

Identifying Factors influencing Purchase Intentions of Non-Blackmores Users

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Abstract—The increase of vitamin, dietary, herb supplement (VDHS) consumption and highly competitive market has been addressed for years. Marketers should realize consumer's purchase intention toward VDHS. The objective of this study is to identify the relationship between factors; health consciousness, attitude, subjective norm, perceive behavior control, word of mouth, price, brand knowledge, and purchase intention of Non-Blackmores VDHS users towards Blackmores products. Moreover, the difference in purchase intent when segmented by gender, age, income and education level was investigated. 410 Questionnaires were distributed to respondents at Boots pharmacy in Bangkok by using simple random sampling, quota sampling and convenient sampling technique. Pearson's Correlation Coefficient, independent t-test and one-way ANOVA were used to analyze the hypotheses. Results showed the significantly positive relationship between all factors and intent to purchase as well as the difference in purchase of Blackmores products when determined by education level but not gender, age and income level.

Keywords—Dietary, Supplement, Purchase Intentions, Blackmores products, Non-Blackmores VDHS users

I. INTRODUCTION

CURRENTLY, most people are living a hectic lifestyle, especially for people living in big urban areas. Due to the busy life, they are leading and not having the time to cook and eat nutritious food. There is getting a chance of malnutrition and gradually affecting to their health. Seeking for a solution by taking VDHS become accordingly more concerned which is related to the high investment of VDHS company. Based on the result of these actions, more consumers are increasingly showing the buying intent VDSH.

Regarding the relevant evidence, many significant factors affect the buying intention. According to reference [1], health consciousness had displayed the strongest relationship with willingness to buy organic food products. A significant link between attitude, subjective norm, perceived behavior control, and intent to purchase of soy based dietary supplements had also been observed among Chinese people as [2]. Furthermore, Reference [3] observed that one of the many factors influencing organic food purchase was word-of-mouth (activity and praise). Moreover, Reference [4]

reported that price and ingredients had the significant influence on purchase intention. Reference [5] also stated that consumers in Chiang Mai made the decision to buy a product according to the product quality first. In addition, demographic characteristics (gender, age, education and income) enjoy a relationship with buying intention as, [6], [7].

This study will, therefore, focus on the relationship between factors affecting health consciousness, attitude, subjective norm, perceive behavior control, word of mouth, price, brand knowledge and purchase intention of Non-Blackmores VDHS users towards Blackmores products and also identify a difference in purchase intent when segmented by gender, age, income and education level.

II. LITERATURE REVIEW

Purchase intention is defined as the behavior that consumers are searching for, using, buying, evaluating, and disposing the products and services which are assumed to satisfy consumer's needs, as [8]. Also, purchase intent referred to possibilities of consumer's willingness to buy and also representing what consumer want to purchase in the future, as [9]. Refer to reference [10], explained that health conscious people are concerned about the state of well-being and try to put effort to maintain a healthy life. Reference [11] observed attitude toward behavior in terms of consuming product is the crucial determinant for forecasting and elucidating consumer's alternatives across products and service. With regards to reference [12], subjective norms are related to their belief how others, who are important to them, would view them engaging in particular behavior. Perceived behavior control (PBC) was explained that it is the extent to which a person believes a behavior is under his or her control, as [13]. WOM is defined as oral, person to person communication between a receiver and a communicator whom the receiver perceived as non-commercial brand, product or service, as [14]. In marketing, price helps reach the achievement of business, varying the price according to the level of demand and intention of the market to pay the price. There are evidences showing that the higher the product price is, the higher the quality of product is believed to be, as [15]. Brand knowledge is the consumer perception of brand which comprises of brand awareness and image defined as a health expert, premium quality, trust, variety of choice, reputation that affect on customer purchase, as [16]. Based on the literature review, all variables had

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significantly shown the relationship with purchase intention, as [17]-[20].

In addition, demographic factors (gender, age, income and education) were studied and reported that there were statistically significant differences in buying intent, as [6], [21].

