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Consumer Behavior, Corporate Image, and Product Attributes of Herbal Inhalers and Herbal Balms: The Case of Thosakan Nakhas Products SCG Grand Martech Co., Ltd.

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Abstract

This study examines the influence of demographic characteristics on consumers purchasing behavior, perceptions of corporate image, and evaluations of product attributes in relation to Thosakan Nakhas herbal inhalers and herbal balms. Specifically, the study investigates the relationships between demographic factors and purchasing behavior, perceptions of corporate image, and the importance attributed to product characteristics in consumers' purchase decisions. A quantitative research design was employed. Data were collected through a structured questionnaire administered to 400 consumers who had purchased or used Thosakan Nakhas herbal inhalers and herbal balms. The data were analyzed using descriptive statistics, including frequency, percentage, mean, and standard deviation, together with inferential statistics comprising the Chi-square test, independent-samples t-test, and one-way analysis of variance (ANOVA). Statistical significance was determined at the 0.05 level. The findings indicate that the majority of respondents were female, aged 31–40 years, held a bachelor's degree, earned a monthly income between THB 20,001 and 40,000, and were employed in the private sector. The results further demonstrate that demographic characteristics significantly influence consumer purchasing behavior. Gender, age, educational attainment, income, and occupation were found to be significantly associated with purchasing behavior. In addition, perceptions of corporate image differed significantly according to educational attainment, income, and occupation. Significant differences were also observed across demographic groups regarding the importance assigned to product attributes when making purchase decisions. These findings suggest that demographic characteristics play a critical role in shaping consumer responses to herbal healthcare products and provide valuable insights for the development of market segmentation and positioning strategies.

Keywords: consumer purchasing behavior; corporate image; product attributes; herbal inhaler; herbal balm

Introduction

The growing global interest in natural and preventive healthcare has contributed to increasing demand for herbal products, particularly those derived from traditional medicinal knowledge. In Thailand, herbal inhalers and herbal balms represent some of the most widely consumed herbal health

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products due to their convenience, perceived therapeutic benefits, and strong cultural associations with traditional Thai medicine (Mohammad et al., 2024; Niyomthanawat & Worapongpat, 2025). These products have evolved beyond their traditional role as remedies for common ailments and are increasingly marketed as lifestyle products that reflect cultural identity, wellness consciousness, and local wisdom. Consequently, the herbal product industry has become an important component of Thailand's health and wellness economy.

The expansion of the herbal health product market has intensified competition among manufacturers, requiring firms to differentiate themselves through both tangible and intangible value propositions. Contemporary consumers increasingly evaluate products not only on the basis of functional performance but also through symbolic attributes such as brand reputation, authenticity, cultural significance, and corporate credibility (Dissanayake, 2023). Within this context, corporate image has emerged as a critical strategic asset that shapes consumer perceptions and influences purchasing decisions. A favorable corporate image can enhance consumer trust, reduce perceived risk, and strengthen brand preference, particularly in markets where product alternatives possess similar functional characteristics.

Thosakan Nakhas, a herbal product brand manufactured by SCG Grand Martech Co., Ltd., has established a distinctive market position through its emphasis on Thai cultural heritage, unique packaging design, and characteristic herbal fragrances. The brand seeks to communicate values associated with Thai local wisdom while responding to contemporary consumer preferences. Nevertheless, the increasing number of herbal product brands, including both community-based enterprises and commercial wellness brands, has created a highly competitive marketplace in which consumers are confronted with numerous alternatives offering comparable functional benefits Under such conditions, understanding the factors that influence consumer purchasing decisions becomes increasingly important for sustaining competitive advantage.

Previous research has consistently demonstrated that product attributes and corporate image play significant roles in shaping consumer behavior. Studies have reported that packaging design, fragrance, and perceived product quality are among the key determinants of purchasing decisions for herbal health products (Pakkruk et al., 2021). Similarly, corporate image, perceived authenticity, and brand trust have been identified as important predictors of consumer attitudes and repurchase intentions within health-related product categories (Ouyang & Suteeca, 2025). Despite these contributions, existing studies have generally examined purchasing behavior, corporate image, and product attributes as separate constructs. Empirical evidence integrating these dimensions within the context of herbal inhalers and herbal balms remains limited, particularly among consumers in urban markets where purchasing behavior is influenced by diverse demographic and socioeconomic characteristics.

