

MARKETING FACTOR AFFECTING ON PURCHASE DECISIONS HERBAL INHALER PRODUCTS OF CONSUMER IN UDONTHANI

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Abstract

The objective of this study was conducted to examine the customer's behavior and Marketing Factor affecting on Purchase Decisions Herbal inhaler Products of Consumer in Udonthani. Data was collected 400 participants using questionnaires was analyzed by descriptive statistics, including frequency, percentage, mean and standard deviation. The study revealed that the majority of the participants were single, female, 31-60 years of age, and working as a government employee/ state enterprise employee/ university employee. Most of them had graduated with a bachelor degree and earned an average monthly income of 20,001 – 30,000 Baht. Respondents have a frequency of purchasing herbal inhaler products: 3 times a month. The most popular quantity they choose to purchase is 3 jars of herbal inhalation products each time. The cost of purchasing herbal inhalation products is 50-100 baht. The result of the hypothesis test revealed that participants prioritized the promotional factors significantly at a statistical significance of 0.05. The most emphasized mean of promotional factors was the advertisement of herbal products on television and internet. It was followed by product purchases high quality, a reasonable price for their quality, and the availability of convenient places for herbal.

Keywords: Marketing Factor, Consumer Behavior ,Herbal inhaler Product

Introduction

“Thai herbs” have a long history along with Thai society from the past continuously to the present. It can be seen that they are ingredients in both savory and sweet dishes. It's a medicine. Used in health care and elixir of longevity. Until the beauty This wisdom has been accumulated. Inherited and continuously developed Create value and value for Thai herbs until now Products from Thai herbs, namely Thai wisdom, have become one of the products. Important export of the country.

For Thailand There are approximately 1,800 types of medicinal plants that the community knows about their properties and uses, and 300 of them are herbal raw materials circulating in the market that are in demand. The Thai government and related agencies are aware of the importance of developing Thai herbs. which is the wisdom and important resource of the country Therefore, a National Master Plan for the Development of Thai Herbs 2017-2021 has been determined. This master plan aims to develop production and utilization. Quality Thai herbs fully efficient and fully integrated, which will affect the stability, prosperity, and sustainability of Thai herbs and create additional value in the Thai economy, so that in the next 5 years, Thailand will be a country that exports quality herbal raw materials and leading herbal products. ASEAN region and the value of herbal raw materials and herbal products within the country increased by at least 1 item. These situations and challenges lead to the determination

of the goals of Thai medicinal herbal development that are the objectives of the master plan. Which includes (1) developing herbs for both treatment and other types of products (2) creating added economic value that will have links with various industries and economic sectors (3) driving work systematically to create a connected and comprehensive development of Thai herbs (4) creating cooperation from many agencies, both government and private sectors.

Aromatic herbal inhaler It is a medicine that is classified as a home herbal medicine. Use inhalation to relieve symptoms. Dizziness, dizziness, dizziness, colds, stuffy nose. Helps relieve stress during the day. Its main ingredients include camphor flakes, menthol, patchouli, betel, sandalwood, black pepper, lotus urn, and cardamom. You can add other herbs as appropriate, preference, or additional benefits. Including the ability to add scents to create a new scent. such as jasmine scent Rose scent etc.

Herbal inhalant business Fragrant herbal inhalers can be produced as souvenirs to give away. or produced for sale in pharmacies tourist attraction Place where there are patients Grocery stores, souvenirs and souvenirs, including those used in various ceremonies such as funerals and merit-making ceremonies, can be produced easily, the steps are not complicated, the cost is not high, and the profits are high. The average cost is 10 baht per bottle and the selling price per bottle commonly found in the market is 35 -50 baht. It is a business with a simple work process. You can start a business with a small investment. and can operate only one person but those who want to operate this business need to have knowledge about herbs and must pay attention to every detail in the production process.

This research therefore focuses on and understands the purchasing behavior of herbal inhalers among consumers in Udon Thani province. Continuing the selection of Thai herbal inhalant products Due to the number of competitors in Thai herbal inhalant products, there are many and in order for the product to have an advantage over competitors, it is necessary to develop Thai herbal soap products. Using the marketing mix concept which includes Product side, price side, distribution channel side Sales promotion is used as a research concept. In order to gain information to use in improving and developing distribution to have quality and efficiency in the future.

Research Objectives

1. To study the behavior that affects the purchasing behavior of Herbal inhaler Products of Consumer in Udonthani.
2. To study the marketing mix factors that affect the purchasing behavior of Herbal inhaler Products of Consumer in Udonthani.