III. RESEARCH FRAMEWORK AND HYPOTHESES

The conceptual framework (see Fig. 1) is conceptualized from references [2],[16],[22],[23]-[25]

As shown in Figure 1, the independent variables in this study were health consciousness, attitude, subjective norm, perceived behavior control, word-of-mouth, price, brand knowledge and demographic factors (gender, age, income and education level). The dependent variable was purchase intention of Blackmores products towards non-Blackmores VDHS users.

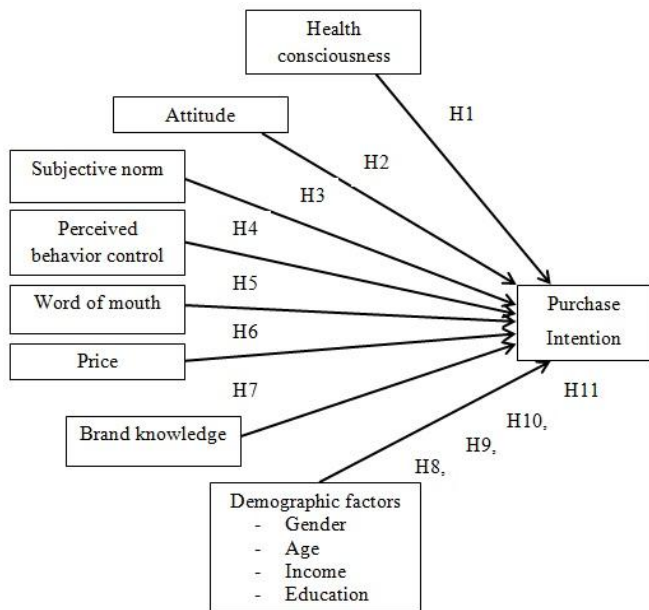


Fig. 1 Conceptual Framework of purchase Intention

IV. HYPOTHESES

The null-hypotheses were formulated as follows:

- H1o: There is no relationship between health consciousness and purchase intention of Blackmores product.
- H2o: There is no relationship between attitude and purchase intention of Blackmores product.
- H3o: There is no relationship between subjective norm and purchase intention of Blackmores product.
- H4o: There is no relationship between perceived behavior control and purchase intention of Blackmores product.
- H5o: There is no relationship between word-of-mouth and purchase intention of Blackmores product.
- H6o: There is no relationship between price and purchase intention of Blackmores product.

- H7o: There is no relationship between brand knowledge and purchase intention of Blackmores product.
- H8o: There is no statistically significant difference in purchase intention of Blackmores product between male and female.
- H9o: There is no statistically significant difference in purchase intention of Blackmores product when determined by age levels.
- H10o: There is no statistically significant difference in purchase intention of Blackmores product when segmented by income levels
- H11o: There is no statistically significant difference in purchase intention of Blackmores product when examined by education levels.

V. RESEARCH METHODOLOGY

The target population would currently be non-Blackmores VDHS users, are familiar with Blackmores products and visit at Boots pharmacy in Bangkok. Based on the non-probability basis, the researcher decided to use Cocran's formula, as [26] for calculation of sample size, resulted at 384.16. Hence, at least 400 respondents will be included in this study.

Simple random sampling, quota sampling and convenient sampling technique were used for sampling procedure. 8 stores of Boots pharmacy in Bangkok were randomly selected to distribute questionnaires to 50 respondents in each store.

A. Questionnaires

The close-ended questionnaires were available and shown in part one (Screening questions) and four (Demographic factors), while part two and three consisted of degree of agreement with the statement available by using 5-Likert scale (1=totally disagreed, 5=totally agreed).

B. Methods of Analysis

In this research, descriptive analysis was used to analyze demographic data. Pearson Correlation Coefficient, Independent T-test and One way ANOVA were used to test the null-hypotheses; H1o- H7o, H8o, H9o- H11o, respectively.