Furthermore, while demographic factors have frequently been employed as explanatory variables in consumer research, relatively little attention has been given to how demographic differences shape consumer perceptions of corporate image and evaluations of product attributes in the herbal product sector (Subagiyo et al., 2020). Addressing this gap is important because consumer segments may differ substantially in their preferences, expectations, and decision-making processes, thereby affecting the effectiveness of marketing strategies.

Accordingly, this study investigates the relationships between demographic characteristics, consumer purchasing behavior, perceptions of corporate image, and evaluations of product attributes associated with Thosakan Nakhas herbal inhalers and herbal balms among consumers in the Bangkok Metropolitan Region. By integrating these dimensions within a single analytical framework, the study contributes to a more comprehensive understanding of consumer behavior in the herbal health product

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market and provides practical implications for market segmentation, brand positioning, and strategic marketing development in Thailand's increasingly competitive herbal product industry.

Research Objectives

1.To examine the relationship between demographic characteristics and consumers' purchasing behavior regarding herbal inhalers and herbal balms in the Bangkok Metropolitan Region.

2.To investigate the relationship between demographic characteristics and consumers' perceptions of the corporate image of Thosakan Nakhas herbal products.

3.To examine the relationship between demographic characteristics and the importance consumers place on product attributes of herbal inhalers and herbal balms when making purchase decisions.

Literature Review

Consumer behavior has long been recognized as a multidimensional process through which individuals acquire, evaluate, use, and dispose of products and services to satisfy their needs and preferences. Contemporary consumer behavior theories suggest that purchasing decisions are influenced by a combination of psychological, social, cultural, and personal factors, with demographic characteristics frequently serving as important determinants of consumer preferences and decision-making patterns (Wang et al., 2012). Within the context of health-related consumption, purchasing behavior is often characterized by a higher degree of perceived risk, leading consumers to rely on cues that facilitate product evaluation and reduce uncertainty.

The herbal health product sector provides a particularly relevant context for examining consumer behavior because purchasing decisions are frequently influenced by subjective perceptions regarding safety, effectiveness, and authenticity. Unlike conventional consumer goods, herbal products are often evaluated through a combination of experiential knowledge, cultural beliefs, and trust in traditional medicinal practices. Previous studies have demonstrated that consumers of herbal products tend to place considerable emphasis on perceived benefits, natural ingredients, and compatibility with personal health beliefs. Furthermore, demographic characteristics such as age, education, income, and occupation have been shown to influence information processing, product evaluation, and purchasing patterns across health-related product categories (Worapongpat, 2025a). These findings suggest that demographic differences may play a significant role in shaping consumer responses to herbal inhalers and herbal balms.

In addition to consumer characteristics, corporate image represents a critical factor influencing consumer decision-making. Corporate image refers to the overall set of perceptions, impressions, and associations that stakeholders develop toward an organization based on accumulated experiences and communications (Tran et al., 2022). From a marketing perspective, corporate image functions as an intangible asset that enhances organizational credibility and influences consumers' evaluations of products and services. A favorable corporate image can strengthen consumer trust, reduce perceived risk, and increase the likelihood of purchase, particularly in situations where consumers possess limited information regarding product quality.

The importance of corporate image becomes especially pronounced in markets involving health and wellness products. Because consumers are often unable to directly

verify product effectiveness prior to purchase, they rely on signals associated with the producer or brand to infer quality and reliability. Previous research has consistently reported positive relationships between corporate image, consumer trust, brand preference, and purchase intention. In the context of herbal products, corporate image is frequently associated with perceptions of

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authenticity, traditional knowledge, social responsibility, and product safety. Consequently, understanding how different consumer groups perceive corporate image is essential for developing effective branding strategies within the herbal product industry.

Product attributes constitute another fundamental determinant of consumer choice. According to product evaluation theory, consumers assess alternative products based on a set of attributes that provide information regarding expected benefits and overall value. These attributes may include functional characteristics such as effectiveness and quality, aesthetic characteristics such as packaging and fragrance, and economic characteristics such as price and value for money. Consumers evaluate and prioritize these attributes differently depending on their preferences, needs, and demographic backgrounds.

Existing research has highlighted the importance of product attributes in influencing purchasing decisions for herbal and natural health products. Attributes such as ingredient quality, perceived safety, efficacy, packaging design, fragrance, and product certification have been identified as important considerations during the evaluation process (Vijaranakorn & Shannon, 2017). In particular, packaging and fragrance are highly relevant in the context of herbal inhalers and herbal balms because they contribute not only to functional performance but also to consumers' sensory and emotional experiences. Empirical evidence further suggests that favorable evaluations of product attributes contribute positively to perceived value, purchase intention, customer satisfaction, and repurchase behavior.

