



The 16th National and International Conference
"Global Goals, Local Actions: Looking Back and Moving Forward 2024"
20 March, 2024

The Impact of Paid Media, Owned Media, And Earned Media Towards the Purchase Decision on Health Food Supplements of Millenials and Gen Zs in Bangkok, Thailand

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Abstract

The purpose and objectives of this research is to study the Impact of Paid Media, Owned Media, and Earned Media, Towards the Purchase Decision on Health Food Supplements among Millennials and Gen Zs in Bangkok, Thailand. The study had 400 respondents of legal-aged people who are part of the Millennials and Generation Z population, all residing in Bangkok, Thailand at the time of the study. The researcher used an online questionnaire as the research tool and applied multiple regression model for hypothesis testing with the significance level of 0.05. The results showed that Paid Media, Owned Media and Earned Media impacts the Purchase Decision on Health Food Supplements among Millennials and Gen Zs in Bangkok, Thailand.

Keywords: Paid Media, Owned Media, Earned Media

Introduction

Health is an integral part of living and the amount of attention people allocate for health and wellness is growing that people can decide and choose to be more health conscious and start on in a "health transition". A major health transition was the outbreak of the Covid-19 virus that resulted to a global pandemic in 2019, which changed the dynamics on how the world look at health and consumerism (purchase of health supplements).

In Thailand, year 2021, Bangkoknians aged 44-54 or Generation X bracket, purchase decisions are based on health supplements' brand image, their own health consciousness and educational perception, or the amount of information known to them about the health supplement. It is worthwhile to figure out how Bangkok's Gen Y and Gen Z respond in the



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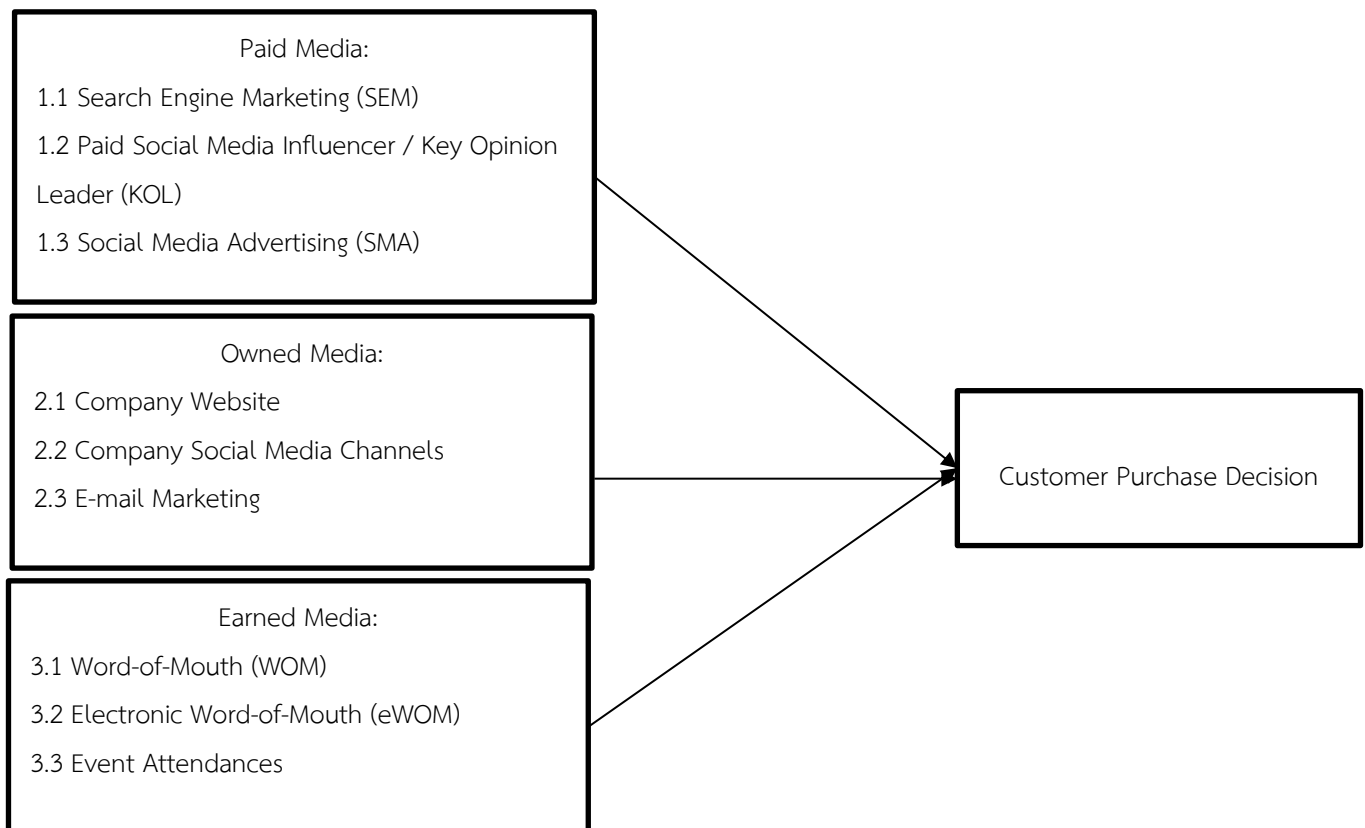
situation when it comes to the purchase or health supplements in the presence of both media and the pandemic; and how certain types of media (Paid, Owned, Earned) played a role in their purchases.

