important. The product is inferior to the promotion. At a high level And the marketing mix with a focus on the lowest price, 3) the decision to buy a majority. The recognition due to buying supplements is so beautiful. A supplement Breast Care potential tight fit. Given the importance of food safety / receive standard district's media channels, social networks,

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networks, online ordering supplements is Facebook as a dietary supplement in the Net Idol introduce influential individuals in the purchasing decision. Dietary supplement Is Famous Buy supplements 1-2 times a week costs 500-1000 baht per purchase brands that are most likely to buy the same brand and Secret Plus is ongoing.

Keywords: Marketing Mix , Purchasing Decision , Dietary supplement