Although consumer behavior, corporate image, and product attributes have received considerable attention within the marketing literature, existing studies have predominantly examined these constructs independently. Research integrating these dimensions within a single analytical framework remains limited, particularly within the context of traditional herbal health products. Furthermore, despite the growing commercial significance of Thai herbal products, relatively little empirical evidence is available regarding consumer perceptions of locally rooted brands that incorporate cultural identity and traditional wisdom into their market positioning (Worapongpat, 2025b).

This limitation is particularly evident in urban consumer markets, where demographic diversity may generate substantial differences in purchasing behavior, perceptions of corporate image, and evaluations of product attributes. Consequently, a more comprehensive understanding of the relationships among these variables is required to support effective market segmentation and brand development strategies. Addressing this gap, the present study examines the relationships between demographic characteristics, purchasing behavior, perceptions of corporate image, and evaluations of product attributes associated with Thosakan Nakhas herbal inhalers and herbal balms. By integrating these constructs within a single research framework, the study contributes to the literature on consumer behavior in the herbal product sector while providing practical implications for strategic marketing and brand management in Thailand.

Research Methodology

This study employed a quantitative research design to investigate the relationships between demographic characteristics, consumer purchasing behavior, perceptions of corporate image, and evaluations of product attributes associated with Thosakan Nakhas herbal inhalers and herbal balms. The study was grounded in consumer behavior theory, which posits that demographic characteristics influence consumers' attitudes, perceptions, and purchasing decisions through differences in preferences, experiences, and socioeconomic backgrounds.

The research framework was developed from an extensive review of the literature on consumer behavior, corporate image, and product attributes. Demographic characteristics, including

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gender, age, educational attainment, monthly income, and occupation, were treated as independent variables. Consumer purchasing behavior, perceptions of corporate image, and evaluations of product attributes were examined as dependent variables. The framework was designed to assess whether differences in demographic characteristics were associated with variations in consumer behavior and perceptions regarding Thosakan Nakhas herbal products.

The study adopted a cross-sectional survey approach. Data were collected from consumers residing in the Bangkok Metropolitan Region who had previously purchased or used Thosakan Nakhas herbal inhalers and herbal balms. A structured questionnaire was employed as the primary research instrument to obtain information on respondents' demographic characteristics, purchasing behavior, perceptions of corporate image, and evaluations of product attributes.

The collected data were analyzed using both descriptive and inferential statistics. Descriptive statistics, including frequency, percentage, mean, and standard deviation, were used to summarize respondent characteristics and study variables. Inferential statistical techniques comprising the Chi-square test, independent-samples t-test, and one-way analysis of variance (ANOVA) were employed to examine relationships and differences among demographic groups. Statistical significance was determined at the 0.05 level.

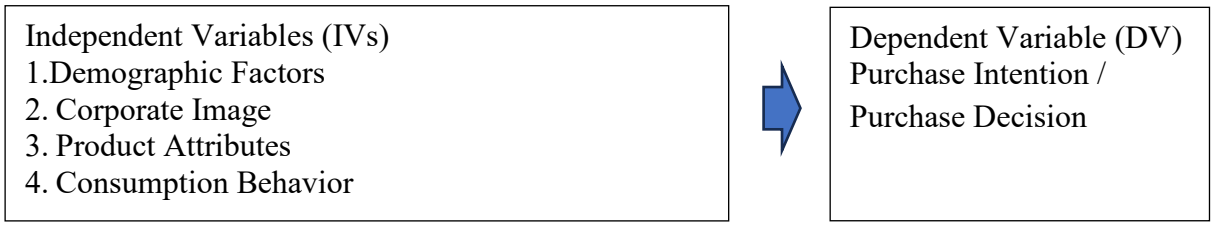


Figure 1 presents the conceptual framework of the research.

1. Population and Sample

1.1 Population

The target population comprised consumers residing in the Bangkok Metropolitan Region who had previously used or purchased herbal inhalers and herbal balms, with particular emphasis on users of Thosakan Nakhas products manufactured by SCG Grand Martech Co., Ltd. The population included consumers who purchased products through various distribution channels, including pharmacies, retail outlets, and online platforms.

1.2 Sample and Sampling Procedure

The sample consisted of 400 respondents. The sample size was determined using the table developed by Krejcie and Morgan (1970), which provides recommended sample sizes for finite populations at a 95% confidence level and a margin of error of 5% (Krejcie & Morgan, 1970). A sample size of 400 was considered adequate for statistical analysis and hypothesis testing.