Objective of the study

1. To study the impact of Paid Media factors (Search Engine Marketing, Paid Social Media Influencer / Key Opinion Leader, Social Media Advertising) on Customer Purchase Decision of Health Food Supplements of Millennials and Gen Zs in Bangkok.
2. To study the impact of Owned Media factors (Company Website, Company Social Media Channels, Email Marketing) on Customer Purchase Decision of Health Food Supplements of Millennials and Gen Zs in Bangkok.
3. To study the impact of Earned Media factors (Word-of-Mouth, Electronic Word-of-Mouth, Event Attendances) on Customer Purchase Decision of Health Food Supplements of Millennials and Gen Zs in Bangkok.

Scope of the study

Conceptual Framework





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Hypotheses Test

1. H₁: Paid Media has a significant impact on the Purchase Decision of Health Supplements among Millennials and Gen Zs of Bangkok, Thailand.
2. H₂: Owned Media has a significant impact on the Purchase Decision of Health Supplements among Millennials and Gen Zs of Bangkok, Thailand.
3. H₃: Earned Media has a significant impact on the Purchase Decision of Health Supplements among Millennials and Gen Zs of Bangkok, Thailand

Literature Review

Item no.	Authors (Year)	Finding	Variables
1	Tunpaiboon (2022)	In the first 9 months of the year 2022, medicines, including herbal preparations and health supplements remained strongly in demand especially the ones that claim to boost the immune system. So, despite the weakening purchasing power due to the pandemic's effect on the global economy, pharmacies still benefited from the increased sales from some consumer groups.	Purchase Decision
2	Parnchaoren (2019)	For SEM and SMA on the other hand, a study of the combination of SEM and SMA and its appeal as a medium for 394 Gen Z consumers in Bangkok Thailand show that the most effective advertisement in terms of getting awareness is "advertising via Facebook ". While the most effective advertisement to attract consumers in terms of appeal is through "showing the prominent features of the product". The most efficient advertising in terms of responding to consumer inquiries is "optimizing Google search".	Search Engine Marketing (SEM) / Social Media Advertising (SMA)
3	Yangkluna, et al. (2022)	Millennial respondents believe that there are 3 properties an influencer must embody to become a positive factor on the purchase decision of a consumer, especially online. Expertise, Sincerity, Attractiveness.	Paid Social Media Influencers / KOL
4	Sellers (2021)	An effective method to gain traction to your company website is by content marketing that	Company Website



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Item no.	Authors (Year)	Finding	Variables
		addresses the pain points of the consumers and also suggests solutions to solve their problems.	
5	Somsiriwatthana (2021)	Email marketing can lead to a positive relationship to the purchasing decision of consumers. However, email marketing alone cannot be a determinant for return on investment.	E-mail Marketing
6	Kasemchainan (2022)	In the case of Word-of-mouth (WOM) and electronic word-of-mouth (eWOM) shows that both online and offline word-of-mouth has a positive impact on purchase decisions. If the reviews come from someone known personally to the respondents, then it shows a strong relationship on purchase decisions.	Word-of-mouth (WOM) and electronic word-of-mouth (eWOM)
7	Achar, et al. (2016)	Consumers are exposed to emotion-inducing marketing campaigns that encourage consumers to favorable responses.	Event Attendances

Methodology

Population and Sample

The primary research method for this study is a quantitative method by an online survey using Google Forms. The population of this study are Millennials and Gen Zs residing in Bangkok, Thailand and are students, employees or business people. Samples were collected from the population by non-probability sampling; convenience sampling. As the population for this study is in the Bangkok area, which the population is greater than 100,000, the sample size will be designated to 400 and with the required precision level of +-5%. (Yamane, 1967).

Type of Research and Tool

The primary research method for this study is a quantitative method by an online survey using Google Forms. The population of this study are Millennials and Gen Zs residing in Bangkok, Thailand and are students, employees or business people. Samples were collected from the population by non-probability sampling; convenience sampling. This research chose to collect data using close-ended questions, multiple choices and Likert scale (5-point). The questionnaires are sent online through Google Forms.



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The questionnaire will serve 5 questions. 1) Demographic data (12 questions), 2) Independent variable 1 (9 questions), 3) Independent variable 2 (9 questions), 4) Independent variable 3 (9 questions), and 5) Dependent variable question (12 questions).

Validity Test

The online questionnaire was checked for validity and approved by the advisor Assoc. Prof. Dr. Suthinan Pomsuwan.

Reliability Test

As for the reliability test, the pilot test was instructed to have a sample group of 30 respondents. The questionnaire sets were analyzed using Cronbach's Alpha in the statistical software, with a total reliability of 0.947. The required value to be accepted is 0.7 – 1.00.

Statistics

1. Descriptive statistics consisted of frequency, mean, and standard deviation.
2. Inferential statistics consisted of multiple regression analysis tests.

