

CHAPTER 2

LITERATURE REVIEW

This chapter emphasizes the related research studies and literature on three main parts; consumer behaviors, marketing mix, and related research works.

2.1 Definition of Key Terms

2.1.1 Dietary Supplement

This diet supplement refers to a food product that contains a “dietary ingredient” intended to supplement the diet. The “dietary ingredients” in these products may include: vitamins, minerals, herbs or other botanicals, amino acids, and substances such as enzymes, organ tissues, glandular, and metabolites. Dietary supplements can also be extracts or concentrates, and may be found in many forms such as tablets, capsules, softgels, gelscaps, liquids, or powders.

2.1.2 Customers

Customers in this study are people who buy products from Bangkok Nutrition Academy.

2.1.3 Marketing Mix (4 Ps)

The marketing mix is generally accepted as the use and specification of the 4 Ps; Product, Price, Place, and Promotion describing the strategic position of a product the marketplace.

2.1.4 Marketing mix (7 Ps)

7 Ps is the same original 4 Ps. Although some marketers have added other Ps which are People, Process, and Physical Evidence.

2.2 Consumer Behaviors

This part focuses on three sections: (1) the definition of consumer behavior, (2) the stages of the buying decisions process, and (3) factors affecting consumer buying decisions.

2.2.1 Definition of Consumer Behaviors

The consumer behavior definition is discussed to give basic understandings of consumer behaviors and their important roles in the marketing communication. In marketing literature, there are a lot of definitions of the term “consumer behaviors” However, those definitions are quite similar. The following are definitions of the term “consumer behaviors”.

Consumer behavior is study of how people buy, what they buy, when they buy, and why they buy. It is a subcategory of marketing that blends elements from psychology, sociology, anthropology, and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioral variables in an attempt to understand people’s wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general (Wikipedia: 1998: Online).

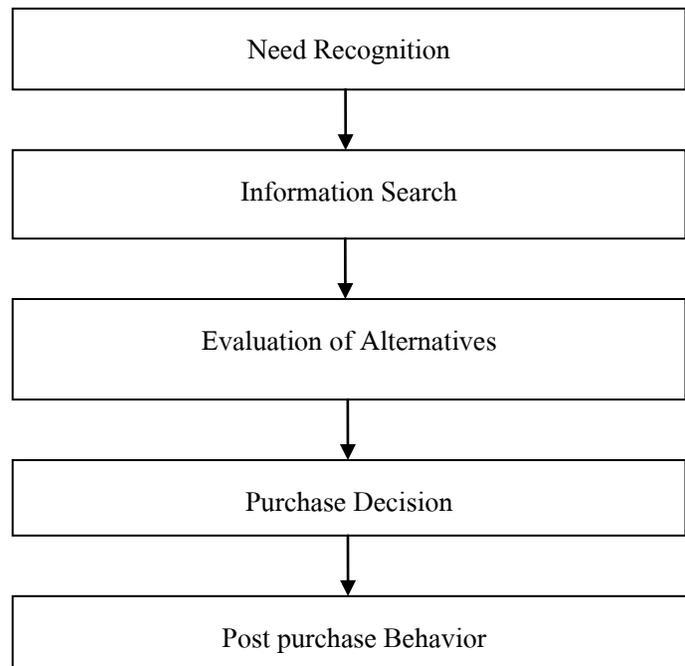
Belch (1998) defined consumer behaviors as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and service so as to satisfy their needs and desires.

The American Marketing Association defines the term “consume behaviors” as the dynamic interaction of affect and cognition, behavior, and environmental events by which human beings conduct the exchange aspects of their lives (Peter; & Olson. 1996: 11).

Consumers’ product and service preferences are constantly changing. Creating a proper marketing mix of a strategy for a well-defined market, managers must have knowledge of consumer behaviors. Therefore, consumer behaviors are studied in order to understand perceptions, attitudes, and activities in which person responds to his or her environments. Attitudes, and activities in which person responds to his or her environments. This understanding can provide guidelines to develop marketing approaches and activities to encourage people to purchase products.

2.2.2 The Stages of the Buying Decision Process

The American Marketing Association has developed a “stages model” of the buying decision process as shown in exhibit 1. The consumer passes through five stages: need recognition, information search, and evaluation of alternatives, purchase decision, and post purchase behavior.



