

Trading of health food products on social media of Thai people

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Abstract: The researcher aims to study the relationship between the Characteristics of the population and their decision to purchase health food supplements. The spread of COVID-19 Has created a new way of life health for Thai people. Turned to paying attention to health care to be healthy and more consistent. It is the main reason that drives the market value of food supplements this year to grow exponentially according to the survey results indicating that 45.39% of Thai people have turned to pay attention to health care. Nowadays, online media has become an important factor in the lifestyle of the new generation. Therefore, it cannot be denied that Online media has influenced us a lot. The researcher is interested in trading health food products on social media, which will be an important foundation for sustainable business growth. Collecting data from a group of 400 consumers who buy health supplements and online services and using a questionnaire as a tool. The statistics used to analyze the data were percentage (percentage) for measuring the personal characteristics of the respondents, mean (mean), and standard deviation (SD.). In the descriptive statistics, the statistics used to test the hypothesis were: Multiple Regression Analysis.

The results showed that testing the relationship between health food supplement purchase decisions on social media (Y1) of the group of consumers purchasing health food supplements and online services. and duration of using social media There was a relationship with the decision to buy health food supplements in social media (X1) with a P-value of 0.001, less than 0.05 ($0.000 < 0.05$). And social media marketing communication tools There was a relationship with the decision to buy health food supplements in social media (X2) with a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$), which can be written as a regression analysis equation as follows: $Y = 181.516 + 1.344 (X_1) + 2.312 (X_2)$

Keywords: Trading, health food products, social media, Thai people

1. Background

Poll business by the Research Service Center Dhurakij Pundit University surveyed purchasing behavior of health products. Dietary supplements, and weight loss products By collecting data from the general population of 1,024 people of all levels of education and occupation. The survey results are as follows: When asked about the type of health products dietary supplement weight loss products It was found that most consumers, 46.6%, prefer to buy protein supplements, vitamins and minerals such as whey protein, collagen, multivitamins, followed by animal extract dietary supplements such as Royal Jelly Chicken Essence protein from marine fish and water, oils and fats such as lecithin, cod liver oil, fish oil, sunflower seed oil (26.7% and 23.6%), respectively. for the reason for consuming health products dietary supplement products weight loss products found that most consumers 61.3 percent consume such products for health and nourishment, followed by 41.4 percent for skin care and reducing skin-related problems. dietary supplement Weight loss products: 38.0 percent of consumers bought them at health product/dietary supplement stores, followed by 32.3 percent of them ordered online. When asked about the reasons they decided to buy health products dietary supplement weight loss products, it was found that almost 70% decided to buy because of the registration number (FDA), followed by 40.5% decided to buy because of the ingredients and properties matched the needs and % 33.7 Decided to buy because a doctor/pharmacist

recommended It also found that most consumers, 33.3 percent, buy health products. dietary supplement weight loss products about 1-2 times a year and the average cost to buy health products dietary supplement weight loss products is 1,132.11 baht per time.

