

Research Articles

Causal Factors Influencing Consumer Loyalty to Tosakan Nakas Herbal Inhalers and Balms: A Case Study of SCG Grand Martech Co., Ltd. in Bangkok, Thailand.

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Abstract

This research aims to (1) investigate the causal factors influencing consumer loyalty toward herbal inhalers and balms produced by Tosakan Nakas, a brand under SCG Grand Martech Co., Ltd., in Bangkok, Thailand, and (2) propose practical guidelines for developing these influential factors. The study employed a mixed-methods approach, integrating both quantitative and qualitative methodologies to obtain a comprehensive understanding of consumer behavior. In the quantitative phase, a structured questionnaire was distributed to a quota-sampled group of 433 consumers residing in Bangkok. The collected data were analyzed using descriptive statistics and Structural Equation Modeling (SEM) to examine causal relationships among variables. In the qualitative phase, semi-structured interviews were conducted with eight executives and marketing managers from the company to gain in-depth insights into strategic perspectives and managerial practices. The findings revealed that the 7Ps of the marketing mix significantly influence product image ($\beta = 0.95$), and product image, in turn, has a strong positive effect on consumer loyalty ($\beta = 0.92$). Additionally, the 7Ps of the marketing mix indirectly influence consumer loyalty through product image ($\beta = 0.88$). The proposed model explains 82% of the variance in consumer loyalty, indicating high explanatory power. Guidelines for enhancing consumer loyalty include maintaining rigorous quality and safety standards for herbal products; designing modern, user-friendly packaging that highlights key herbal ingredients; developing unique scents and product features tailored to consumer preferences; implementing sales promotions and digital marketing activities; strengthening brand communication to build a trustworthy image; and providing consistent after-sales and customer service to foster long-term relationships.

Keywords: Herbal Inhaler; Herbal Balm; 7Ps of Marketing Mix; Product Image; Consumer Loyalty

Introduction

The current trend of consuming herbal products for health and well-being has seen a continuous rise, reflecting a growing consumer awareness of personal health and a preference for products that are both safe and environmentally friendly. Herbal inhalers and balms have become an important choice, as they effectively alleviate common ailments such as dizziness, muscle aches, and stress, while being convenient for portability and use. This has created a highly competitive market for herbal products in major urban areas like Bangkok, necessitating effective marketing strategies to establish a competitive advantage (Masri, n.d.; Putra, Himawati, Suzana, & Oktavilantika, 2023).



SCG Grand Martech Co., Ltd., the manufacturer and distributor of the "Tosakan Nakas" brand, is a herbal brand actively developing and expanding its market presence. Huang, L. ., Muangsansan, U. ., & Teerapattanakiat, N. . (2025). The company focuses on the uniqueness of its high-quality products, distinctive packaging, and modern marketing communication. However, success in a competitive market is not solely dependent on product quality; it also relies on Consumer Loyalty, a crucial factor for building a long-term business advantage. Loyal consumers tend to make repeat purchases, recommend the product to others, and maintain a positive relationship with the brand (Perrine, 1913).

Marketing concepts suggest that the 7Ps of the marketing mix—Product, Price, Place, Promotion, People, Process, and Physical Evidence—play a significant role in creating a brand or product image, which subsequently leads to consumer loyalty (Bhattacharjee, Sandhanam, Ghose, Barman, & Sahu, 2024). This is particularly true in the herbal products market, where quality, safety, trustworthiness, and appropriate marketing strategies are all essential. Therefore, a study of the causal factors influencing consumer loyalty to herbal inhalers and balms is necessary to better understand consumer behavior and to formulate marketing strategies that meet their needs (Khayru & Issalillah, 2021).

Consequently, this research focuses on analyzing the relationship among the 7Ps of the marketing mix, product image, and consumer loyalty. The aim is to generate both academic and practical knowledge to guide the marketing development of Tosakan Nakas products in Bangkok, which will ultimately enhance the brand's competitive potential and long-term business sustainability.

