

# Consumer Perceptions of Value and Attitude Regarding Marketing Mix That Affect the Decision-Making Process for Purchasing Collagen Supplement Products in Chonburi Province

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**Abstract**— This study is quantitative research with the objectives of 1) studying the perception of value that affects the decision-making process of purchasing collagen supplement products of consumers in Chonburi Province. 2) Study the attitude towards marketing mix that affects the decision-making process of purchasing collagen supplement products of consumers in Chonburi Province. Using a questionnaire as a sampling tool for 400 people who purchased and used collagen supplement products in Chonburi Province, use of accidental sampling method. The study results found that the perception of emotional, social and quality values influenced the decision-making process for purchasing collagen supplement products. and the attitude towards the marketing mix in terms of social media, price and advertising and public relations affects the decision-making process to buy collagen supplement products at a significance level of 0.05.

**Keywords**— Value perception, attitude, marketing mix, collagen supplement products.

## 1. INTRODUCTION

Nowadays, people all over the world are paying more attention to their health in order to have a strong body and live a long life, have the shape they want, or even to slow down aging or maintain their image. And from the situation of the COVID-19 epidemic, it has created a huge change that affects every aspect of life, resulting in a new way of life, especially in the health sector, causing most people to start paying more attention to their health than before. And looking for help to take care of and maintain the health of the body, skin, and face to be healthy. Choosing to eat dietary supplements is a good helper. Even though some vitamins can be created by the human body itself. But with increasing lifestyle and age (Priyaporn Kongphanwichit, 2015), both have a part in causing the vitamins in the body to naturally decrease. This is the reason why consumers choose to take dietary supplements to take care of their health to see results effectively and It is safer than other methods. Therefore, the direction of product development that enhances health and beauty in the present and future has a tendency to increase (Kittipich Petchpan, 2019). People of all ages are increasingly concerned about their health and self-care, which has led to rapid growth of the beauty supplement business. In 2020, the Thai vitamin and supplement market was valued at 25,269 million baht. And the market that takes the largest share is the collagen market,

which is consistent with the analysis results from Grand View Research, which stated that the collagen industry grew by 5.9 percent per year (Siam Commercial Bank Research Center, 2022). Despite the high growth, low-quality brands are gradually disappearing from the market as consumers turn to collagen that meets safety standards and not just choose products based on celebrities or influencers. Therefore, amidst the high competition, paying attention to the efficiency and safety of the product is still an important factor in doing business and producing quality products to meet customer needs. When looking at the statistics of searches for the word Collagen on Google Since 2017, searches for collagen have increased by 21 percent. Collagen remains a very influential market in the health and beauty industry. Because collagen is a type of protein derived from the combination of amino acids found in bones, cartilage, skin, and various soft tissues in the human and animal body (Arune Wongphum, 2016) This will help strengthen bones and joints, create flexibility and moisture for the skin. Normally, during childhood to adolescence, the body will produce collagen better than other periods. It can be observed from children's skin being firm, smooth, soft and slippery. This causes the body to receive insufficient collagen. This is the cause of deterioration of bones and joints, wrinkled skin and wrinkles. Collagen supplements are an alternative in the present era that will help build collagen in the body. It is convenient, effective and safe, not just for the elderly. But the health and beauty trends have also made other age groups turn to eating it. The current competitive situation in the collagen supplement market is becoming more and more competitive. There are many competitors in the same market. Therefore, consumers' perception of product quality, price, emotional and social value are things that entrepreneurs must consider and give importance to since each consumer's perception is different, it will lead to different purchasing decisions, and entrepreneurs must consider the marketing mix factors, which include Product side, price side, distribution channel side, marketing side to find out the real needs of the target consumer group towards collagen supplement products To lead to strategic adjustments and product development to meet consumer needs and be able to compete with the current competitive environment.

Consequently, as consumers focus increasingly on their health and appearance, they are opting to take more collagen supplements. Therefore, the researcher is interested in studying the perception of product value and attitude towards marketing mix that affect the decision-making process of purchasing collagen supplement products of consumers in Chonburi Province to benefit collagen supplement business operators. To enable the research results to be used to improve marketing strategies and product development planning to meet the needs of current consumers.