Picture 2 the stage model of Consumer Buying Decision Process (Hardesty and Bearden. Journal of Retailing. (2003: 17)

Need recognition

The buying process starts when the buyer recognizes a problem or need. Need recognition occurs when consumers are faced with an imbalance between actual and desired states. It is triggered when a consumer is exposed to either an internal or an external stimulus, Hunger and thirst are internal stimuli; the color of an automobile, the design of a package, a brand name mentioned by a friend, or an advertisement on television are considered external stimuli (William. 2002)

Information search

After recognizing a need or want, consumers search for information about the various alternatives available to satisfy it. An information search can occur internally, externally, or both. In an internal information search, is the process recalling information stored from previous experience with a product, in contrast, an external information search seeks information in the outside environment divided into four groups:

- Personal sources: Family, friends, neighbors, and acquaintances

- Commercial sources: Advertising, salespersons, dealers, packaging, and displays
- Public sources: Mass media and consumer-rating organization
- Experiential sources: Handling, examining, and using the product

The consumer's information search should yield a group of brands, sometimes called the buyer's evoked set (or consideration set), which are consumer's most preferred alternatives (Clow; & 2001: 150)

Evaluation of alternatives

After getting information and constructing an evoked set of alternative products, and/or services, the consumer performs comparison among brands, product characteristics or services. The products and/or services which can fulfill needs or motives, which initiated the decision-making process will be selected. Brands, which will be selected to group purchase options, will also be considered during the alternative evaluation process (Hawkins, Roger; & Kenneth. 1998: 150)

Purchase decision

This step occurs when "evoked set" has been considered and been narrowed down to one. This is where the consumer decides the purchase location; In addition, consumers may also form an intention to buy the most preferred brand.

However, two serious factors can intervene between the purchase intention and the purchase decision. The first factor is attitudes of other people. A buyer's preference for a brand will increase if someone he or she respects favors the same brand strongly. The second factor is the unpredictable situational factor that may erupt to change the purchase intention (William. 2002: 58)

Post purchase behavior

When buying product, consumers expect certain outcomes from purchase. They will experience some level of satisfaction or dissatisfaction. This action influences a consumer's subsequent behavior. If the consumer is satisfied, he or she will exhibit a higher probability of purchasing again. The importance of post purchase satisfaction suggests that product claims must truthfully represent the product's likely performance.

Dissatisfaction may lead consumers to form negative attitudes toward the brand, and even eliminates the brand from the consumer's purchase options.

To understand the stage of buying decision process; need recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior, helps marketers create the best strategy to retain the customer and repurchase in the future.