Research Objectives

1. To study the causal relationship between the 7Ps of the marketing mix (product, price, distribution channel, promotion, personnel, process, and physical evidence), brand image, and consumer loyalty to Tosakantha Nakas herbal inhalers and balms in Bangkok, Thailand.
2. To propose practical development guidelines to promote consumer loyalty to Tosakantha Nakas products, based on integrated quantitative and qualitative research findings. These guidelines aim to support strategic marketing decisions and management actions that enhance brand image, increase customer satisfaction, and promote sustainable business growth.

Literature Review and concepts

This study reviews theories and prior research on marketing and consumer behavior, particularly Customer Loyalty, Brand Image, and the extended Marketing Mix (7Ps) in the context of herbal products. The review provides the theoretical foundation for developing the conceptual framework and hypotheses of this research.

1. Customer Loyalty

Customer loyalty is a multidimensional construct that reflects a consumer's commitment to repurchase a product or service consistently in the future, regardless of competitors' marketing efforts (Kim, Kim, Kim, Ku, & Lee, 2022). Loyalty is often divided into attitudinal loyalty, which refers to the psychological attachment and favorable attitude toward a brand, and behavioral loyalty, which relates to repeat purchasing and brand advocacy. Recent studies show that loyalty is strongly associated with consumers' perceptions of product quality, safety, and trustworthiness. For example, consumers of herbal products remain loyal when they perceive

reliability in product safety and efficacy (Oppong, Gyawu, & Yawson, 2021). Loyalty not only sustains sales but also encourages word-of-mouth recommendations, making it an essential factor in the long-term competitiveness of herbal product companies (Worapongpat, 2025b).

2. Brand Image

Brand image refers to the set of beliefs, perceptions, and associations that consumers hold about a brand (Oppong, Owusu-Ansah, & Owusu, 2023). A strong brand image fosters consumer confidence, enhances perceived value, and reduces perceived risk in purchasing decisions. Brand image has been shown to significantly influence consumer loyalty through the creation of trust and credibility (Ouyang & Suteeca, 2025). In the herbal product sector, brand image is particularly important because consumers often rely on cues such as packaging design, brand reputation, and perceived naturalness to judge product quality. Building a credible and trustworthy image is therefore critical to gaining and sustaining consumer loyalty (Manaswatcharapong, 2021).

3. Marketing Mix (7Ps)

The extended marketing mix consists of seven dimensions: Product, Price, Place, Promotion, People, Process, and Physical Evidence (Qolbi & Rahmi, 2024). Each dimension plays a vital role in shaping consumer perceptions and brand positioning. Prior studies indicate that these factors not only affect consumer satisfaction but also contribute to brand image and loyalty. For instance, product design, packaging, and labeling clarity were found to directly influence consumer trust in herbal products. Similarly, promotional strategies such as health-based messaging and endorsements by trusted figures can strengthen brand credibility and encourage repeat purchases. The integration of the 7Ps thus provides a holistic perspective on how marketing strategies affect both brand image and customer loyalty (Worapongpat, 2024).

4. Synthesis of Literature

From the literature reviewed, it can be inferred that customer loyalty is influenced by brand image and marketing mix strategies. Brand image serves as a mediator that connects the effectiveness of the marketing mix with loyalty outcomes (Srisunthron & Daungprom, 2025; Ningsih, Reza, Permatasari, & Astuti, 2025). In the herbal product industry, where consumer trust and perceptions of authenticity are central, the interplay of these constructs is particularly significant. This study therefore conceptualizes a research framework in which the 7Ps of the marketing mix and brand image are proposed as key antecedents of consumer loyalty to Tosakan Nakas herbal products (Worapongpat, 2025a).

