

Marketing Mix Factors that Influence Decision Making Buy Nutritional Supplements for the Health of the Elderly

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Abstract: *This research aims to study 1) Marketing mix factors for buyers of dietary supplements for the health of the elderly 2) Decision to purchase dietary supplements for the health of the elderly 3) Compare elderly people's decision to purchase health supplements classified by personal information. 4) Marketing mix factors that affect the decision to purchase nutritional supplements for the health of the elderly. A sample of 400 people was selected. Questionnaires were used as a tool for the study. Statistics used were percentages, averages, t-tests, (One-Way ANOVA), and Multiple Regression Analysis. The results of the study found that the majority of respondents were male, aged between 61-64 years, marital family status, There is a variety for distribution. There are many prices to choose from according to the size of the package. For convenience in trial use. There is facilitation in accepting payments in many channels. Products are sold in stores located in communities with easy transportation. or at famous shopping centers along with increasing online distribution channels. There is advertising through various media. that the elderly group has access to Arrange promotional activities to be interesting such as price reductions, giving away free gifts, guarantees and money backs, etc.*

Keywords: *Marketing Mix Factors Healthy Food Supplements for the Elderly*

1. Introduction

The elderly population is increasing rapidly in many countries around the world. It reflects that today's world has moved towards an aging society, which is a challenge that almost every country around the world must face. With the continuous development of the level of human medical care and social pension system Human lifespans have also greatly expanded. Look at China as an example. China's per capita life expectancy increased from 74.8 years to 78.2 years. which is a historic leap forward. The number of elderly people continues to expand along with the overall quality of life of the people continuously improving. (Lee, 2011) The life of the elderly is no longer just about the simple pursuit of the basic necessities of life. But began to seek health and longevity. This has led to the rapid growth of the elderly healthcare products market. And the variety of products is starting to increase as well, such as sea cucumber. It is a healthy food that is high in protein, low in fat, low in sugar and free of cholesterol. This health product is suitable for middle-aged and elderly people. The nutrients in sea cucumbers are easily absorbed by the body. deep sea fish oil One of the dietary supplements Can reduce blood fat and blood pressure. Anti-acid in the blood and increase disease resistance. It has many effects and the most important of them is its anti-aging effect. Propolis contains a large number of biologically active substances. Which has the function of strengthening the immune system and resisting oxidation. It is also

suitable for the elderly, including calcium tablets that can supplement calcium lost in the body of the elderly and prevent various bone diseases. (Altevogt, & Colten, 2006)

With the development of communication network technology People's understanding of health care knowledge is continuously improving. This allows people of all ages to understand which nutritional products are right for them. Elderly people may have a reduced ability to understand information. But children and grandchildren will consider and choose appropriate health care products for the elderly. As a result, the market for health care products for the elderly has developed a lot From the above information, (Fortuna, & Mohorcic,2009) it can be seen that health supplements are important to the elderly group, causing the growth rate of health supplements to continue to grow. However, with the presentation of health supplement products that may cause purchasing decisions to be different, the researcher is therefore interested in studying the marketing mix factors that influence the decision to purchase health supplements for the elderly. To use the results from the study to improve the presentation of health supplement products according to the marketing mix factors. To be in line with consumer needs to continue increasing sales of nutritional supplements for the health of the elderly. Objectives of the study To study the marketing mix factors of buyers of dietary supplements for the health of the elderly. To study the decision to purchase nutritional supplements for the health of the elderly.

2. Literature Review

The 4P's marketing mix (Marketing Mix) refers to the marketing tools used in Carry out strategic planning to achieve business goals. and is a tool used to meet Customer needs are the marketing mix. Or Marketing Mix is 4 marketing tools that are the basis of marketing principles. All 4 marketing mix components of the Marketing Mix 4P principles are Product, Price, Promotion and Place, which is the origin of the name. 4P marketing mix or 4P is a marketing tool that is commonly used for Marketing planning The important goal of marketing planning with all 4 marketing mixes or Marketing Mix is to make (Baker, & Hart, 2003).

Research Methodology

Study of factors influencing the decision to purchase nutritional supplements for the health of the elderly. The objective is to study the marketing mix factors of buyers of dietary supplements for the health of the elderly. Deciding to purchase dietary supplements for the health of the elderly Compare the decision to purchase nutritional supplements for the health of the elderly classified according to personal information. and study marketing mix factors affecting the decision to purchase health supplements for the elderly. The methods for the study were determined as follows: Population and sample used in the study. Population used to study the decision to purchase health supplements for the elderly. A sample of 400 persons was selected for this study. Use W.G.Cochran's calculation to find a sample (Sample Size) without knowing the exact population at a confidence level of 95% as follows.

$$n = P(1-P)(Z^2)/(e^2)$$

$$n = (.50)(1-.50)(1.962)^2/ (.052)$$

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

$$n = .9604/.0025$$

$$n = 384.16$$

3. Study Results

A study of marketing mix factors that influence the decision to purchase health supplements for the elderly. The study sample is the elderly population who purchase health supplements. Using 400 sets of questionnaires as a data collection tool, 400 sets were returned, accounting for 100 percent.

