

# Market Mix Factors Affecting the Decision to Purchase Whey Protein Supplements Among Exercisers in Bangkok

Intira Pokapanit<sup>1</sup> and Tosaporn Mahamud<sup>2</sup>

<sup>1,2</sup>Graduate School of Business Administration, kasembundit University,  
Bangkok, Thailand

**Abstract:** Research on Marketing mix factors affecting exercisers' purchasing decisions for whey protein supplements. In Bangkok The objective is to study the marketing mix factors in purchasing whey protein supplements by exercisers. In Bangkok Deciding to buy whey protein supplements of exercisers in Bangkok Compare decision to purchase supplements Whey protein diet for exercisers in Bangkok Classified according to personal information and marketing mix factors that affect the decision to purchase whey protein supplements. Of exercisers in Bangkok The population used in this study was exercisers in Bangkok. A sample of 400 people was selected. A questionnaire was used as a tool to collect data and statistics used for data analysis were percentage (Percentage), mean (Mean), statistics used to test hypotheses. is t-test, ANOVA analysis uses F-test, (One-way ANOVA) and Multiple Regression Analysis. There is a decision. Buy whey protein supplements of exercisers In Bangkok different Marketing mix factors Product side Price side Marketing promotion Affects the decision to purchase products Whey protein supplement of exercisers In Bangkok Statistically significant at the 0.05 level. Suggestions from the study results: Entrepreneurs should choose to distribute their products. Supplement whey protein with natural extracts and ingredients. Certified for quality, production standards, taste And the amount of packaging is available in a variety of sizes. Set the price to be appropriate for the quantity. and nutritional value Sell products in easy-to-purchase locations that match the target audience. Marketing activities are organized to reach consumers directly.

**Keywords:** Decision Making, Marketing Mix Factors, Whey Protein Supplements

## 1. Introduction

In an era where health care is no longer a trend But it has become a way of life for modern people. (Weller,1971) Everyone is looking for a form of health care that suits their own lifestyle. Important variables that greatly affect goals Good health is nutrition. In one day, you must eat food from all 5 food groups. (Joumard, et al 2010). Good food is food that has complete nutrients. No contaminants In an era where people are in too much of a hurry to get up and prepare their own food and choosing to eat food outside the home carries the risk of exposure to many contaminants. (Szakály, et al 2012)

Getting complete nutrition in 1 day for people in this era is therefore difficult. Our bodies need 3 main nutrients: carbohydrates, fat and protein. These 3 main nutrients that the body needs. Protein helps to strengthen the body, produce hormones, and control various functions. of various nervous systems. To work better Whether you eat meat, beans, or plants, proteins are broken down into amino acids. But if you eat

protein from meat, you have to accept the extras that come with it, such as saturated fat, trans fat, or it may come in the form of carbohydrates and starch as ingredients. Found in proteins that come from soybeans and various grains. While whey protein is different from other types of protein, because it is high in protein, low in fat, and low in carbohydrates. (Wu, et al 2014)

Higher proportion of essential amino acids for the body. Therefore, when eaten Instead of wasting time digesting or dealing with fats and carbohydrates. Whey protein is absorbed quickly into the body. Once absorbed quickly, it can repair worn out parts or strengthen various muscles. Be more efficient Whey protein is a protein that is extracted from cow's milk. By using cow's milk that is separated from the cheese making process. To extract the carbohydrates and fats. Leaving only the concentrated pure protein part. Then put it through a drying process to make those concentrated proteins in powder form. Ready to drink whey protein It is a high-quality protein. The body can easily digest and absorb it. There are main components. There are 3 types of protein: Beta-lactoglobulin 65%, Alpha-lactalbumin 25% and Serum albumin 8%, which contain all 9 types of essential amino acids and also amino acids. Branched-Chain Amino Acid (BCAA) includes Leucine, Isoleucine and Valine. is an element which is protein that plays an important role in strengthening muscles create additional tissue and repair worn parts In addition to eating nutritious food Exercise regularly and get enough rest If you think of something that helps build muscle and increase exercise efficiency. Eating foods that are high in protein It is a popular method for all exercise lovers. which is an important source of protein other than natural foods such as chicken breast and fish meat ( Sá, et al 2020)