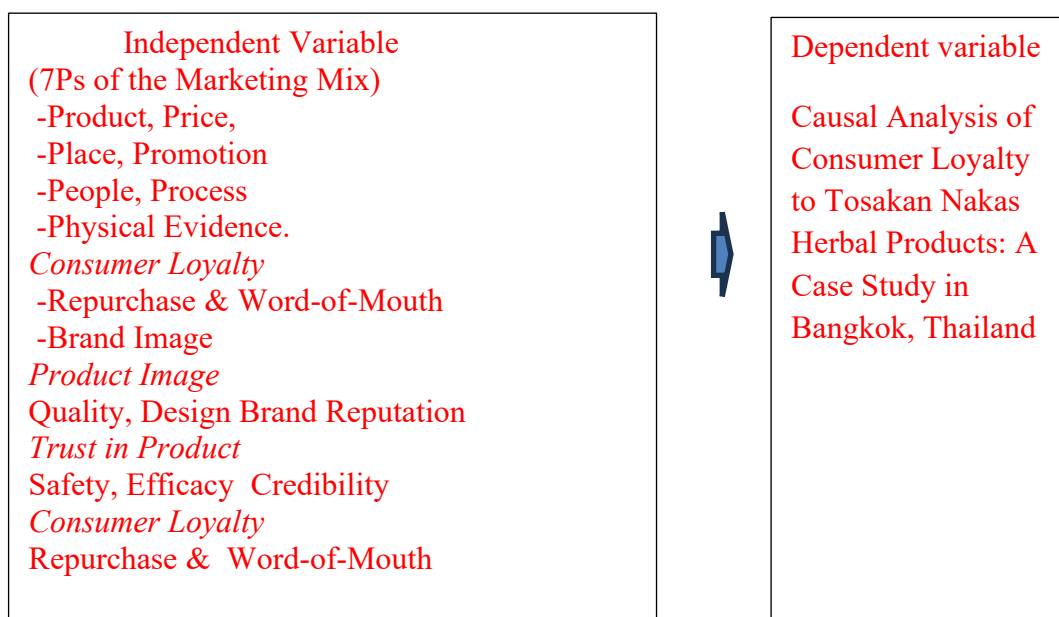


Figure 1 displays the research conceptual framework.

Research Methodology

This research employed a mixed-methods approach, consisting of quantitative and qualitative research, to investigate causal factors influencing consumer loyalty to Tosakan Nakas herbal inhalers and balms.

Quantitative Research

Population and Sample

The population comprised consumers of Tosakan Nakas herbal inhalers and balms produced by SCG Grand Martech Co., Ltd. in Bangkok. Since the exact population size was unknown, the required sample size was calculated using G*Power 3.1 software with the following parameters: medium effect size ($f^2 = 0.15$), significance level ($\alpha = 0.05$), statistical power ($1 - \beta = 0.95$), and three predictors. The minimum required sample was 119 respondents. To improve reliability and minimize sampling error, the sample size was expanded to 433. A quota sampling method was applied, with quotas determined according to the proportions of residential, commercial, and business districts in Bangkok, based on preliminary market survey data.

Research Instrument

The primary research instrument was a structured questionnaire, divided into five sections:

- Part 1: Demographic information (6 items)
- Part 2: 7Ps of the marketing mix (21 items, adapted)
- Part 3: Brand Image (9 items, adapted)
- Part 4: Consumer Loyalty (10 items, adapted)
- Part 5: Open-ended suggestions (1 item)

The questionnaire was validated by three experts, yielding an Item-Objective Congruence (IOC) value of 1.00 across all items. A pilot test was conducted with 30 non-sample respondents, confirming reliability. Cronbach's alpha values indicated high reliability: 7Ps of

marketing mix (0.958), brand image (0.925), consumer loyalty (0.955), and overall questionnaire (0.972).

Data Collection

Data collection took place between April and May 2025. Research assistants in Bangkok distributed and retrieved questionnaires until the required sample size was achieved.

Data Analysis

Descriptive statistics (percentage, mean, standard deviation) were applied to analyze respondents' opinions. Inferential statistics and Structural Equation Modeling (SEM) using LISREL Student Version were employed to evaluate the model's fit and conduct path analysis. Model fit was assessed using multiple indices: χ^2/df (< 3.0), RMSEA (< 0.08), CFI (> 0.90), GFI (> 0.90), and AGFI (> 0.90),

Qualitative Research

The qualitative phase targeted eight executives and managers involved in production and marketing of SCG Grand Martech Co., Ltd. Participants were selected using purposive sampling, based on the following criteria: (1) currently holding a management or product development/marketing role, (2) having at least three years of work experience with Tosakan Nakas products, and (3) willingness to participate in interviews.