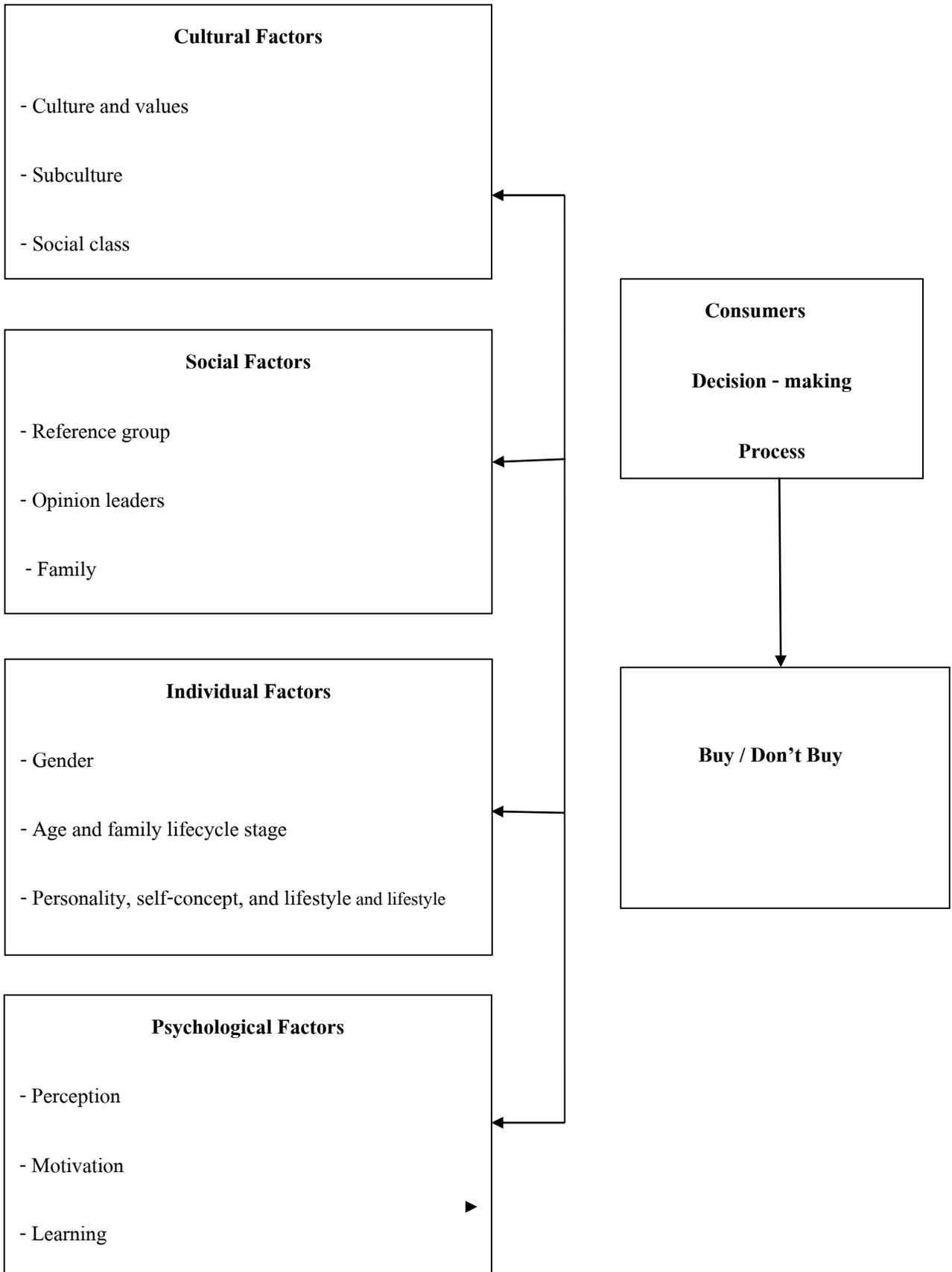
Consumer behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. There are different processes involved in the consumer behavior. Initially the consumer tries to find what commodities he would like to consume, then he selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which he can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities he should consume.

Selecting, organizing and interpreting information in a way to produce a meaningful experience of the world is called perception. There are three different perceptual processes which are selective attention, selective distortion and selective retention. In case of selective attention, marketers try to attract the customer attention. Whereas, in case of selective distortion, customers try to interpret the information in a way that will support what the customers already believe. Similarly, in case of selective retention, marketers try to retain information that supports their beliefs. Customer possesses specific belief and attitude towards various products. Since such beliefs and attitudes make up brand image and affect consumer buying behavior therefore marketers are interested in them. Marketers can change the beliefs and attitudes of customers by launching special campaigns in this regard.

2.2.3 Factors Affecting Consumer Buying Decisions

People buy different products from different brands to satisfy their needs. Consumer purchases are strongly influenced by cultural, social, personal and psychological characteristic. Culture factors, which include culture and values, subculture, and social class, exert the broadest influence over consumer decision making.

Psychological factors determine how consumers perceive and interact with their environments and influence the ultimate decisions consumers make (Lamb, Jr., Hair, Jr.; & McDaniel. 2004: 152). Exhibit 2 summarizes these influences.



Picture 3 Factors that affect the consumer decision-making process

Lamb, Jr.;& Mcdaniel. Marketing. (2004) P.152

Cultural factors

Culture is the of basic values, perception, wants and behaviors learned by a member of society from family and other institutions. Every group or society has a cultural influence on buying behavior that may vary greatly from country to country, or even neighborhood to neighborhood. Each culture contains smaller subcultures which consist of a group of people with shared value system based on common life experiences and situations. Subcultures also include nationalities, religions, racial groups, and geographic regions.

Social Factors

Almost every society has some form of social class structure. Social classes are relatively permanent and ordered divisions in a society whose members share similar values, interests, and behaviors. Social class is not determined by a single factor such as income but is measured as a combination of occupation, income, education, wealth, and other variables. Social classes show distinct product and brand preferences in areas such as clothing, home, furnishing, leisure activity, and automobiles (Krijgsman.2007: online).

Most consumers are likely to seek out opinions of others to reduce their search and evaluation. They may also seek out others' opinions for guidance on new products or services. Specifically, consumers interact socially with reference groups, opinion leaders, and family members to obtain product information and decision approval. Reference group can be defined as two or more people who interact to accomplish individual or mutual goals. Groups that have direct influence and to which a person belongs are called membership groups. In contrast, reference groups serve as direct or indirect points of comparison or reference in forming consumers' attitudes or behaviors.