## II. METHODLOG

### A. Research objectives

1. To study the value perception that affects the decision-making process of purchasing collagen supplement products of consumers in Chonburi Province.
2. To study the attitude towards marketing mix that affects the decision-making process of purchasing collagen supplement products of consumers in Chonburi Province.

### B. Research hypothesis

1. Consumers' perception of value affects the decision-making process of consumers to purchase collagen supplement products.
2. Marketing mix attitudes, including product, price, distribution channels and promotion, have an impact on consumers' decision-making process for purchasing collagen supplement products.

### C. Research Conceptual Framework

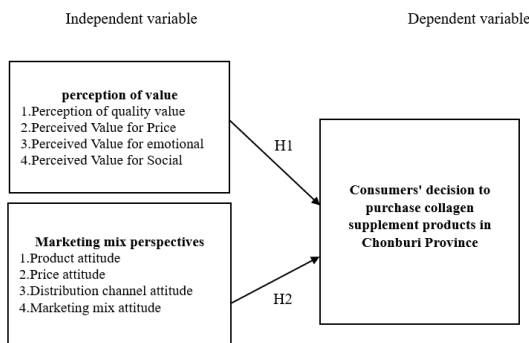


Fig. 1. Research Conceptual Framework.

### D. How to conduct research

The population used in the study was customers who purchased collagen supplement products, which was an unknown population. Using Cochran's formula at a confidence level of 95%, the sample size in the study was 400 people using a multi-stage random sampling method. Step 1: Simple random sampling was performed by drawing lots to select shops in Chonburi Province. Step 2: The sample size of each shop was divided into proportions, and then the sample group was collected. Step 3: Sampling selection using accidental sampling method. The population in the study is customers who purchase collagen supplement products.

Scope of the study area: The researcher defined the study

area as customers who purchase collagen supplement products in Chonburi Province.

### E. Research tools

This research is quantitative research and uses a survey research method using a questionnaire as a tool for collecting and analyzing data. The respondents were asked to read and complete the questionnaires themselves. The questionnaires were in the form of closed-ended questionnaires, totaling 400 sets. It is divided into 4 parts: Part 1 is a questionnaire on the demographic characteristics of the respondents; Part 2 is a questionnaire on attitudes; Part 3 is a questionnaire on perception of service quality; and Part 4 is a questionnaire on decision-making in purchasing collagen supplement products.

### F. Tool reliability testing

Reliability testing was conducted by testing the revised questionnaire with a sample group of consumers who purchased collagen supplement products at stores in Chonburi Province, totaling 40 sets, or 10 percent of the total sample group number of samples: 400 to test each question, the meaning of the question must be clear so that the respondent can understand and answer the question truthfully. Then, the obtained data was tested for reliability using a ready-made statistical program as recommended by (Kanlaya Wanichbancha, 2006). If the value is greater than 0.7, the questionnaire will be reliable. The results are as follows:

TABLE I. Reliability test results of the tool

| Variable                    | Cronbach's Alpha Coefficient |
|-----------------------------|------------------------------|
| perception of value         | 0.828                        |
| Marketing mix perspectives  | 0.900                        |
| purchasing decision process | 0.856                        |

### G. How to analyze data

In this research, the researcher analyzed the data by analyzing all 400 questionnaires using a ready-made program and tested the hypothesis using the following statistical data:

1. Descriptive data analysis using frequency and percentage for behavioral and demographic data of respondents.
2. Analysis of data on variables: Independent variables are value perception, consisting of quality, price, emotion, and social aspects; and Marketing Mix attitude, consisting of product, price, distribution channel, and promotion.
3. Factor analysis to group variables in terms of perceived value and attitude towards marketing mix using exploratory factor analysis by setting the factor weight at 0.40 or higher (Loehlin, 1998, cited in Sawita Nopphaket, 2016).
4. Inferential Statistics data analysis to test the research hypothesis using Multiple Regression analysis with a confidence level of 95%.