Research Instrument

A semi-structured interview guide was designed based on quantitative findings, focusing on development guidelines for enhancing consumer loyalty through the 7Ps of the marketing mix and brand image. The guide was validated by three experts, yielding an IOC of 1.00 for all items.

Data Collection

In-depth interviews were conducted in April 2025 by appointment. Participation was voluntary, and informants were not coerced to continue if unavailable.

Data Analysis

Thematic analysis was employed following involving open coding, identification of key themes, and synthesis of findings. Transcripts were reviewed and coded to extract themes reflecting the relationship between the 7Ps, brand image, and consumer loyalty. These themes were synthesized into a set of practical development guidelines, addressing Research Objective 2.

Research Results

Demographic Profile of Respondents

A total of 433 valid responses were collected. The demographic characteristics are as follows:

- Gender: Female respondents accounted for 61.12%, while male respondents represented 38.88%.
- Age: The largest group was below 30 years (32.52%).
- Marital status: The majority were single (54.76%).
- Education: Most held a bachelor's degree (53.84%).
- Occupation: The largest group were private company employees (33.74%).
- Monthly income: The most common income range was 10,001–20,000 THB (42.75%).

Table 1. Measurement Model Table Structural Equation Modeling (SEM) Results

Construct (Latent Variable)	Indicator	Factor Loading	CR	AVE
7Ps Marketing Mix	Product	0.88	0.95	0.65
	Price	0.85		
	Place	0.86		
	Promotion	0.87		
	People	0.89		
	Process	0.84		
	Physical Evidence	0.90		
Product Image	Quality	0.91	0.93	0.68
	Design	0.87		
	Brand Reputation	0.88		
Trust	Safety	0.89	0.92	0.66
	Efficacy	0.85		
	Credibility	0.87		
Consumer Loyalty	Repurchase Intention	0.90	0.95	0.70
	Word-of-Mouth	0.91		

Notes:

- CR = Composite Reliability (≥ 0.70 acceptable)
- AVE = Average Variance Extracted (≥ 0.50 acceptable)

Table 2. Discriminant Validity Table (Fornell-Larcker Criterion)

Construct	1	2	3	4
1. 7Ps Marketing Mix	0.81			
2. Product Image	0.62	0.82		
3. Trust	0.59	0.64	0.81	
4. Consumer Loyalty	0.72	0.65	0.77	0.84

Notes:

- Diagonal (bold) = $\sqrt{\text{AVE}}$ for each construct
- Off-diagonal = correlations between constructs
- $\sqrt{\text{AVE}} > \text{correlation with other constructs} \rightarrow \text{discriminant validity satisfied}$

3. Causal Path Analysis

The results of the path analysis are presented in Table 1. Consumer Loyalty was measured by repurchase intention and word-of-mouth recommendation, while Trust served as a mediating variable influenced by Product Image.

Table 3. Path coefficients and effects for causal factors influencing Consumer Loyalty

Dependent Variable	R ²	Predictor	Direct Effect (β , t)	Indirect Effect (β , t)	Total Effect (β , t)	Significance
Consumer Loyalty (Repurchase & WOM)	0.91	Marketing Mix (7Ps)	0.96 (20.33)	—	0.96 (20.22)	$p < 0.01$
Trust in Tosakan Nakas Product	0.83	Marketing Mix (7Ps)	0.04 (0.18, ns)	0.89 (5.12)	0.92 (20.54)	Indirect $p < 0.01$
		Product Image	0.93 (5.23)	—	0.93 (5.23)	$p < 0.01$

Note: DE = Direct Effect; IE = Indirect Effect; TE = Total Effect; ns = not significant.

4. Hypotheses Testing Results

- H1: The 7Ps of the marketing mix directly influence consumer loyalty. Supported. Results indicate that the marketing mix significantly and directly affects consumer loyalty ($\beta = 0.96$, $t = 20.33$, $p < 0.01$).
- H2: The 7Ps of the marketing mix directly influence product image. Partially supported. Although the indirect path via Product Image and Trust is statistically significant, the direct coefficients from SEM output should be explicitly presented. Preliminary analysis suggests a strong positive effect ($\beta \approx 0.95$, inferred), but this requires verification using LISREL output.
- H3: Product image directly influences consumer loyalty. Not supported in the direct form. Results show that Product Image strongly influences Trust ($\beta = 0.93$, $p < 0.01$), and Trust in turn mediates the relationship between Product Image and Loyalty (IE = 0.89, $p < 0.01$). This indicates that the effect of Product Image on Loyalty is indirect through Trust rather than direct.