Respondents were selected using non-probability convenience sampling. Data were collected from consumers who met the screening criterion of having previously purchased or used Thosakan Nakhas herbal inhalers or herbal balms. To enhance sample diversity, questionnaires were distributed through multiple channels, including retail stores, pharmacies, and online platforms.

2. Research Instrument

Data were collected using a structured questionnaire developed from an extensive review of the literature on consumer behavior, corporate image, and product attributes.

The questionnaire consisted of three sections:

Part I: Demographic Characteristics

This section collected information on respondents' gender, age, educational attainment, monthly income, occupation, and product usage behavior.

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Part II: Study Variables

This section measured consumer purchasing behavior, perceptions of corporate image, and evaluations of product attributes. Responses were assessed using a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

Part III: Additional Comments

This section provided respondents with an opportunity to offer further opinions and suggestions regarding herbal inhalers and herbal balms.

3. Instrument Validation and Reliability

3.1 Content Validity

The initial questionnaire was reviewed by the research advisor and subsequently evaluated by three experts in marketing and consumer behavior. Content validity was assessed using the Index of Item-Objective Congruence (IOC). The IOC values ranged from 0.80 to 1.00, indicating that all questionnaire items demonstrated acceptable content validity and were appropriate for data collection.

3.2 Reliability Testing

A pilot study involving 30 respondents who were not included in the main sample was conducted to evaluate the reliability of the instrument. Item-total correlation coefficients ranged from 0.25 to 0.75, indicating acceptable item discrimination. Internal consistency reliability was assessed using Cronbach's alpha coefficient (Cronbach, 1951). The overall reliability coefficient was 0.95, exceeding the recommended threshold of 0.70 and indicating excellent internal consistency.

4. Data Collection

Data were collected from both primary and secondary sources.

4.1 Primary Data

Primary data were obtained through self-administered questionnaires distributed to eligible respondents residing in the Bangkok Metropolitan Region.

4.2 Secondary Data

Secondary data were gathered from academic journals, textbooks, research reports, government publications, and relevant electronic databases related to consumer behavior, corporate image, product attributes, and herbal health products.

5. Data Analysis

The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS).

5.1 Descriptive Statistics

Descriptive statistical techniques, including frequency, percentage, mean, and standard deviation, were employed to summarize respondents' demographic characteristics and the distribution of study variables.

5.2 Inferential Statistics

Inferential statistical analyses were conducted to test the research hypotheses. The Chi-square test was used to examine the relationships between demographic characteristics and purchasing behavior. Independent-samples t-tests and one-way analysis of variance (ANOVA) were employed to determine differences in perceptions of corporate image and evaluations of product attributes across demographic groups. Statistical significance was established at the 0.05 level.

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Research Finding

Objective 1: Consumer Purchasing Behavior toward Herbal Inhalers and Herbal Balms

This section presents the purchasing behavior of consumers who had previously purchased or used Thosakan Nakhas herbal inhalers and herbal balms. A total of 400 valid questionnaires were included in the analysis.

Demographic Characteristics of Respondents

The majority of respondents were female (63.11%), aged between 31 and 40 years (45.56%), held a bachelor's degree (77.33%), reported a monthly income of THB 20,001–40,000 (58.67%), and were employed as company employees (50.67%).

Purchasing and Usage Behavior

The findings indicate that most respondents used herbal inhalers and herbal balms one to two times per week (93.75%), while only 6.25% reported using the products three to five times per week. Regarding purchasing channels, pharmacies and drugstores were the most frequently used distribution channels (51.75%), followed by convenience stores such as 7-Eleven (41.25%). Online purchasing channels accounted for only 2.00% of respondents.

With respect to the primary purpose of product use, stress relief represented the most frequently reported reason (31.75%), followed closely by relief from dizziness or vertigo (31.25%). Other purposes included use in vehicles or workplaces (19.50%) and purchase as gifts or souvenirs (17.50%).

The results further revealed that 59.25% of respondents purchased one item per transaction. Additionally, a substantial proportion reported purchasing multiple items during a single purchase occasion. Because respondents were permitted to select more than one response category, the total frequency exceeded the sample size.

Monthly expenditure on herbal inhalers and herbal balms was relatively low. More than half of the respondents (56.00%) reported spending less than THB 100 per month, whereas only 13.00% reported monthly expenditures exceeding THB 500.

Regarding factors influencing purchasing decisions, belief in the effectiveness of Thai herbal products was identified as the most influential factor (38.25%), followed by user reviews (30.25%) and product scent (21.50%). Brand name (5.50%) and price (4.50%) were reported less frequently as primary determinants of purchase decisions.