Meat is no longer lean. What fitness lovers think about is whey protein. In the past, whey protein was mostly popular among bodybuilders or professional athletes who used sports science to help. But nowadays the exercise lifestyle trend has become more popular. From the above information, the researcher is interested in studying about Marketing mix factors affecting exercisers' purchasing decisions for whey protein supplements in Bangkok. To serve as a guideline for entrepreneurs The results of the research were used in planning marketing strategies. Develop and improve operations In order to be able to respond to the needs of today's consumers. Able to operate a whey protein supplement business Objectives of the study To study the marketing mix factors in purchasing whey protein supplements. Exercisers in Bangkok To study exercisers' purchasing decisions for whey protein supplements. In Bangkok

## **2. Literature Review**

Study of Marketing mix factors affecting exercisers' purchasing decisions for whey protein supplements in Bangkok. The researcher has studied documents, concepts, and theories. and related research To be used to set the conceptual framework and guidelines for the study as follows: ( Kotler, & Gertner, 2007) stated that the marketing mix Refers to variables or marketing tools that can be controlled. Companies often use them together to meet the preferences and needs of their target customers. Originally, the marketing mix had only 4 variables (4Ps): product, price, place or product distribution channel (Place), marketing promotion (Promotion). Later, variables were thought of. Three more variables were added: people, physical characteristics (Physical Evidence) and processes (process) to be consistent with important modern marketing concepts. Especially with service businesses. Therefore, they can be collectively referred to as the 7Ps of the marketing mix Gibson, Ivancevich & Donnelly

### **Research Methodology**

Study of Marketing mix factors affecting exercisers' purchasing decisions for whey protein supplements in Bangkok. To study the marketing mix factors in purchasing whey protein supplements by exercisers in Bangkok. Decisions to purchase whey protein supplements by exercisers in Bangkok Compare the purchasing decisions of whey protein supplements among exercisers in Bangkok classified by personal information. and marketing mix factors affecting exercisers' purchasing decisions for whey protein

supplements in Bangkok. Information from the study can be used to develop various aspects of entrepreneurs who sell whey protein supplements. To be consistent with consumer needs The methods for the study were determined as follows

$$n = (.50)(1-.50)(1.962)/(.052)$$

$$n = (.5)(.5)(3.8416)/.0025$$

$$n = .9604/.0025$$

$$n = 384.16$$

In the calculation, there will be a sample size of 385 people, but this is to prevent errors that may occur in answering the questionnaire. The information is incomplete. The researcher therefore used a sample group. Number of 400 cases

### **3. Study Results**

Study of Marketing mix factors affecting exercisers' purchasing decisions for whey protein supplements. In Bangkok The study population is exercisers. In Bangkok Using 400 sets of questionnaires as a data collection tool, 400 sets were returned, accounting for 100 percent of the questionnaires. The results of the study were divided into 6 parts as follows: Marketing mix factors. that affects decision making Buy whey protein supplements of exercisers In Bangkok

Marketing mix factors that affect decision making Buy whey protein supplements of exercisers In Bangkok, it was found that the marketing mix factors, price, product, and promotion, affecting decision making Buy whey protein supplements of exercisers In Bangkok Statistically significant at the 0.05 level.