Reference groups frequently include individuals known as group leader, or opinion leader. Opinion leaders are persons who influence others because of their special skills, knowledge, personality, or other characteristics. In other case, marketers may use buzz marketing by enlisting or even creating leaders to spread the word about their brands.

Family member can strongly influence consumer's behavior. Husband and wife involvement varies widely by product category and by stage in the buying process. In the United States, the wife traditionally has been the main purchasing agent for the family, especially in the areas of food, household products, and clothing.

The consumer's position in each group can be defined in terms of both role and status. A role consists of the activities people expected to perform according to persons around them. Each role carries a status reflecting the general esteem given to it by society. People often choose products that show their status in society (Kotler. 2000: 177)

Individual Factors

A person's buying decisions are also influenced by personal characteristics that are unique to each individual, such as gender; age, life-cycle stage, personality, self-concept, and lifestyle, Gender: physiological differences between men and women resulting different needs, such as health and beauty products. Trends in gender marketing are influenced by the changing roles of men and women in society. For instance, as women around the world are working and earning more, many industries are attracting new customers by marketing to women (Lamb, Jr., & McDaniel. 2004: 165).

The age and family life-cycle stage of a consumer can have a significant impact on consumer behavior. People change the goods and services they buy over their lifetimes. Taste in food, clothes, furniture, and recreation are often age related. Buying is also shaped by the stage of family life-cycle. Traditional family life-cycle stages include young singles and married couples with children. Young singles spend more than average on alcoholic beverages, education, and entertainment. New singles spend more than average on alcoholic beverages, education, and entertainment. New parents typically, increase their spending on health care, clothing, housing, and food. Household with children spend more on food, entertainment, personal care products, and education, as well as cars and gasoline. A consumer's occupation also affects the goods and services and services bought. Blue collar workers tend to buy more rugged work clothes, whereas executives buy more business suits. Economic situation will affect product choice. If economic indicator point to recession, marketers can take steps to redesign, reposition, and reprise their products closely.

Each consumer's distinct personality influences his or her buying behavior. Personality is a broad concept that can be thought of as a way of organizing and grouping how an individual typically reacts to situations. It combines psychological makeup and environment forces. Self-concept, or self-perception, is how consumers perceive themselves. It includes attitudes, perceptions, beliefs, and self-evaluation. Personality and self-concept are reflected in lifestyle. A lifestyle is a mode of living, as identified by a person's activities, interests, and opinions. People coming from the same subculture, social class, and occupation may have different lifestyles.

Psychological Factors

An individual's buying decisions are further influenced by the following psychological factors: perceptions, motivation, learning, and beliefs and attitudes. These factors are what consumers use to interact with their world. They are the tools consumers use to recognize their feeling, gather and analyze information, formulate thoughts and opinions, and take action. Motivation is a dynamic factor which is always changing in reacting to life experiences. A need becomes a motive when it is aroused to a sufficient level of intensity. A motive is need that is sufficiently pressing to direct the person to seek satisfaction. Many human motivation theories have been developed by many psychologists. One popular theory belongs to Dr. Abraham Maslow. His theory, which is based on universal hierarchy of human needs, explains five basic levels of human needs, sequencing in order from lower level needs to higher – level needs. Five needs of Maslow's Hierarchy of Needs are psychological needs, safety and security needs, social needs, ego needs and self-actualization (Schiffman; & Kanuk. 2000: 80)

A motivated person is ready to act. How the person acts is influenced by his or her perception of the situation. Perception is the process by which people select, organize, and interpret information. Perception is the process by which people select, organize, and interpret information to form meaningful picture of the world. In essence, perception is how we see the world around us and how we recognize that we need some help in making a purchasing decision. The perceptual process is also influenced by characteristics of a stimulus such as size, color, or intensity and the context in which it is seen or heard.

Almost all consumer behaviors result from learning which describe changes in individual's behavior arising from experience and practice. It is not possible to observe learning directly, but we can infer when it has occurred by person's actions. Most human behaviors are learned. Learning theorists believe that learning is

produced through the interplay of drives, stimuli, cues, responses, and reinforcement (Kotler, Ang, Leong: Tan. 2003: 186)

Through doing and learning, people acquire beliefs and attitudes. A belief is a descriptive thought that a person has about something. Marketers are interested in the beliefs that people formulate about specific products and services, because these beliefs make up product and brand images that affect buying behavior. An attitude is a person's enduring favorable or unfavorable evaluations, emotional feelings, and actions toward some object of idea (Krech, Crutchfield: & Ballachey. 1999: 208) Attitudes put consumers into a frame of mind of liking or disliking things, or moving toward or away from them.