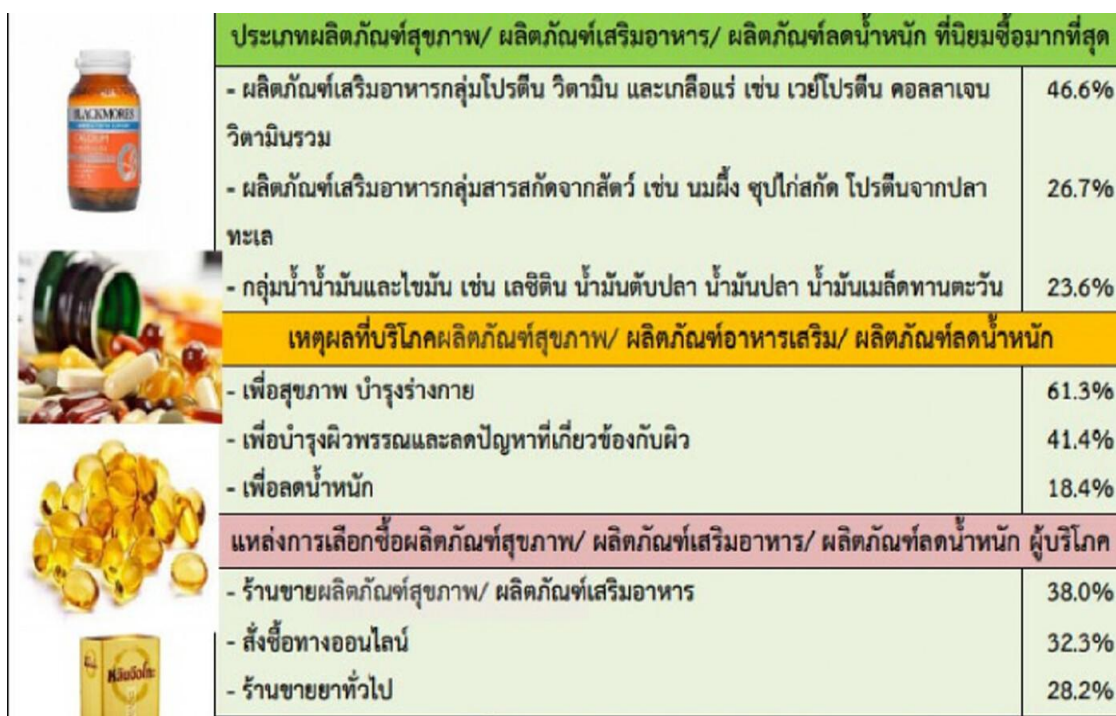


Fig.1. Bangkok people survey spend money to buy health products and dietary supplements not less than 1,000 baht per time (bangkokbiznews 2023).

The health food supplement business grows against the trend after COVID-19 Topic: After COVID-19, the food supplement market surges over 20 billion baht. The epidemic of COVID-19 Has created a new way of life health for Thai people. Turned to paying attention to health care to be healthy and more consistent. It is an important factor that drives the market value of food supplements this year to grow exponentially. According to the survey results of Suan Dusit Poll Suan Dusit University indicates that 45.39% of Thai people have turned to pay more attention to health care. Whether exercising both outdoors or indoors. To strengthen the immune system, and various ailments, as well as eating supplements and vitamins. Including receiving more consultations from specialists in various fields. Such trends are in line with information from IPG Mediabrand Thailand Co., Ltd., which forecasts a new direction from the changing consumer behavior that today most Thai people are Anxiety about health Causing special care to take care of each other more than before Summary of health-loving trends that have changed from the original Gen Y and the elderly which is a large group of consumers with high purchasing power Anxiety about health Causing special care to take care of each other more than before medical information Indicates that maintaining good health is consistent. It will help build immunity and prevent viruses. As a result, health supplements that help strengthen the body's immunity become more and more people demand. Despite the situation of COVID-19 will be resolved But people around the world still turn to take care of their health and stay healthy. to keep away from emerging diseases and old diseases For example, seasonal influenza, and mosquito-borne diseases, people began to pay special attention to their diet. Clean food must be clean. Hygienic and most beneficial to physical health, these behaviors have become the new normal way of life in many ways, one of which is healthcare behavior. eating more healthy food This is equal to encouraging the food supplement market by virtue as well. (Published on 21 August 2020 SOMEONE)