Table 1 Purchase Behavior of Consumers for Thosakan Nakhas Herbal Balms and Inhalers (N=400)

Variable	Category	Frequency (n)	Percentage (%)
Usage Frequency (Per Week)	1–2 times	375	93.75
	3–5 times	25	6.25
	Total	400	100.00
Purchase Channel	Pharmacy/Drugstore	207	51.75
	7-Eleven	165	41.25
	Online (Shopee/Lazada, Facebook)	8	2.00
	Variable/Uncertain	20	5.00
	Total	400	100.00
Primary Purpose of Use	Relieve Dizziness/Vertigo	125	31.25

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Variable	Category	Frequency (n)	Percentage (%)
	Relieve Stress	127	31.75
	Use in Car/Office	78	19.50
	Gift/Souvenir	70	17.50
	Total	400	100.00
Number of Pieces Purchased per Transaction	1 piece	237	59.25
	2 pieces	217	54.25
	3 pieces	108	27.00
	More than 3 pieces	100	25.00
Average Monthly Expenditure	< THB 100	224	56.00
	THB 101–300	68	17.00
	THB 301–500	56	14.00
	> THB 500	52	13.00
	Total	400	100.00
Factors for Purchase Decision	Scent	86	21.50
	Price	18	4.50
	Brand	22	5.50
	User Reviews	121	30.25
	Belief in Thai Herbs	153	38.25
	Total	400	100.00

Note: For "Number of Pieces Purchased per Transaction," respondents were allowed to select more than one option; therefore, frequencies and percentages may exceed the total sample size (N = 400). Percentages are calculated based on the total number of respondents.

Overall, the findings indicate that consumers primarily purchase herbal inhalers and herbal balms through traditional retail channels and tend to use these products for health-related and stress-relief purposes. Belief in Thai herbal remedies and information obtained from other users appear to be prominent considerations in consumer purchasing decisions.

Objective 2: Consumers' Perceptions of Corporate Image

Consumers' perceptions of the corporate image of Thosakan Nakhas products were assessed across three dimensions: credibility, expertise, and modernity. The results are presented in Table 2.

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Table 2 Corporate Image and Product Attributes of Thosakan Nakhas Products

Dimension	Evaluation Item	Mean ($\bar{X}$)	Notes
Credibility (Overall $\bar{X}$=4.47)	1. Safety/Quality certification	4.15	C, D, E
	2. Accurate, clear, and complete labeling	4.54	E
	3. Positive past user experience	4.64	-
	4. Brand reputation and image	4.52	-
	5. Verifiable natural ingredient sourcing	4.49	E
Expertise (Overall $\bar{X}$=4.50)	1. Specialized R&D team for herbs	4.34	C, D
	2. Long experience in herbal product manufacturing	4.61	D, E
	3. Formula developed by experts/Thai traditional doctors	4.58	-
	4. Standardized production quality control	4.49	-
	5. Awards/Certifications from herbal authorities	4.49	-
Modernity (Overall $\bar{X}$=4.54)	1. Modern and attractive packaging design	4.38	D
	2. Integration of innovation/new technology	4.75	D, E
	3. Online distribution channels (Shopee, Lazada, Influencers)	4.57	-
	4. Contemporary image communication (Modern Thai identity)	4.46	-
	5. Consistent social media marketing	4.53	-

Overall, respondents reported favorable perceptions across all dimensions of corporate image. Among the three dimensions, modernity received the highest overall mean score ($\bar{X}$ = 4.54), followed by expertise ($\bar{X}$ = 4.50) and credibility ($\bar{X}$ = 4.47).

Within the credibility dmension, the highest-rated item was positive past user experience ($\bar{X}$ = 4.64), followed by brand reputation and image ($\bar{X}$ = 4.52), accurate and complete product labeling ($\bar{X}$ = 4.54), verifiable natural ingredient sourcing ($\bar{X}$ = 4.49), and safety or quality certification ($\bar{X}$ = 4.15).

For the expertise dimension, respondents assigned the highest mean score to the company's experience in herbal product manufacturing ($\bar{X}$ = 4.61), followed by expert-developed formulations ($\bar{X}$ = 4.58), standardized production quality control ($\bar{X}$ = 4.49), awards or certifications from recognized herbal authorities ($\bar{X}$ = 4.49), and the presence of a specialized herbal research and development team ($\bar{X}$ = 4.34).