In conclusion, the aim of marketing is to meet and satisfy target customer's needs and wants. Understanding the factors affecting consumer buying process: cultural factors, social factors, individual factors and psychological factors help marketers adapt and improve their marketing campaigns and marketing strategies more effectively reach the consumer.

2.3 Marketing Mix

What is marketing?

The definition that many marketers learn as they start out in the industry is: **Putting the right product in the right place, at the right price, at the right time.**

It's simple! You just need to create a product that a particular group of people want, put it on sale some place that those same people visit regularly, and price it at a level which matches the value they feel they get out of it; and do all that at a time they want to buy. Then you've got it made!

There's a lot of truth in this idea. However, a lot of hard work needs to go into finding out what customers want, and identifying where they do their shopping. Then you need to figure out how to produce the item at a price that represents value to them, and get it all to come together at the critical time.

But if you get just one element wrong, it can spell disaster. You could be left promoting a car with amazing fuel-economy in a country where fuel is very cheap; or publishing a textbook after the start of the new school year, or selling an item at a price that's too high – or too low – to attract the people you're targeting.

The marketing mix is a good place to start when you are thinking through your plans for a product or service, and it helps you avoid these kinds of mistakes.

Understanding the Tool

The marketing mix and the 4Ps of marketing are often used as synonyms for each other. In fact, they are not necessarily the same thing.

"Marketing mix" is a general phrase used to describe the different kinds of choices organizations have to make in the whole process of bringing a product or service to market. The 4Ps is one way – probably the best-known way – of defining the marketing mix, and was first expressed in 1960 by E J McCarthy.

The 4Ps are:

1. Product (or Service).
2. Place.
3. Price.
4. Promotion.

A good way to understand the 4Ps is by the questions that you need to ask to define your marketing mix. Here are some questions that will help you understand and define each of the four elements.

Marketing Mix (4Ps)

The term marketing mix refers to the four major areas of decision making in the marketing process that are blended to obtain the results desired by the organization. The four elements of the marketing mix are sometimes referred to the 4 Ps of marketing each element in the marketing mix is product, price, promotion, promotion, and place (Kotler. 2000: 15).

Product

The first element in the marketing mix is the product. A product is any combination of goods and services offered to satisfy the needs and wants of consumers. Thus, a product is anything tangible or intangible that can be offered for purchase or use by consumers. A tangible product is one that consumers can actually

touch, such as a computer. An intangible product is a service that cannot be touched, such as computer repair, income tax preparation, or an office call.

Price

The second element in marketing mix is price. Price is simply the amount of money that consumers are willing to pay for a product or service. In price setting, companies should estimate customer reactions to possible prices. Companies should also estimate the preferable profit margin and possible discounts in the future. Companies must be aware of legal restrictions on pricing.

Place

Place refers to having the right product, in the right location, at the right time to be purchased by consumers. The proper placement of products is done through middle people called the channel of distribution. The channel of distribution is comprised of interdependent manufacturers, wholesalers, and retailers. These groups are involved with making a product or service available for use or consumption.

Promotion

Promotion is a communication process that takes place between a business and its various publics. Publics are those individuals and organizations that have an interest in what the business produces and offers for sale. In order to be effective, businesses need to plan promotional activities with the communication process in mind. The elements of the communication process are: sender, encoding, message, media, decoding, receiver, feedback, and noise.

Recently, the American scholars; Booms and Bitner (2007: online) had extended the marketing mix model from the four in the original to seven or what is known as: 7 Ps. The traditional marketing mix model was primarily directly and useful for tangible product. The 7 Ps model is more useful for service industries which are people, process, and physical evidence.

People

An essential ingredient to any service provision is the use of appropriate staff and people. Recruiting the right staff and training them appropriately in the delivery of their service is essential if the organization

wants to obtain a form of competitive advantage. Consumers make judgments and deliver perceptions of the service based on the employees they interact with. Staff should have the appropriate interpersonal skills, attitude, and service knowledge to provide the service that consumers are paying for.

Process

Refers to the systems used to assist the organization in delivering the service. It is the process that allowed you to obtain an efficient service delivery. For instance banks that send out credit cards automatically when their customer's old one has expired again require an efficient process to identify expiry dates and renewal.