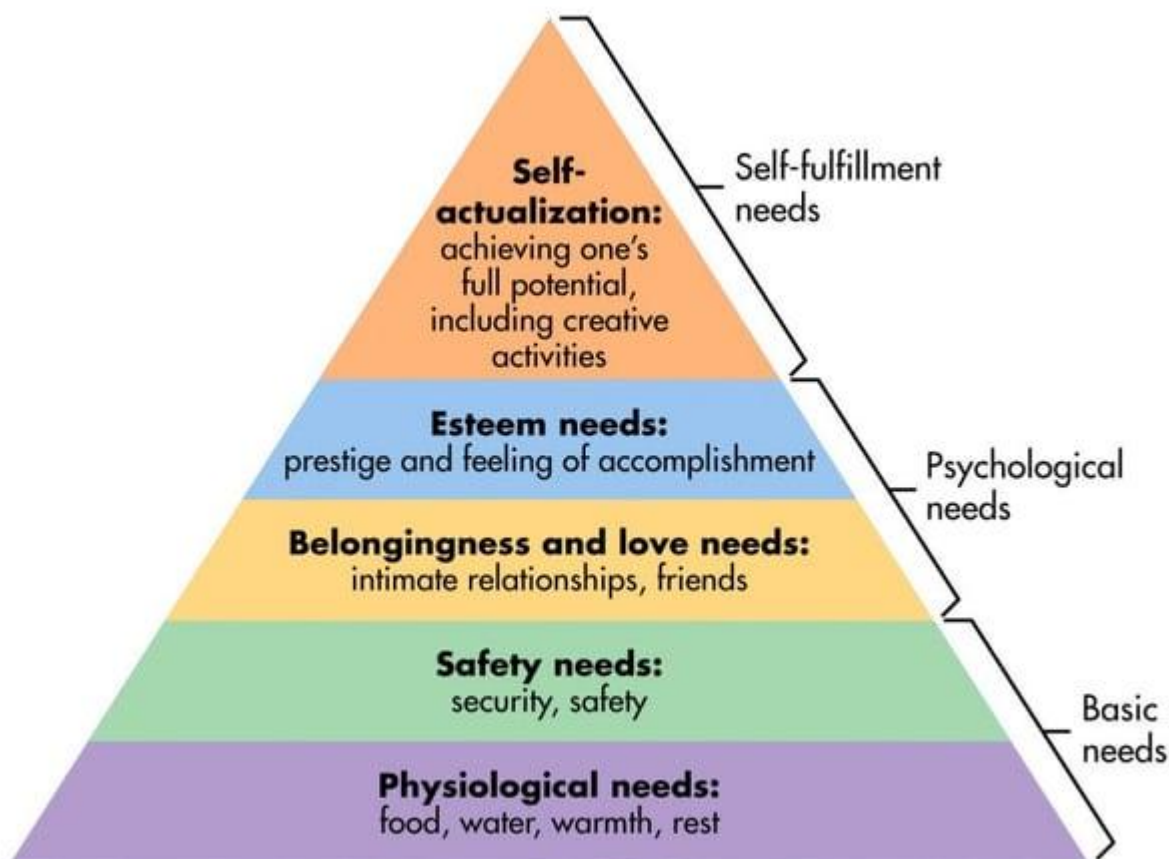


Fig.2. Maslow's Hierarchy of Needs.

The bottom level of this hierarchy represents basic needs, and ascending sections describe learned needs, or secondary desires, that allow consumers to feel as though they've reached self-fulfillment. The Learning Model says that consumers first make purchases to satisfy their basic needs and then move on to meet learned needs. For example, a hungry customer would fulfill their need for food before a learned need to wear trendy clothing. If you're a multipurpose business that sells products that meet all levels of customer needs, this model applies to you. For example, Target is a United States-based department store that sells hundreds of products. Super Targets are larger versions of the chain that also sell groceries.

When a customer visits a Super Target, they first see products that satisfy their basic needs — the grocery section. They're probably also seeing produce first, as these items are seen as the most nutritious and necessary for survival. After production, customers move on to other aisles that satisfy learned needs, like purchasing their favorite cookies, clothing items, or beauty accessories. You can think of it like this: If you're a business with a significant amount of in-store options, improve the customer experience and speak to their buyer behavior by first leading them to the products that will satisfy their innate needs. Without doing this, they may navigate through your store anxious about meeting those needs and spend less time browsing other products and making additional purchases. Once they feel comfortable, they'll move on to satisfy the desires that bring them joy rather than help them survive.

2. Methods

Study the Trading of health food products on social media of Thai people. The population and sample in this research collected data from a group of 400 consumers who buy health supplements and online services and use a questionnaire as a tool. The statistics used to analyze the data were percentage (percentage) for measuring the personal characteristics of the respondents, mean (mean), and standard deviation (SD.). In the descriptive statistics, the statistics used to test the hypothesis were: Multiple Regression Analysis.

3. Results

Table 1. Descriptive statistics for multiple regression analysis.

Model	Sum of Squares	df	Mean Square	F	P-value
Regression	27806.427	1	27806.427	33.464	.000 ^a
Residual	23266.240	28	830.937		
Total	51072.667	29			
Regression	35248.341	2	17624.171	30.071	.000 ^b
Residual	15824.325	27	586.086		
Total	51072.667	29			

Multiple R 0.738a
 R Square 0.544
 Adjusted R Square 0.528
 Standard Error 28.826

The results showed that testing the relationship between health food supplement purchase decisions on social media (Y_1) of the group of consumers purchasing health food supplements and online services. and duration of using social media There was a relationship with the decision to buy health food supplements in social media (X_1) with a P-value of 0.001, less than 0.05 ($0.000 < 0.05$). And social media marketing communication tools There was a relationship with the decision to buy health food supplements in social media (X_2) with a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$), which can be written as a regression analysis equation as follows: $Y=181.516 + 1.344 (X_1) + 2.312 (X_2)$

4. Discussion

The results were discovered in this study.

1. Duration of using social media There was a correlation with the decision to buy health food supplements in social media. When considering various aspects, it was found that the duration of social media use was ranked first.
2. Social media marketing communication tools There was a correlation with the decision to buy health food supplements in social media. It was found that satisfaction with reaching all channels at high-level consumers when considering each aspect was found that it was at a high level in all aspects. The average from high to low is sticking to the trend of social participation, followed by a collaboration with creative Next, create reliable content. As for the item with the least average, cooperate with the agency.
3. The relationship of decision making for health food supplements in online social media (Y_1) of consumers buying health food supplements and online services and duration of using social media There was a correlation with the decision to buy health food supplements in social media (X_1) It has a P-value of 0.001, less than 0.05 ($0.000 < 0.05$) and social media marketing communication tools. There was a relationship with the decision to buy health food supplements in social media (X_2) with a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$), which can be written as a regression analysis equation as follows: $Y=181.516 + 1.344 (X_1) + 2.312 (X_2)$

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