Thanaset Junyaprasert 2019: Effects of Influencers on the Purchase Decision of Innovative Muscle Building and Enhancing Products of Online Shoppers. Master of Science (Agro-Industrial Technology Management), Major Field: Agro-Industrial Technology Management, Department of Agro-Industrial Technology. Thesis Advisor: Assistant Professor Ajchara Kessuvan, DBA. 104 pages

The objective of this research is to study the effects of influencers and marketing factors on the purchase decision of innovative muscle building and enhancing products of online shoppers. This research collected data from 356 Thai consumers, both male and female who were between 15 and 60 years old through online questionnaire. Statistical analysis used in the data analysis were multiple regression analysis and descriptive statistics.

The results from the descriptive statistics analysis show that important factors related to the purchase decision are the product's nutrients substitution benefit, advertisements via Facebook, and recommendations from friends or colleagues. As for the important factors related to the effects of the influencers on the purchase decision are influencers that are friends or colleagues, usage of mixed media, realistic products consumptions and perceivable results, and advices from family members. Two multiple regression analyses by dividing the sample group into 2 subgroups, a group who have purchased the products and a group who have never purchased the products, were conducted. The results show that there are five statistically significant factors that are related to the purchase decision of already purchase group, which are 1) Usage of Facebook channels, 2) Advertisements on BTS and MRT trains and stations, 3) Advertisements through the online media applications such as line tv, youtube and instagram, 4) Influencers are bloggers, and 5) Influencers are celebrities. On the other hand, the results also show that there are eight statistically significant factors that are related to the purchase decision of the never purchase group, which are 1) Usage of online publication media such as magazines, posters and infographics, 2) Usage of Twitter, 3) Influencers are family members, 4) Influencers are relatives, 5) Usage of offline media, 6) Influencers are knowledgeable of products and trustworthy, 7) Advertisements through the online media applications such as line tv, youtube and instagram, and 8) Usage of actual products in the market.

The results of this study reveal that each group of consumers have different factors that related to their decisions to purchase the products. Manufacturers and distributors can utilize this finding to formulate the appropriate integrated marketing communication strategies that are suitable with the behaviours of each consumer group effectively and efficiently.

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