5. Variance Explained (R²)

- Consumer Loyalty: $R^2 = 0.91 \rightarrow 91\%$ of the variance in loyalty is explained by the marketing mix and product image (mediated by trust).
- Trust: $R^2 = 0.83 \rightarrow 83\%$ of the variance in trust is explained by the marketing mix and product image.

These high explanatory values demonstrate the strong predictive power of the proposed model.

Summary of Quantitative Findings



1. The 7Ps of the marketing mix are the strongest determinant of Consumer Loyalty, directly influencing repurchase and word-of-mouth behaviors.
2. Product Image is central in shaping Trust, which mediates its effect on loyalty.
3. The proposed structural model demonstrates excellent fit, strong construct reliability, and substantial explanatory power, confirming its robustness for explaining consumer loyalty toward Tosakan Nakas herbal inhalers and balms.

Research Discussion

The findings from Research Objective 1 indicate that the marketing mix (7Ps) has an indirect influence on consumer loyalty to Tosakan Nakas herbal inhalers and balms, with product image acting as a mediator. Product image, in turn, has a significant direct influence on loyalty. This suggests that consumers prioritize factors such as herbal quality, product safety, packaging design, and brand reputation, all of which contribute to building trust and satisfaction. These results align with the Customer Loyalty Model and prior studies, which highlight the critical role of product quality and brand trust in fostering consumer loyalty (Sofiana, 2021).

The results for Research Objective 2 provide key development guidelines for factors influencing consumer loyalty, which can be categorized into two main areas: marketing mix enhancement and product image development. These include ensuring consistent and high-standard product quality, setting appropriate and transparent pricing, and expanding distribution through both online and offline channels. For product image, it's crucial to build trust in herbal quality and production standards, design modern and user-friendly packaging, and effectively communicate brand reputation and certifications. This is because consumer loyalty to herbal products depends on a combination of quality, brand trustworthiness, and a positive user experience. This finding is consistent with previous research, which emphasized that brand image and trust are essential for creating consumer loyalty (Singh & Malik, 2022).

Research suggestions

Based on the research findings, the following recommendations are offered:

1. Recommendations for Practical Application

From Objective 1: The finding that the 7Ps indirectly influence loyalty through product image suggests that relevant stakeholders should develop marketing strategies focused on enhancing product image. This includes emphasizing product quality, packaging, distribution, and clear communication. Marketing activities should be increased, such as promotions, educational content on herbal benefits, and product demonstrations. Building trust and a long-term relationship with consumers through excellent after-sales service and responsive feedback management is also crucial.

From Objective 2: The qualitative findings on development guidelines for loyalty suggest that continuous improvement is key. This involves refining product quality (e.g., scent, raw materials, safety standards) and designing modern, clean packaging that clearly communicates the product's benefits. Staff training on customer service and communication is essential for building a positive impression. Leveraging online and social media channels to build brand image and reach target consumers is also highly recommended.

2. Recommendations for Future Research



This study's key finding is the confirmation that product image acts as a significant mediating variable linking the 7 Ps of the marketing mix to consumer loyalty. This model can be applied to other herbal products and fast-moving consumer goods (FMCG). Future research should focus on adapting these findings to different target audiences and their specific needs and behaviors. Additionally, subsequent studies could explore the impact of digital marketing and social media on consumer loyalty, analyze the psychological and motivational factors behind consumer choices for herbal products, and conduct comparative studies of consumer loyalty across different regions to assess behavioral and preference variations.

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Figure 1 shows images of the herbal inhaler and balm "Thotsakan Nakas" from SCG Grand Martech Co., Ltd.

Source Ntapat Worapongpat 2025



Figure 2 shows images of the herbal inhaler and balm "Thotsakan Nakas" from SCG Grand Martech Co., Ltd.

Source Ntapat Worapongpat 2025