Regarding modernity, integration of innovation and new technology received the highest mean score among all evaluated items ($\bar{X}$ = 4.75). Other highly rated items included online distribution channels ($\bar{X}$ = 4.57), consistent social media marketing ($\bar{X}$ = 4.53), contemporary brand communication reflecting a modern Thai identity ($\bar{X}$ = 4.46), and modern packaging design ($\bar{X}$ = 4.38).To determine whether perceptions of corporate image differed according to demographic characteristics, independent-samples t-tests and one-way analysis of variance (ANOVA) were conducted. The results

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revealed statistically significant differences in perceptions of corporate image according to educational attainment, monthly income, and occupation ($p < .05$). However, no statistically significant differences were observed with respect to gender or age ($p > .05$).

Objective 3: Product Attributes Influencing Purchase Decisions

Consumers were asked to evaluate the importance of product attributes influencing their purchasing decisions regarding Thosakan Nakhas herbal inhalers and herbal balms. The results are presented in Table 3.

Table 3 Mean Product Attributes Influencing Purchase Decision

No.	Product Attribute	Ideal	Credibility	Expertise	Modernity
1	Fragrance/Natural herbal scent	4.42	4.52	4.30	4.43
2	Product Quality	4.60	4.83	4.70	4.75
3	Efficacy in symptom relief	4.62	4.66	4.49	4.53
4	Diverse and clearly stated herbal ingredients	4.62	4.65	4.58	4.54
5	Durability of scent/medicinal effect	4.61	4.62	4.55	4.56
6	Attractive and portable packaging	4.60	4.76	4.61	4.69
7	Reasonable price	4.63	4.65	4.59	4.50
8	Image of Thai authenticity/True herbalism	4.67	4.67	4.67	4.68

Overall, respondents assigned high levels of importance to all evaluated product attributes, with mean scores exceeding 4.30 on a five-point scale. Among the evaluated attributes, the image of Thai authenticity and traditional herbal identity received the highest ratings ($\bar{X}$ = 4.67–4.68), followed by product quality ($\bar{X}$ = 4.60–4.83), efficacy in symptom relief ($\bar{X}$ = 4.49–4.66), diversity and transparency of herbal ingredients ($\bar{X}$ = 4.54–4.65), and durability of scent and medicinal effects ($\bar{X}$ = 4.55–4.62).

Packaging-related characteristics were also highly valued by respondents. Attractive and portable packaging received mean scores ranging from 4.60 to 4.76, while fragrance and natural herbal scent received mean scores ranging from 4.30 to 4.52. Reasonable pricing was similarly regarded as an important product attribute, with mean scores ranging from 4.50 to 4.65.

The findings indicate that respondents generally considered both functional and symbolic product attributes to be important when evaluating herbal inhalers and herbal balms. Functional attributes included product quality, efficacy, ingredient composition, and durability, whereas symbolic attributes were reflected in perceptions of Thai authenticity and traditional herbal identity.

To examine whether the importance assigned to product attributes differed across demographic groups, independent-samples t-tests and one-way analysis of variance (ANOVA) were conducted. The results revealed statistically significant differences according to gender, age, educational attainment, monthly income, and occupation ($p < .05$). These findings suggest that demographic characteristics are associated with variations in consumers' evaluations of product attributes when making purchase decisions.

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Table 4 presents a comparative assessment between Thosakan Nakhas products and competing brands in the market.

Table 4 Comparative Product Attributes (Thosakan Nakhas vs. Competitors)

No.	Product Attribute	Thosakan Nakhas (Strength/Weakness)	Other Market Brands (Strength/Weakness)	Ideal Product
1	Fragrance/Natural Herbal Scent	Refreshing, long-lasting / Some formulas may be too strong	Diverse but fades quickly / Synthetic scents	Authentic herbal scent, naturally balanced fragrance
2	Product Quality	Authentic herbs, standardized / Needs packaging development	Inconsistent quality / Some brands lack standards	Consistent high-quality raw materials in every batch
3	Efficacy in Symptom Relief	Effective, especially for dizziness / Not yet diversified for other ailments	Some brands slow acting / Strong scent but no relief	Quick relief for a diverse range of symptoms
4	Diverse and Clearly Stated Herbal Ingredients	Unique formula, uses multiple herbs / Clarity of some formulas needed	Limited ingredients / Source not specified	Diverse ingredients with full therapeutic properties
5	Durability of Scent and Medicinal Effect	Lasts for several hours / Some variants fade quickly in hot weather	Mostly fades quickly / Effect not long-lasting	Scent/effect lasts at least 2–3 hours
6	Attractive and Portable Packaging	Unique Thai identity / Some sizes too large for portability	Mostly generic bottles / Easily broken	Attractive, portable size, durable
7	Reasonable Price	Good value for quality / Higher price than some brands	Lower price but lower quality	Reasonable and accessible
8	Thai Authenticity and Traditional Herbal Identity	Strong Thai cultural identity / Communication not fully comprehensive	No distinct features / Lacks unique identity	Clear Thai identity conveyed across all media