Research Methodology

The research study focuses on the participation of Banjik Spa community enterprise group. Udon Thani Province. The study used a survey research method combined with a quantitative approach to obtain data analysis results. The researcher has determined the guidelines, steps, and methods of conducting the study as follows:

1. Population and sample

The population used in the study is because the researcher cannot know the exact size of the population. To calculate the sample size, we used a sample size calculation formula that did not know the exact population of Cochran. (Cochran, 1997, cited in Teerawut Ekakul, 2000) by setting the population size proportion to be equal to 0.5 at the 95% confidence level and the tolerance level that is allowed to occur at 5%, namely consumers who have previously purchased soap. Herbs in Udon Thani Province, 400 people.

2. Research tools used to collect data.

The research tools used to collect primary data are as follows. A questionnaire is a tool used to collect data in quantitative research.

Part 1: This survey will collect personal information such as gender, status, age, education level, occupation, and monthly income.

Part 2: The questionnaire will focus on the level of community participation in Udon Thani Province. This will be a closed-ended questionnaire, based on the Likert principle. The rating scale will be divided into 5 levels.

3. Creating research tools and checking the quality of research tools

To ensure the quality of a research instrument, it is necessary to follow a systematic approach. Below are the steps for creating and validating research tools:

1) First, study relevant documents, research, and other electronic media sources. Seek advice from experts to guide you in creating questions for the questionnaire.

2) Create a questionnaire that is consistent with the research objectives, variables, framework, and content scope. Then, have an expert review it to ensure its accuracy. Revise as necessary.

4. Data collection methods

In this research study, the researcher has collected data from 2 sources as follows.

1) Primary data Includes information from documents, books, articles, and research that is related, as well as information sources from related websites to increase knowledge and use it as a guideline for research.

2) Secondary data includes data from participant observation during field visits.

Data collection involves a few important steps that need to be followed. First, it's important to conduct a preliminary survey of the area you want to collect data from. This will help you understand the general condition of the Umchan Subdistrict, as well as the activities and interesting things within the area. Additionally, you should identify the travel modes and access routes, as well as the appropriate time to collect the data.

Once you have completed this preliminary survey, you can move on to the next step, which is to distribute questionnaires to the public in Udon Thani Province.

After distributing the questionnaires, you should collect the data from the completed questionnaires for analysis, statistical processing, interpretation, and summarization. This will help you make sense of the data and draw useful conclusions from it.

5. Data analysis

For this research study, a computer was used to analyze the data. A pre-existing program was utilized to process the data in several steps. Once the questionnaire was checked for accuracy and completeness, the data was converted into a numerical code and recorded on the computer. Descriptive statistics were then applied to analyze the data.

Part 1: This section is designed to gather general information about the sample. It is in the form of a checklist and will use a method to determine the frequency of responses, which will then be summarized as a percentage.

Part 2: This section will gather information about community participation in marketing mix factors affecting buying behavior. The analysis will use the percentage and standard deviation methods.

Part 3: This section will focus on the community's knowledge and understanding of marketing mix factors affecting buying behavior. The analysis will use the frequency, percentage, and average methods.

Research Results

1. General information of the respondents

The survey sample of 400 sets found that the majority of respondents were female, aged 20-30 years, marital status, had a bachelor's degree. Be a civil servant/state enterprise employee/university employee with an average monthly income of 15,000 - 25,000 baht. Consumer behavior. It was found that the respondents had a frequency of purchasing herbal soap products: 3 times a month. The most popular quantity for purchasing herbal soap products each time was 3 bars. The cost of purchasing herbal inhaler products was 50-100 baht.

2. The factors of the marketing mix that influence the purchasing decisions of consumers for herbal inhalers in Udon Thani province are, according to the study, consumers overall place great importance on the marketing mix factors with the following average levels: Product (average score of 3.98), Price (average score of 3.89), Distribution channels (average score of 3.75), Marketing promotion (average score of 4.09)

Product Factors: The level of opinion is high, with an average score of 3.98. The most significant factor is considering the properties before deciding to purchase herbal products, with an average score of 4.55. The next important factor is clean packaging, good quality, and certification marks, which significantly affect purchasing decisions, with an average score of 4.26. Easy-to-use herbal products also affect purchasing decisions, with an average score of 4.08. Useful label content impacts purchasing decisions, with an average score of 3.96. Color and scent influence purchasing decisions with an average score of 3.77. Herbal products available in various sizes affect purchasing decisions, averaging 3.66. The lowest average score pertains to herbal products with multiple formats available, affecting purchasing decisions with an average score of 3.56.