Result

Demographic Data

The demographic data of 400 respondents. Most respondents are legal aged Generation Z (34.0%) and Millennials (66.0%), aged 18-25 and 26-42 years old respectively. Majority of the respondents are female (59.0%), followed by males (40.0%) and LGBTQIA2S+ at (1.0%). The most significant citizenship among respondents are Thais (92.0%), followed by Foreigners or non-Thais at (8.0%). Also, (62.0%) of the respondents are Single and many hold bachelor's degrees (67.0%) the rest have at least High School or less (33.0%). Most of the respondents work as full-time employees (47.0%) and earn between 15,001 to 30,000 baht (35.0%). They use the internet at least 4+ hours a day (45.0%) and consume health supplements only when feeling sick consist of the majority at (38.0%). More are also willing to spend above 500 Baht but less than 1,000 Baht on health supplements (35.0%). The health supplements of choice for most of the respondents is Vitamins / Minerals / Amino Acids (52.0%).



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Mean and Standard Deviation

Total Paid Media Factors: ($\bar{x} = 2.82$, SD = 0.829) **NEUTRAL**

Total Owned Media Factors: ($\bar{x} = 2.79$, SD = 0.859) **NEUTRAL**

Total Earned Media Factors: ($\bar{x} = 2.79$, SD = 0.879) **NEUTRAL**

Purchase Decision: ($\bar{x} = 2.77$, SD = 0.596) **NEUTRAL**

Multiple linear regression

1. Paid Media vs Purchase Decision: Accepted with Adjusted R-square = .285, F = 54.100
* $P \leq 0.05$ (Search Engine Marketing (Sig = <.001), KOL/Paid Media (Sig = <.001, and Social Media Advertising (Sig = .002).

2. Owned Media vs Purchase Decision: Accepted with Adjusted R-square .240, F = 42.889,
* $P \leq .001$ (Company Website (Sig = <.001), Social Media Channels (Sig = <.001). However, Email Marketing (Sig = .097) is rejected).

3. Earned Media vs Purchase Decision: Accepted with Adjusted R-square = .348,
F = 71.902, * $P \leq 0.05$, (Word-of-Mouth, (Sig = <.001), Electronic Word-of-Mouth (Sig = <.001), and Event Attendances (Sig = <.001).

Conclusion

Demographic Data

Most of the respondents in this study were recorded as part of the Millennial population (26-42) years old at the time of surveying with mostly are female. Most of the respondents are Thai nationals with at least a Bachelor's degree and employed full-time with a monthly income between 15,001 to 30,000 Thai Baht and most are still single and unmarried. Most participants consume health food supplements only when feeling sick and willing to spend above 500 Thai Baht but less than 1,000 Baht for a health food supplement. Majority of the participants' health supplement of choice is from the Vitamins/ Minerals/ Amino Acids category.

Attitudes towards variables

- **Independent Variable 1: Paid Media**, Most respondents are neutral with the impact of search engine marketing, KOL / paid influencer and social media advertising.

- **Independent Variable 2: Owned Media**, Most respondents are neutral with the impact of company website, social media channels and e-mail marketing.



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- **Independent Variable 3: Earned Media**, Most respondents are neutral with the impact of word-of-mouth, electronic word-of-mouth and event attendances.

Hypotheses

H₁: Paid Media has a significant impact on the Purchase Decision of Health Supplements among Millennials and Gen Zs of Bangkok, Thailand.

H₂: Owned Media has a significant impact on the Purchase Decision of Health Supplements among Millennials and Gen Zs of Bangkok, Thailand.

H₃: Earned Media has a significant impact on the Purchase Decision of Health Supplements among Millennials and Gen Zs of Bangkok, Thailand.

Recommendation

The research's independent variables and its sub variables illustrated mean results showing the neutrality of their attitude towards the dependent variable. In addition, the neutral results were also in the lower spectrum of mean of 2.79-2.82 due to the mean (\bar{x}) not reaching past 3.00. Hence, for future studies, the researcher suggests adjusting the sample size to a larger volume. Doing so, can help scatter the clustered data around the mean and may potentially provide a clearer impact and significance of Paid Media, Owned Media and Earned Media towards the Purchase Decision of Health Food Supplements in Bangkok, Thailand. Furthermore, the researcher suggests to scrutinize the wording of the questionnaires, especially for research topics relating to medical responses and health transitions. Especially during the aftermath of the pandemic, opinions and thoughts of people towards have the tendency to be biased or more subjective. It will be ideal to have questions that are more defined instead of having open-ended questions that may be widely interpreted unnecessarily.

Moreover, since the research was conducted post Covid-19 pandemic, personal biases among respondents might be taken in consideration. Since Covid-19 was the most recent global pandemic at the time of survey, the respondents' responses could be influenced by the pandemic instead of the general, all-inclusive life observations and experiences. The research will be valuable as reference for the market's immediate response right after the pandemic and potentially could be benchmark for the evolving attitude and impact of Paid, Media ad Owned Media as the industry and consumers furtherly recover from the pandemic and technology continue to advance.



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