

APPENDIX

QUESTIONNAIRE

My name is Kim Hoa and I am an IMBA Student at Siam University, Bangkok, Thailand. This questionnaire is part of a Master's Project entitled. **Factors Affecting Buying Decision of Customers toward Dietary Supplement Food Products.** Please fill out the following information according to your preference. Your assistance in completing according to your preference. Your assistance in completing the information required will be very useful for the study.

Part 1 General Information

Direction: Please mark / in the provided box.

1. Gender

Male

Female

2. Age

19 – 29

30 – 39

40 – 49

50 or above

3. Status

Single

Married

Divorced

4. Background Education

Less than or equivalent to High School

Diploma

Above Bachelor degree

Bachelor

5. Occupation

Student

Housekeeper

Government Offices

Business owner/self-degree

Private Company Office

Others

6. Income (Per month)

Below 10,000 baht

10,001 – 20,000 baht

20,001 – 30,000 baht

above 30,000 baht

Part 2 Factors of marketing mix affecting buying decision making of the Nutrilite Products.

Direction: Please mark / in the provided box. Please choose only one answer that best describes your opinion.

Marketing Mix	Very Important	Somewhat important	Fair	Somewhat unimportant	Very unimportant
2. Product					
2.1.1 Good quality					
2.1.2 Natural Ingredients					
2.1.3 FDA approval					
2.1.4 Various qualities: weight lose, weight gain, and good Health					
2.1.5 Reputation and credibility of company					
2.1.6 Convenience for usage (tablet size, natural color, Odorless)					
2.2 Price					
2.2.1 Reasonable price					
2.2.3 Price reliability of BNA dealer					

2.3 Place					
Marketing Mix	Very Important	Somewhat important	Fair	Somewhat unimportant	Very unimportant
2.3.1 Location of company					
2.3.2 Easy Access					
2.4 Promotion					
2.4.1 Internet advertising					
2.4.2 Information from Nutrition seminars					
2.4.3 Guaranteed satisfaction (refund within 30 days)					
2.5.5 Special discounts for members					
2.4.6 Party or meeting for customers					
2.5 Company's People					
2.5.1 Courteous of distributors					
2.5.2 Resourceful distributors					
2.5.3 Product result experienced for distributors					
2.6 Distribution Process					
2.6.1 Fast delivery					
2.6.2 Correct product delivery					
2.6.3 Correct address delivery					
2.7 Physical Evidence					
2.7.1 Expectation of product result					
2.7.2 Expectation of service					

Part 3 Factors of marketing mix affecting buying decision making of the other dietary supplement products

Direction: Please mark / in the provided box. Please choose only one answer that best describes your opinion.

Buying Decision	Very Important	Somewhat important	Fair	Somewhat unimportant	Very unimportant
3.1 Product					
3.1.1 Good taste					
3.1.2 Natural ingredients					
3.1.3 FDA approval					
3.1.4 Expected quality					
3.1.5 Reputation and credibility of company					
3.1.6 Convenience for usage (tablet size, natural color, odorless)					
3.2 Price					
3.2.1 Reasonable price					
3.2.2 Reasonable price compared with other brands					
3.3 Place					
3.3.1 Convenience of purchasing place					
3.3.2 Product availability					
3.4 Promotion					
3.4.1 Internet advertising					
3.4.2 Radio advertising					
3.4.3 Television advertising					
3.4.4 Magazine advertising					

Buying Decision	Very Important	Somewhat important	Fair	Somewhat unimportant	Very unimportant
3.4.5 Special discount for members					
3.4.6 Free taste and demonstration at sale points					
3.4.7 Free gifts					

Parts 4 Customer behavior of Nutrilite Amway

Direction: Pleas mark / use Nutrilite Amway product use

4.1 Why did you decide to use Nutrilite Amway (Please choose only one choice)

- For better health
- Friends or family advices
- Motivation from medias
- Doctors or pharmacists' advices

4.2 Who advise you to buy Nutrilite Amway product?

- Father / Mother
- Brother / Sister
- Friends
- Husband/Wife / Girl or Boyfriend

4.3 How did you get Nutrilite Amway product? (Please choose only one choice)

- Order from an independent distributor
- Order from Herbalife Warehouse

4.4 You bought Nutrilite Amway product products approximately time (s) / per month.

4.5 Amount of money you spent on Nutrilite Amway product =.....baht/per time.