Table 5 presents consumers' evaluations of product attributes across the dimensions of credibility, expertise, and modernity. Overall, respondents reported highly favorable attitudes toward all product attributes, with mean scores exceeding 4.30 in every dimension.

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Table 5 Consumers' Attitudes Toward Product Attributes of Thosakan Nakhas Herbal Inhalers and Herbal Balms

No.	Product Attribute	Importance Weight (Wj)	Credibility (Mean)	Expertise (Mean)	Modernity (Mean)
1	Fragrance/Natural Herbal Scent	0.13	4.52	4.30	4.43
2	Product Quality	0.14	4.83	4.71	4.75
3	Efficacy in Symptom Relief	0.13	4.66	4.49	4.53
4	Diverse and Clearly Stated Herbal Ingredients	0.13	4.65	4.58	4.54
5	Durability of Scent and Medicinal Effect	0.13	4.62	4.55	4.65
6	Attractive and Portable Packaging	0.14	4.76	4.60	4.69
7	Reasonable Price	0.14	4.65	4.59	4.51
8	Thai Authenticity and Traditional Herbal Identity	0.14	4.67	4.67	4.68
Overall Mean		1.00	4.67	4.59	4.60

Among the evaluated attributes, product quality received the highest ratings across all dimensions, recording mean scores of 4.83 for credibility, 4.71 for expertise, and 4.75 for modernity. Attractive and portable packaging also received high evaluations, particularly within the credibility (Mean = 4.76) and modernity (Mean = 4.69) dimensions. In addition, Thai authenticity and traditional herbal identity were consistently rated highly across all dimensions, with mean scores ranging from 4.67 to 4.68.

Other attributes, including efficacy in symptom relief, ingredient transparency, durability of scent and medicinal effects, fragrance, and reasonable pricing, also received favorable evaluations. These findings indicate that respondents considered both functional attributes and symbolic attributes important when evaluating herbal inhalers and herbal balms.

The overall mean scores for credibility, expertise, and modernity were 4.67, 4.59, and 4.60, respectively, suggesting a generally positive consumer attitude toward the product attributes of Thosakan Nakhas herbal inhalers and herbal balms.

Discussions

The findings of this study provide important insights into consumer behavior, corporate image perceptions, and product attribute evaluations regarding Thosakan Nakhas herbal inhalers and herbal balms in the Bangkok Metropolitan Region.

With respect to the first research objective, the findings revealed that consumers regularly purchased and used herbal inhalers and herbal balms, primarily for stress relief and the alleviation of dizziness. Most respondents purchased products through pharmacies, drugstores, and convenience stores, indicating the continued importance of traditional retail channels. Furthermore, belief in the effectiveness of Thai herbal products and recommendations from previous users emerged as

important determinants of purchasing decisions. These findings support consumer behavior theory, which suggests that purchasing decisions are influenced not only by functional product benefits but also by consumers' beliefs, prior experiences, and social influences (Wang et al., 2012). The results are also consistent with Ahmed et al. (2023), who emphasized that consumer decision-making is shaped by accumulated product experiences and perceived value.

Regarding the second research objective, consumers reported favorable perceptions of the corporate image of Thosakan Nakhas products across the dimensions of credibility, expertise, and modernity. Among these dimensions, modernity received the highest evaluation, particularly in relation to innovation, technology integration, and contemporary brand communication. These findings suggest that consumers value brands that successfully combine traditional herbal knowledge with modern marketing practices. The results support corporate image theory, which argues that a positive organizational image enhances consumer trust and reduces perceived risk (Freihat, 2024). The findings are also consistent with Harsono et al. (2018), who found that corporate image significantly influences consumer confidence in health-related and herbal products.

For the third research objective, consumers assigned high levels of importance to product attributes when making purchase decisions. Product quality, efficacy in symptom relief, attractive packaging, and Thai authenticity were among the highest-rated attributes. These findings indicate that both functional and symbolic product characteristics influence consumer evaluations. Functional attributes provide tangible benefits, whereas symbolic attributes strengthen emotional and cultural connections with consumers. This finding supports product attribute theory, which proposes that consumers evaluate products based on a combination of functional performance and perceived value (Islam & Hussain, 2023).