### **4. Conclusion**

Study of Marketing mix factors affecting exercisers' decision to purchase whey protein supplements in Bangkok have the following objectives: To study the marketing mix factors in purchasing whey protein supplements by exercisers in Bangkok. Decisions to purchase whey protein supplements by exercisers in Bangkok

Compare the purchasing decisions of whey protein supplements among exercisers in Bangkok classified by personal information. Study marketing mix factors that affect

Decisions to purchase whey protein supplements by exercisers in Bangkok Using 400 sets of questionnaires as a tool for collecting data and statistics used in data analysis, namely percentage (Percentage), mean (Mean), statistics used to test hypotheses is an ANOVA analysis using F-test, (One-way ANOVA) and Multiple Regression Analysis. From the results of data analysis, it can be summarized as follows.

### **5. Discussion of Recommendations Received from the Study**

Study of Marketing mix factors affecting exercisers' purchasing decisions for whey protein supplements in Bangkok. The researcher has the following issues to discuss:

Study of Marketing mix factors affecting exercisers' purchasing decisions for whey protein supplements in Bangkok. The researcher has suggestions obtained from the study.

For those interested in business related to marketing whey protein supplements or other dietary supplements and similar businesses as follows:

1. In terms of products, entrepreneurs should choose to sell whey protein supplements that contain high amounts of protein and ingredients extracted from nature. There are a variety of flavors and packaging

quantities to choose from. Received certification of production quality standards from a reliable agency. Display nutrition labels clearly

2. In terms of price, entrepreneurs should set the price to be appropriate for the quantity and nutritional value. There are many price levels to choose from.

3. Distribution channels Entrepreneurs should sell products in easy-to- purchase locations that match the target group, such as Sales at fitness centers (Fitness Centers) have distributors in each region. Supplemented with online sales channels

4. Marketing promotion Entrepreneurs should advertise on various media such as television. Online media: Promotions are publicized online. There are marketing activities that reach directly to consumers (such as fitness centers). There are product samples available for trial. There are promotional activities organized. (Discount on free gifts set) in order

### **Suggestions for Next Study**

1. In the next research, you should choose randomly. Other provinces as well in order to compare the results of the study How much difference is there? When deciding to purchase whey protein supplements of exercisers

2. You should study other factors to gain more in-depth information, such as product quality factors. That influences the decision to purchase whey protein supplements among exercisers in Bangkok.

## **6. References**

- [1] Joumard, I., André, C., Nicq, C., & Chatal, O. (2010). Health status determinants: lifestyle, environment, health care resources and efficiency. *Environment, Health Care Resources and Efficiency* (May 27, 2010). OECD Economics Department Working Paper, (627).  
<https://doi.org/10.2139/ssrn.1616544>
- [2] Kotler, P., & Gertner, D. (2007). Country as brand, product and beyond: A place marketing and brand management perspective. In *Destination branding* (pp. 55-71) Routledge.  
<https://doi.org/10.4324/9780080477206-13>
- [3] Sá, A. G. A., Moreno, Y. M. F., & Carciofi, B. A. M. (2020). Plant proteins as high-quality nutritional source for human diet. *Trends in Food Science & Technology*, 97, 170-184.  
<https://doi.org/10.1016/j.tifs.2020.01.011>
- [4] Szakály, Z., Szente, V., Kövér, G., Polereczki, Z., & Szigeti, O. (2012). The influence of lifestyle on health behavior and preference for functional foods *Appetite*, 58(1), 406-413.  
<https://doi.org/10.1016/j.appet.2011.11.003>
- [5] Weller, T. H. (1971). The Cytomegaloviruses: Ubiquitous Agents with Protean Clinical Manifestations: (First of Two Parts). *New England Journal of Medicine*, 285(4), 203-214.  
<https://doi.org/10.1056/NEJM197107222850406>
- [6] Wu, G., Fanzo, J., Miller, D. D., Pingali, P., Post, M., Steiner, J. L., & Thalacker-Mercer, A. E. (2014). Production and supply of high-quality food protein for human consumption: sustainability, challenges, and innovations. *Annals of the New York Academy of Sciences*, 1321(1), 1-19.  
<https://doi.org/10.1111/nyas.12500>