Price Factors: The overall level of opinion is high, with an average score of 3.89. The most important factor is that the price is suitable for the quality, affecting purchasing decisions with an average score of 4.27. Next is the consistency of prices across all stores, impacting purchasing decisions with an average score of 4.15. The price of herbal products is appropriate for the quantity, with an average score of 3.84. Herbal products with similar or nearly similar properties but lower prices also influence purchasing decisions, with an average score of 3.83. Herbal products priced lower than conventional medicine affect purchasing decisions with an average score of 3.81. The factor with the lowest average score is clear and accurate price tags affecting purchasing decisions, with an average score of 3.44.

Distribution Channel Factors: The overall level of opinion is high, averaging 3.75. The most significant factor is that herbal products are conveniently accessible, influencing purchasing decisions with an average score of 3.87. Next is that the selling locations are beautifully decorated, with an average score of 3.75. The factor with the lowest average score is that the arrangement of products is visually appealing and easily noticeable, affecting purchasing decisions with an average score of 3.63.

Promotion Factors: The overall level of opinion is high, with an average score of 4.09. The most significant factor is advertising herbal products through various media, such as radio, television, and the internet, affecting purchasing decisions with an average score of 4.52. Next is public relations and providing knowledge about the properties of herbs having an influence on purchasing decisions, with an average score of 4.44. Knowledgeable sales staff who can provide suitable recommendations make purchasing decisions easier, with an average score of 4.28. Providing sample products affects purchasing decisions with an average score of 3.95. Organizing events or booths increases interest in purchasing the products, averaging 3.85. The factor with the lowest average score is distributing brochures that explain the benefits of herbal products, which affects purchasing decisions with an average score of 3.60.

Results of data analysis to test hypotheses

Table 1: Results of data analysis on assumptions Results of multiple regression analysis of product

| product | B | (S.E.) | Beta |
|--|-------|--------|-------|
| Before deciding to buy herbal products, consider their properties first. | -.001 | .007 | -.098 |
| Herbal products are easy to use. | -.073 | .032 | -.126 |
| The contents of the label are useful. | .063 | .034 | .109 |
| Herbal products that are available in many forms | -.014 | .028 | -.032 |
| Herbal products that are available in many sizes | -.31 | .035 | -.060 |
| Color and scent affect purchasing decisions. | .006 | .032 | .011 |
| Clean, good quality, and marked packaging. | .014 | .007 | .096 |
| Certification standards | | | |
| $R^2 = .015$ $SEE = .3732$ $F = 1.870^*$ | | | |

*Statistical significance level at 0.05 level

The results of the multiple regression statistical analysis found that the marketing mix factors Product (Product) received 1.8 percent. When considering, it was found that the marketing mix factors the product aspect that has the greatest impact on consumers' purchasing decisions is that the product has a variety of formats to choose from. Clean, safe packaging. Products contain natural ingredients. The packaging has a certification standard mark. Packaging with clear information labels, respectively, with a statistical significance level of 0.000, significant at the 0.05 level. The results of the multiple regression analysis indicate that the marketing mix factors related to products (Product) influence consumer purchasing decisions for herbal inhaler products by 1.5%. Upon further examination, it is found that the marketing mix factors related to products that have the greatest impact on consumer purchasing decisions for herbal products are: easy-to-use herbal products, useful content on the labels, consideration of properties as the first factor before deciding to purchase herbal products, clean and high-quality packaging with certification marks, herbal products available in various sizes, and color and scent, in that order. The statistical significance level is 0.000, which is significant at the 0.05 level

Table 2: Results of data analysis on assumptions Results of multiple regression analysis of price

| Price | B | (S.E.) | Beta |
|---|-------|--------|-------|
| The price is suitable for the quality | -.010 | .025 | -.022 |
| The price is suitable for the quantity. | .001 | .007 | .006 |
| The benefits are worth the money. | -.007 | .012 | -.029 |
| The product has many price levels to choose from. | -.012 | .032 | .028 |
| $R^2 = .004$ $SEE = .3768$ $F = .731^*$ | | | |

*Statistical significance level at 0.05 level

The results of the multiple regression analysis indicate that the marketing mix factor concerning price has an influence of 0.4% on consumer purchasing decisions regarding herbal inhaler products. It was found that the price-related marketing mix factors that have the most significant impact on consumers' purchasing decisions for herbal products are as follows: a

standard price set for all stores, clear and accurate price tags, herbal products with similar or comparable properties that are offered at lower prices, prices of herbal products that are suitable for the quantity, herbal products priced lower than conventional medicines, and prices that are appropriate for the quality. The statistical significance was at a significance level of 0.000, which is significant at the 0.05 level.