Results of data analysis using statistics comparing factors of the marketing mix that influence The decision to purchase nutritional supplements for the health of the elderly. The results of the comparative data analysis are summarized in Table 4.7.

Summary of Results, Discussion of Results, and Recommendations

A study of marketing mix factors affecting the decision to purchase health supplements for the elderly. The objective is to study the marketing mix factors of buyers of dietary supplements for the health of the elderly. Deciding to purchase dietary supplements for the health of the elderly Compare the decision to purchase dietary supplements for the health of the elderly classified by personal information and to study the marketing mix factors affecting the decision to purchase dietary supplements for the health of the elderly using 400 sets of questionnaires as a data collection tool. Data and statistics used for data analysis are percentages, averages, t-tests of assumptions, (One-Way ANOVA), and Multiple Regression Analysis. From the results of data analysis, it can be summarized as follows.

Personal Information

It was found that the majority of respondents were male, aged between 61-64 years, marital family status, education level lower than bachelor's degree. Occupation: Butler/Housekeeper and average monthly income between 20,001 - 25,000 baht. Information about the importance of marketing mix factors that affect Decide to buy nutritional supplements for the health of the elderly.

From studying data on the importance of marketing mix factors that affect The decision to purchase dietary supplements for the health of the elderly was found to be in terms of product, price, and distribution channel. and marketing promotion Overall, the marketing mix factors are at a very important level. The details are as follows:

In terms of marketing promotion, the results of the study are at a very important level. The details of importance are as follows: 4 items are at a very important level, consisting of a buy 1 get 1 free promotion, special privileges such as collecting member points. to exchange for prizes There are advertisements through various media such as TV, radio, various online media and there are price reductions such as discount coupons and festival discount activities, respectively.

Distribution channels (Place) The results from the study are at a very important level with the details of importance as follows: 4 items are at a very important level, consisting of online channels for selecting products. There are enough parking spaces. The store location is convenient for transportation. Available in general department stores. and has service branches covering the country respectively

In terms of price, the results from the study are at a very important level. The details of importance are as follows: 3 items are at a very important level, consisting of: Supplements are available at many prices. Supplements are suitable for quality. Payment channels such as cash, credit, Visa card, etc. clearly in order.

Product side The results of the study are at a very important level. The details of importance are as follows: 4 items are at a very important level, consisting of good quality nutritional supplements. There are a variety of dietary supplements to choose from. The reputation of the food supplement restaurant is well known. and the warranty period is appropriate, respectively

Information on the level of opinions regarding the decision to purchase health supplements for the elderly.

It was found that the overall decision to purchase dietary supplements for the health of the elderly was at a high level. And when considering the level of opinions At the level of strong agreement, 5 items include: There are promotions and discounts. There is advertising through various media. They are satisfied and will recommend others to use the product. The products are of high quality and are reliable. and have health problems, respectively

Compare the decision to purchase nutritional supplements for the health of the elderly classified according to personal information.

Different personal data have different decisions to buy dietary supplements for the health of the elderly. It was found that different personal data such as gender, age, education level, occupation, and average monthly income have different decisions to purchase dietary supplements. for the health of the elderly are different. As for personal information regarding different family status, there are different decisions to buy dietary supplements for the health of the elderly.

Marketing mix factors influence the decision to purchase health supplements for the elderly. From the study it was found that Marketing mix factors Product side Distribution channel Marketing promotion influences decision making. Buy nutritional supplements for the health of the elderly Statistically significant at the 0.05 level.

4. Discussion of Results and Recommendations received from the study

The researcher has suggestions for benefit as follows: A study of marketing mix factors affecting the decision to purchase health supplements for the elderly. The researcher has suggestions obtained from the study as follows:

Product side Entrepreneurs selling health supplements should provide quality supplements that are acceptable to consumers. There is certification from a reliable agency. There is a variety for distribution.

Price: Entrepreneurs selling health supplements should sell dietary supplements at various prices according to the size of the package. For convenience in trial use There is facilitation in accepting payments in many channels.

In terms of distribution channels, entrepreneurs selling health supplements should sell their products in stores located in community areas that are convenient for travel. or at famous shopping centers along with increasing online distribution channels

In terms of marketing promotion, entrepreneurs selling health supplements should advertise through various media. that the elderly group has access to Arrange promotional activities to be interesting such as price reductions, giving away free gifts, guarantees and money backs, etc.

Suggestions for Next Study

There should be a study of the expectations of purchasing nutritional supplements for the health of the elderly. In order to know needs of customers in order to be useful in developing the distribution of health supplements

5. References

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