Physical Evidence

Physical evidence is a way of formalizing aspects of place and product that are particular to service purchases. It refers to all the physical things that a purchaser of a service might encounter. This would include the ambience and design of the surroundings in which the service is encountered, tickets and information leaflets.

2.4 Factors Consumers' Buying Behavior

You've been a consumer with purchasing power for much longer than you probably realize—since the first time you were asked which cereal or toy you wanted. Over the years, you've developed rules of thumb or mental shortcuts providing a systematic way to choose among alternatives, even if you aren't aware of it. Other consumers follow a similar process, but different people, no matter how similar they are, make different purchasing decisions. You might be very interested in purchasing a Smart Car, but your best friend might want to buy a Ford F-150 truck. What factors influenced your decision and what factors influenced your friend's decision?

As we mentioned earlier in the chapter, consumer behavior is influenced by many things, including environmental and marketing factors, the situation, personal and psychological factors, family, and culture. Businesses try to figure most cost-effective way possible. Businesses often try to influence a consumer's behavior with things they can control such as the layout of a store, music, grouping and availability of products, pricing, and advertising. While some influences may be temporary and others are long lasting, different factors

can affect how buyers behave-whether they influence you to make a purchase, buy additional products, or buy nothing at all. Let's now look at some of the influences on consumer behavior in more detail.

Store locations also influence behavior. Starbucks has done a good job in terms of locating its stores. It has the process down to a science; you can scarcely drive a few miles down the road without passing a Starbucks. You can also buy cups of Starbucks coffee at many grocery stores and in airports-virtually any place where there is foot traffic.

Physical factors that firms can control, such as the layout of a store, music played at stores, the lighting, temperature, and even the smells you experience are called atmospherics. Perhaps you've visited the office of an apartment complex and noticed how great it looked and even smelled. It's no coincidence. The managers of the complex were trying to get you to stay for a while and have a look at their facilities. Research shows that "strategic fragrancing" results in customers staying in stores longer, buying more, and leaving with better impressions of the quality of stores' services and products. Mirrors near hotel elevators are another example. Hotel operators have found that when people are busy looking at themselves in the mirrors, they don't feel like they are waiting as long for their elevators. Patricia Moore, "Smells Sell," *NZ Business*, February 2008, 26-27.

Not all physical factors are under a company's control, however. Take weather, for example. Rainy weather can be a boon to some companies, like umbrella makers such as Totes, but a problem for others. Beach resorts, outdoor concert venues, and golf courses suffer when it is raining heavily. Businesses such as automobile dealers also have fewer customers. Who wants to shop for a car in the rain?

Personal Factors

Personality and Self-Concept

Personality describes a person's disposition, helps show why people are different, and encompasses a person's unique traits. The "Big Five" personality traits that psychologists discuss frequently include **openness** or how open you are to new experiences, **conscientiousness** or how diligent you are, **extraversion** or how outgoing or shy you are, **agreeableness** or how easy you are to get along with, and **neuroticism** or how prone you are to negative mental states.

Do personality traits predict people's purchasing behavior? Can companies successfully target certain products to people based on their personalities? How do you find out what personalities consumers have? Are extravert's wild spenders and introverts penny pinchers?

The link between people's personalities and their buying behavior is somewhat unclear. Some research studies have shown that "sensation seekers," or people who exhibit extremely high levels of openness, are more likely to respond well to advertising that's violent and graphic. The problem for firms is figuring out "who's who" in terms of their personalities.

The slogan "Be All That You Can Be," which for years was used by the U.S. Army to recruit soldiers, is an attempt to appeal to the self-concept. Presumably, by joining the U.S. Army, you will become a better version of yourself, which will, in turn, improve your life. Many beauty products and cosmetic procedures are advertised in a way that's supposed to appeal to the ideal self-people seek. All of us want products that improve our lives.