Table 3: Results of data analysis on assumptions Results of multiple regression analysis of place

| Place | B | (S.E.) | Beta |
|--|-------|--------|------|
| The product is convenient to buy. | -.015 | .024 | .032 |
| The sales place is beautifully decorated. | -.002 | .007 | .011 |
| The products are arranged to look outstanding. Easy to notice | -.008 | .012 | .034 |
| $R^2=.005$ $SEE=.377$ $F=.333^*$ | | | |

*Statistical significance level at 0.05 level

The results of the multiple regression analysis indicate that the marketing mix factor concerning distribution channels (Place) has an influence of 0.5% on consumer purchasing decisions regarding herbal inhaler products. It was found that the place-related marketing mix factors that have the most significant impact on consumers' purchasing decisions for herbal products are as follows: an attractively decorated sales location, the convenience of purchasing herbal products, and the arrangement of products to make them stand out and easy to notice. The statistical significance was at a significance level of 0.000, which is significant at the 0.05 level.

Table 4: Results of multiple regression analysis of the marketing mix. Marketing promotion

| Promotion | B | (S.E.) | Beta |
|---|-------|--------|-------|
| Sales staff have product knowledge. Clear and accurate information is provided. | -.066 | .048 | -.123 |
| public relations and providing knowledge about the medicinal properties of herbs influences purchasing decisions. | .009 | .006 | .081 |
| Giving out product samples influences purchasing decisions. | .010 | .054 | .017 |
| There is advertising through various media such as radio and the internet to make consumers aware of it. | -.018 | .039 | -.130 |
| Distributing pamphlets to recommend or indicate benefits of herbal products affects purchasing decisions | -.013 | .030 | -.021 |
| Organizing activities or booths makes you more interested in purchasing products. | .069 | .039 | .036 |
| $R^2=.008$ $SEE=.3745$ $F=1.556^*$ | | | |

*Statistical significance level at 0.05 level

The results of the multiple regression analysis indicate that the marketing mix factor concerning marketing promotion has an influence of 0.8% on consumer purchasing decisions

regarding herbal inhaler products. It was found that the promotional marketing mix factors that most significantly affect consumer purchasing decisions for herbal products include: advertising herbal products through various media such as television and the internet, knowledgeable sales staff who provide appropriate recommendations, public relations, and educating consumers about the properties of herbal products. Additionally, organizing events or booths increases consumer interest in purchasing products, distributing brochures highlighting the benefits of herbal products influences purchasing decisions, and providing product samples also impacts purchasing decisions. The statistical significance was at a level of 0.000, which is significant at the 0.05 level.

Conclusion

In the research study on marketing factors affecting consumers' purchasing decisions for herbal inhaler products in Udon Thani Province, the findings were synthesized with related theories and previous research to explain the hypotheses and research objectives. The study found that all marketing mix factors impact consumers' purchasing decisions for herbal inhaler products in Udon Thani, with an average rating in a high range, listed in order as follows: marketing promotion, product, price, and distribution channels.

1. Marketing Promotion: This factor significantly influences consumers' decisions to purchase herbal products for muscle pain relief in Udon Thani. Consumers emphasized the importance of advertising herbal products through various media such as television and the internet. This aligns with the research of Suppachai Wanglaika (2014), who studied consumer behavior in purchasing tablet dietary supplements in Chiang Mai, revealing that television advertising had the greatest impact on purchasing decisions.

2. Product Factors: The marketing factor related to products affects consumers' purchasing decisions for herbal inhalers in Udon Thani. Consumers placed a high priority on assessing the effectiveness before deciding to purchase herbal products. This finding corresponds with Sujinan Inta (2010), who studied factors influencing purchasing decisions for herbal products from Aphaipubet in Bangkok, discovering that product quality had the most significant effect. This is further supported by the research of Kamolporn Nakornchaikul (2017), which examined market factors impacting consumers' purchases of processed herbal goods in Ubon Ratchathani, with respondents prioritizing quality.

3. Price Factors: The price aspect of the marketing mix influences consumers' purchasing decisions for herbal inhalers in Udon Thani. This study found consumers stressed the importance of reasonable pricing relative to quality. This aligns with the research of Priyanuch Daengdej (2016), which Factors affecting The decision to purchase herbal pain relief products among consumers in Bangkok also found that a fair price for quality had the highest average level of opinion among consumers regarding herbal pain relief products in Bangkok. and Daungprom, D. (2021). Satisfaction and Factors Affecting Decision to Purchase Rock Salt of the Community Enterprise Group

4. Distribution Channel Factors: The marketing factor involving distribution channels impacts consumers' purchasing decisions for herbal inhalers in Udon Thani. Consumers emphasized the convenience of purchasing accessible herbal products. This is consistent with the research of Nimit Lertkitiyos (2008), which investigated the marketing mix factors influencing consumers' purchasing decisions for foot cream in Bangkok, finding that ease of access to products significantly impacts the purchasing decision.

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