The inferential analysis further demonstrated that demographic characteristics were significantly associated with purchasing behavior, perceptions of corporate image, and evaluations of product attributes. Educational attainment, income, and occupation were found to significantly influence perceptions of corporate image, whereas gender, age, educational attainment, income, and occupation significantly influenced evaluations of product attributes. These findings suggest that consumers with different socioeconomic backgrounds may perceive product and brand characteristics differently, thereby influencing their purchasing decisions.

Conclusion

This study investigated consumer purchasing behavior, perceptions of corporate image, and evaluations of product attributes related to Thosakan Nakhas herbal inhalers and herbal balms among consumers in the Bangkok Metropolitan Region.

The findings revealed that consumers regularly use and purchase herbal inhalers and herbal balms, primarily for health-related and stress-relief purposes. Belief in Thai herbal remedies, user recommendations, and product experience were identified as important factors influencing purchasing decisions.

Consumers generally held positive perceptions of the corporate image of Thosakan Nakhas products, particularly regarding credibility, expertise, and modernity. In addition, product attributes such as product quality, efficacy, attractive packaging, ingredient transparency, and Thai authenticity were highly valued by consumers.

The results also demonstrated that demographic characteristics significantly influenced purchasing behavior, perceptions of corporate image, and evaluations of product attributes. These findings highlight the importance of market segmentation and consumer profiling in the development of effective marketing strategies.From a managerial perspective, Thai herbal product manufacturers

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should continue strengthening corporate credibility while simultaneously improving product attributes that align with contemporary consumer expectations. Particular attention should be given to product quality, packaging innovation, and communication of Thai cultural identity.

Recommendations

1. Practical Recommendations

1.1 Consumer Behavior (Objective 1) Given that consumers rely heavily on prior experience, word-of-mouth, and online channels, the company should strengthen word-of-mouth marketing through authentic user reviews and expand targeted digital marketing on platforms such as Facebook, Instagram, and TikTok to encourage repeat purchases.

1.2 Corporate Image (Objective 2) As corporate image significantly influences consumer trust, the company should emphasize product safety, natural ingredients, and recognized standards (e.g., FDA/GMP certification). In addition, corporate social responsibility (CSR) activities and educational communication on Thai herbal knowledge should be used to strengthen brand credibility and consumer confidence.

1.3 Product Attributes (Objective 3) Since product attributes such as fragrance, efficacy, durability, and packaging strongly influence purchase decisions, the company should develop diversified scent options for different consumer groups and improve packaging design to enhance portability and usability.

1.4 Integrated Strategy Given the interrelationship among consumer behavior, corporate image, and product attributes, an integrated marketing strategy is recommended. This should combine brand communication, product development, and consumer engagement, including potential collaborations with other reputable Thai health-related brands to strengthen brand positioning.

2. Recommendations for Future Research

Future studies should further examine the role of demographic factors in influencing consumer purchasing decisions for herbal products. In addition, research should explore the impact of online reviews, influencer marketing, and digital media exposure on consumer trust. Further investigation into changing health beliefs and post-pandemic consumer behavior toward herbal and natural products is also recommended.

New Knowledge Derived from the Research

Based on the empirical investigation of consumer behavior, corporate image, and product attributes related to herbal inhalers and herbal balms produced by Thosakan Nakhas (SCG Grand Martech Co., Ltd.), this study generates several strands of new knowledge, as summarized in the conceptual framework presented in Figure 2.



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Figure 2 Shows consumer behavior, corporate image, and product characteristics of herbal inhalants and herbal balms: Case study of Tosagan Nakas products SCG Grand Martech Co., Ltd.

The findings indicate that consumers place high importance on both functional and symbolic product attributes when purchasing herbal inhalers and herbal balms. Product quality, efficacy, packaging design, and Thai authenticity emerged as key factors influencing purchasing decisions. These results support consumer behavior theory, which suggests that purchasing decisions are shaped by perceived value, product experience, and personal beliefs.

Consumers also reported favorable perceptions of the corporate image of Thosakan Nakhas products across the dimensions of credibility, expertise, and modernity. This finding is consistent with corporate image theory, which emphasizes the role of organizational credibility and trust in reducing perceived risk and influencing consumer behavior.



Figure 3 Product characteristics of herbal inhalants and herbal balms: Case study of Tosagan Nakas products SCG Grand Martech Co., Ltd.Source: Ntapat Worapongpat 2026

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