Gender, Age, and Stage of Life

While demographic variables such as income, education, and marital status are important, we will look at gender, age, and stage of life and how they influence purchase decisions. Men and women need and buy different products. Cheryl B. Ward and Tran Thuhang, "Consumer Gifting Behaviors: One for You, One for Me?" *Services Marketing Quarterly* 29, no. 2 (2007): 1-17. They also shop differently and in general, have different attitudes about shopping. You know the old stereotypes. Men see what they want and buy it, but women "try on everything and shop 'til they drop." There's some truth to the stereotypes. That's why you see so many advertisements directed at one sex or the other-beer commercials that air on ESPN and commercials for household products that air on Lifetime. Women influence fully two-thirds of all household product purchases, whereas men buy about three-quarters of all alcoholic beverages. Genevieve Schmitt, "Hunters and Gatherers," *Dealernews* 44, no. 8 (2008): 72. The article references the 2006 Behavioral Tracking Study by Miller Brewing Company. The shopping differences between men and women seem to be changing, though. Younger, well-educated men are less likely to believe grocery shopping is a woman's job and would be more inclined to bargain shop and use coupons if the coupons were properly targeted at them. Jeanne Hill and Susan K. Harmon, "Male Gender Role Beliefs, Coupon Use and Bargain Hunting," *Academy of Marketing Studies*

Journal 11, no. 2 (2007): 107–21. One survey found that approximately 45 percent of married men actually *like* shopping and considers it relaxing.

One study by Resource Interactive, a technology research firm, found that when shopping online, men prefer sites with lots of pictures of products and women prefer to see products online in lifestyle context—say, a lamp in a living room. Women are also twice as likely as men to use viewing tools such as the zoom and rotate buttons and links that allow them to change the color of products.

Psychological Factors

Motivation

Motivation is the inward drive we have to get what we need. In the mid-1900s, Abraham Maslow, an American psychologist, developed the hierarchy of needs shown in Figure 2.1 "Maslow's Hierarchy of Needs".

Self-Actualization Needs (realizing your full potential)

Esteem Needs (being respected by others as a result of your accomplishments)

Social Needs (being loved, befriended, and accepted by others)

Safety Needs (feeling safe and sheltered from harm)

Physiological Needs (needing food, water, and sleep)

The need for food is recurring. Other needs, such as shelter, clothing, and safety, tend to be enduring. Still other needs arise at different points in time in a person's life. For example, during grade school and high school, your *social* needs probably rose to the forefront. You wanted to have friends and get a date. Perhaps this prompted you to buy certain types of clothing or electronic devices. After high school, you began thinking about how people would view you in your "station" in life, so you decided to pay for college and get a professional degree, thereby fulfilling your need for *esteem*. If you're lucky, at some point you will realize Maslow's state of *self-actualization*. You will believe you have become the person in life that you feel you were meant to be.

Following the economic crisis that began in 2008, the sales of new automobiles dropped sharply virtually everywhere around the world—except the sales of Hyundai vehicles. Hyundai understood that people needed to feel secure and safe and ran an ad campaign that assured car buyers they could return their vehicles if they couldn't make the payments on them without damaging their credit. Seeing Hyundai's success, other carmakers began offering similar programs. Likewise, banks began offering "worry-free" mortgages to ease the minds of would-be homebuyers. For a fee of about \$500, First Mortgage Corp., a Texas-based bank, offered to make a homeowner's mortgage payment for six months if he or she got laid off. Andrea Jares, "New Programs Are Taking Worries from Home Buying," *Fort Worth Star-Telegram*, March 7, 2010, 1C–2C.

While achieving self-actualization may be a goal for many individuals in the United States, consumers in Eastern cultures may focus more on belongingness and group needs. Marketers look at cultural differences in addition to individual needs. The importance of groups affects advertising (using groups versus individuals) and product decisions.

Perception

Perception is how you interpret the world around you and make sense of it in your brain. You do so via stimuli that affect your different senses—sight, hearing, touch, smell, and taste. How you combine these senses also makes a difference. For example, in one study, consumers were blindfolded and asked to drink a new brand of clear beer. Most of them said the product tasted like regular beer. However, when the blindfolds came off and they drank the beer, many of them described it as "watery" tasting. Laura Ries, *In the Boardroom: Why Left-Brained Management and Right-Brain Marketing Don't See Eye-to-Eye* (New York: HarperCollins, 2009).

Consumers are bombarded with messages on television, radio, magazines, the Internet, and even bathroom walls. The average consumer is exposed to about three thousand advertisements per day. Kalle Lasn, *Culture Jam: The Uncooling of America* (New York: William Morrow & Company, 1999). Consumers are surfing the Internet, watching television, and checking their cell phones for text messages simultaneously. Some, but not all, information makes it into our brains. Selecting information we see or hear (e.g., television shows or magazines) is called selective exposure.

