

ABSTRACT

The objectives of this study were to explore factors that affected the buying decision of the customers towards Nutrilite by Amway dietary supplement food products and to explore the factors influencing customers to buy other dietary supplement products available in the market. Questionnaires were used in the survey to collect data from fifty randomly selected customers who bought Nutrilite by Amway products from Bangkok Nutrition Academy in September, 2014. The data were analyzed by using percentage.

The findings of the study revealed that all customers (100%) considered the product, promotion and physical evidence the most important factors when making a buying decision. The results also showed that most customers considered the product mix (81.6%) and price mix (83%) the most important factors when making a buying decision of other dietary supplement products available in the market.

The price, however, was a secondary decisive factor. On the other hand, when customers decided to buy. Therefore, Nutrilite distributors should take this point into account to create the customer loyalty to the brand. According to the survey of the Siam Commercial Bank Research (1998), they found that when starting up a business, the price and the quality of the products should be the first two things to take into consideration to buy when the customer had already chosen the products, and if the products could satisfy the customers, the price was not a major concern.

The findings and the data of this study can be used as a guideline for the owners or the distributors of the dietary supplement food products' companies to enhance the businesses, and for the new beginners who want to start a health business successfully.

Nevertheless, the owners or distributors should give equal importance to all the factors concerning buying decision because nowadays customers have more choices for the products. This can be ascertained according to Waller (1996), customers were increasingly open to new ideas, and they were subjected to new ideas and standards.

Consequently, needs are continuously changing and customer have become more demanding. For these reasons, the success of any brand of dietary supplement products depends on a number of factors; product, price, place, promotion, people, process, and physical evidence. If orchestrated well, these elements are a recipe for success and will certainly ensure re – ordering in the future.