

CHAPTER 3

STUDY METODOLOGY

3.1 Research Design

This chapter presents the methodology of the research. It contains five parts: subjects of the study, procedures of the study, research instrument, data collection and data analysis. The details are as follows:

3.2 Data Collection Methods

Fifty randomly selected customers, who bought Nutrilite products from Amway Ltd. Company during November, 2014 were asked to complete the questionnaire at the beginning of the Thank You party. The party was up every Friday at Jet Bar Restaurant, Thonglor Bangkok. The questionnaires were later analyzed.

3.3 Data Processing and Analysis

After the data collection had been completed, the researcher classified the information into four parts: the general information of the respondents, the measurement of effects on the marketing mix toward Nutrilite product consumption, the measurement of effects on the marketing mix towards dietary supplement products available in the market, and consumer behavior of Nutrilite product use. Percentage was used for calculating and analyzing the data. The finding was presented in the form of tables.

3.4 Problem Encounter and Solution

An instrument in this research was a questionnaire distributed to the randomly selected customers of Nutrilite products from the questionnaire was adapted from the researcher specialist from a private company.

The questionnaire was designed to measure the factors affecting buying decision of both Nutrilite dietary supplement products and other brands. It was divided into four parts convincing the objectives of the research: the general information, the measurement of effects on the marketing mix towards Nutrilite consumption, the measurement of effects on the marketing mix towards dietary supplement products available in the market, and consumers' behavior of Nutrilite product use.

The questionnaire was adjusted from two previous drafts covering 7 Ps in part two and three because the marketing plan of the Nutrilite Company focused both products and services. However, in part three, the results shown that the respondents did not answer the last 3 Ps which are people, process, and physical evidence because other dietary supplement products focused on the products only. Therefore, the last 3 Ps were neglected from part three in the final draft. The questionnaire is shown in the appendix.

3.5 Limitation

The informants of this study consisted of fifty Bangkok customers who bought Nutrilite products from Amway Ltd. Company. They were randomly selected to answer the questionnaire.

3.6 Monitoring Indicators

The primary data was collected from responses to questionnaire distributed to a sample group of 50 customers, both male and female of different ages and occupations. However, the age of sample group is 18 above due to the company rules which states that people under 18 is not authorized to buy product Amway Ltd. Company. The researcher distributed a set of questionnaire to the target group, who bought Nutrilite products during November, 2014.