Have you ever read or thought about something and then started noticing ads and information about it popping up everywhere? Many people are more perceptive to advertisements for products they need. Selective attention is the process of filtering out information based on how relevant it is to you. It's been described as a "suit of armor" that helps you filter out information you *don't* need. At other times, people forget information, even if it's quite relevant to them, which is called selective retention. Often the information contradicts the person's belief. A longtime chain smoker who forgets much of the information communicated during an antismoking commercial is an example. To be sure their advertising messages get through to you and you remember them, companies use repetition. How tired of iPhone commercials were you before they tapered off? How often do you see the same commercial aired during a single television show?

Situational Factors

Have you ever been in a department store and couldn't find your way out? No, you aren't necessarily directionally challenged. Marketing professionals take physical factors such as a store's design and layout into account when they are designing their facilities. Presumably, the longer you wander around a facility, the more you will spend. Grocery stores frequently place bread and milk products on the opposite ends of the stores because people often need both types of products. To buy both, they have to walk around an entire store, which of course, is loaded with other items they might see and purchase.

2.5 Related Research

Since this research is mainly related to mix. The survey of related research was focused on factors of marketing mix associated to the main point.

Chupayuk. (1999). Worked studied about opinions toward food supplements of consumers in Bangkok the results revealed that more than half of the respondents were married women with average age of 39.2 years old, with bachelor's degree, owned private businesses, and average income of 22,428.10 baht, more than half of the respondents consumed food supplements prior to the research. The two most important factors were labeling and price, with the spending average of 500 to 1,000 baht from independent distributors every three months. Also other important factors of purchase were media and friends. The research concluded that opinions toward food supplements depended on gender and marital status. Promotion mix showed that consumers with different age, education, occupation, and income had different health concerns.

Sae-tang. (2006). Studied about factors that affect the behaviors of purchasing Swensen's Take Home ice-cream from retailers of consumers in Bangkok. The results showed what the customers were mostly single women aged between 21 and 31 years, with a Bachelor's degree or equivalent, working as employees of a private company, and having income of 20,001 to 50,000 baht per month. In addition, it was also found that consumers recognized the importance of marketing factors at high level. The results showed they were satisfied with the product's marketing mix in the aspect of product, shop, distribution channels and marketing promotion at very high level. All marketing mix factors, including product price place and promotion, have positive relationship with consumers' purchasing behavior in term of frequency of purchase at low level.

Meanwhile, Phokanan. (1999). Found from her study that the difference of gender, age, demographic, marital status, and occupation had effects on the consumer behavior. Health status did not affect the consumer decision making. In addition, communication channel of Apaibhuth products had effects on consumer decision making.

Mahachanok. (2003). Studied factors effecting vitamin C dietary supplement consumption behavior of consumers in Bangkok metropolitan area. The findings demonstrated that the most favorite brand is Bio C (Blackmores). Demographic: consumers with difference age and education level are statistically significance different at 0.05 with the type of vitamin C dietary supplement consumption. Consumers with different marital age, educational level, occupation, income were statistical significant different at 0.05 with the brand of vitamin C dietary supplement consumption. Consumers with the different gender, marital status, education level were statistically significant different at 0.05 with paying vitamin C dietary supplement. Consumers with different age, occupation, income, were statistically, significant different at 0.05 with the quantity of vitamin C dietary supplement consumption. There were direct relationships between the attitude toward the marketing mix such as attitude toward price, place, promotion and the frequency of vitamin dietary supplement eating with a low level at statistically significant of 0.05.

Another interesting study of Chaihiranwattana. (1997). Revealed the demographic characteristics of consumers in Bangkok Metropolitan Area gender had no effect on the informants' age range was from 26 to 30, with average education of a bachelor degree, and a monthly income range of 10,000 – 20,000 baht. Opinions from the respondents showed that approval from Food and Drug Administration (FDA). The quality of products, and suggestion from doctors were the three most rated factors.

Sirirasmee. (1999). Studied on food supplement business in Thailand and found that the growth rate was increasing and this correlated with consumers' demand and market competition. The food supplement industry should emphasized more on the importance of the quality, product claim, safety, price, public image, and natural derived products. The marketing strategy should increase awareness through advertising media such as televisions, radio, newspapers, banners, and brochures.

In conclusion, there have been a lot of research works studying on consumer behaviors and marketing mix in the marketing area. Those research works focus on different products depending on the focusing point of the researchers. Even though, there are a lot of research works focusing on the determination of effective marketing mix or 4 Ps, there is no specific study on 7 Ps that are product, price, place, promotion, people, process and physical evidence. This research, therefore, attempted to study the marketing mix comprising 7 Ps to see how these influenced the buying decision of customers.