## II. RESEARCH RESULTS

From the analysis of demographic data, it was found that the sample group was female, 224 people (62.6%), with an age range of 19-30 years, totaling 196 people (54.7%). The educational level is at the bachelor's degree level, 281 people (78.5%) work as employees of private companies, 289 people (62.2%). Monthly income of 15,001 - 30,000 baht, 180 people (50.3 percent) from the analysis of general data on the

attitudes of the sample group The mean and standard deviation of the variables were used to measure the general level of opinions about attitudes, frequency of purchasing collagen supplement products once every 2 months, mostly purchased at drug stores, and purchased for health and beauty enhancement.

In terms of perceived value, it was found that the quality aspect had the highest average value of 4.46, which was at the highest level of opinion, meaning that collagen supplement products had the benefits as desired. Social aspect has the highest average value at 4.88, which is at the highest level of opinion, namely, collagen supplement products are reasonably priced. Emotion aspect has the highest average value at 4.24, which is at the highest level of opinion, namely, You feel confident in consuming collagen supplement products and in terms of society, the highest average value is 4.30, which is at the highest level of opinion, meaning that collagen supplement products are widely accepted by society.

In terms of marketing mix attitude, it was found that the product aspect had the highest average value of 4.64, which was at the highest level of opinion, meaning that they tend to buy products that have quality certifications. In terms of price, it had the highest average value of 4.77, which was at the highest level of opinion, meaning that you think that collagen supplement products have many price levels to choose from. In terms of distribution channels, the highest average is 4.40, which is at the highest level of opinion, meaning that you think that distribution locations are in convenient locations. And in terms of marketing promotion, the highest average score was 4.56, which was at the highest level of opinion, meaning that you see advertisements through social media such as Facebook, Line, YouTube, etc.

### III. DISCUSS THE RESULTS

From the study results, the perception of value and attitudes towards marketing mix that affect the decision-making process of purchasing collagen supplement products of consumers in Chonburi Province found that Perception of emotional, social and quality values affects the decision-making process of purchasing collagen supplement products among consumers in Chonburi Province because consumers are aware of the benefits of collagen supplement products that meet their needs and taking into account the products that are of good quality and delicious taste, including the value of the products received and the price level that consumers can accept, which is consistent with the concept of Kotler and Keller (2009). That said, the difference between the value a customer receives from a product or service, compared to the costs involved in using that product, will lead customers to choose products that they perceive to be useful and worth the cost they have spent. And it is consistent with the concept of Kachchanporn Wongsirisin (2014) who stated that product value is the customer's need for products and services that the organization creates and delivers to customers. And when consumers feel that they have received value, it will make customers interested and accept it, resulting in the organization being able to sell that product, which is consistent with the research results of Arunee Wongphum

(2016). It was found that the perception that a dietary supplement is of good quality will make consumers repurchase and tell others who are interested.

### IV. SUGGESTIONS

#### A. Suggestions for applying research results

From the data and discussion of the results, the researcher has presented marketing management suggestions to determine marketing strategies to create competitive advantages and can use such information to improve and develop for better quality

- 1.Product aspect: Good quality ingredients, no fishy smell, good taste, easy to drink, and standard certification mark are factors that influence consumers' decision to purchase collagen supplement products in Chonburi Province.
2. Price factor: The price is appropriate for the quality of the ingredients. In other words, if high-quality ingredients are used, the price will be high. The price of the food must be appropriate for the quality of the food and the ingredients used, which will cause consumers to choose to use the service.
- 3.Factors related to distribution channels: Consumers usually choose to purchase at convenience stores that are easily accessible
- 4) Marketing promotion factors, such as member discount promotions, point collection to exchange for prizes, and organizing activities that allow consumers to participate as much as possible, such as activities to help society, recreational activities.

#### B. Suggestions for further research

1. Since this time the researcher should conduct a quantitative research study and the sample group may not cover all areas, the next research should conduct qualitative research by conducting in-depth interviews to gain more in-depth information.
2. Researchers should conduct research in other provinces besides Chonburi or specifically in a specific area to study the behavior and factors affecting the purchase intention of collagen supplements of consumers in each area.

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