VI. FINDING RESULTS

In this study, Pearson Correlation Coefficient statistical tool was used to identify the relationship between independent, and dependent variables. Additionally, Independent T-test and One way ANOVA were used to analyze the difference in purchase intentions of Blackmores products towards non-Blackmores users. The results were concluded as follows:

Results:

TABLE I
SUMMARY OF THE NULL-HYPOTHESES TESTING RESULTS

Null-hypotheses	Statistical Test	Significant Value	Correlation Coefficient	Results
H1o: There is a relationship between health consciousness and purchase intention of Blackmores product	Pearson Correlation	0.000	0.407	Reject H1o
H2o: There is a relationship between attitude and purchase intention of Blackmores product	Pearson Correlation	0.000	0.509	Reject H2o
H3o: There is a relationship between subjective norm and purchase intention of Blackmores product	Pearson Correlation	0.000	0.427	Reject H3o
H4o: There is a relationship between perceived behavior control and purchase intention of Blackmores product	Pearson Correlation	0.000	0.590	Reject H4o
H5o: There is a relationship between word of mouth and purchase intention of Blackmores product	Pearson Correlation	0.000	0.722	Reject H5o
H6o: There is a relationship between price and purchase intention of Blackmores product	Pearson Correlation	0.000	0.678	Reject H6o
H7o: There is a relationship between brand knowledge and purchase intention of Blackmores product	Pearson Correlation	0.000	0.720	Reject H7o
H8o: There is no statistically significant difference in purchase intention of Blackmores product between male and female	Independent T-test	0.175		Fail to reject H8o
H9o: There is no statistically significant difference in purchase intention of Blackmores product when segmented by age levels	One way ANOVA	0.535		Fail to reject H9o
H10o: There is no statistically significant difference in purchase intention of Blackmores product when examined by income levels	One way ANOVA	0.383		Fail to reject H10o
H11o: There is a statistically significant difference in purchase intention of Blackmores product when examined by education levels	One way ANOVA	0.049		Reject H11o

VII. SUMMARY AND CONCLUSION

In summary, eight out of eleven hypotheses were supported. Hypotheses 1, 2, 3, 4, 5, 6, and 7 were supported at the significance level of .000. There were moderate and positive relationships between variables represented in hypotheses 1, 2, 3, 4 and 6 (correlation coefficient = 0.407, 0.509, 0.427, 0.590 and 0.678, respectively), and strong and positive relationships for hypotheses 5 and 7 (correlation coefficient = 0.722 and 0.720). Additionally, hypothesis 11 was supported by the significance value of .049, while hypothesis 8, 9 and 10 failed to reject the null hypothesis with the significant values of 0.175, 0.535, and 0.383 respectively).

Consequently, there were positively significant relationship between factors; health consciousness, attitude, subjective norm, perceived behavior control, word of mouth, price and brand knowledge and purchase intention as well as the difference in purchase of Blackmores products when determined by education level but not gender, age and income levels.

VIII. RECOMMENDATIONS

Refer to Pearson's correlation coefficient value of each independent variable, strongly positive relationship was found in word of mouth and brand knowledge, so the researcher would like to focus on these factors and provide some suggestions.

In terms of word of mouth, planning for "Friend get Friend" campaign by letting the Blackmores users invite friends, who

are non-Blackmores users join them at Blackmores booth and do some activities associated with word of mouth to get free Blackmores sample, discounted coupons to buy Blackmores products in the next purchase. In addition, customer testimonials may be another good option to inspire or convince non-Blackmores users to have more willingness to buy Blackmores products.

With regards to Brand knowledge, there are many activities to help strengthen Blackmores brand and help increase the intent to purchase Blackmores products by non-Blackmores user. For instance, in order to show that Blackmores has more varieties of product choices and quality it can be represented by better decoration and advertising on vitamin shelves by making Blackmores shelves to be large, bright, impressive and well displayed by all ranges of products, lifestyle pictures with Blackmores logo as well as showing the video presentations regarding the manufacturing process, quality control, awards and trophies awarded. These activities could show how reputable and good quality products Blackmores are.

IX. FURTHER RESEARCH

The next study should study purchase intention for Blackmores products by non-Blackmores users by investigating at Boots and Watson. These two chain pharmacies have some similar characteristics such as product segments, pharmacists, healthcare staff available, etc. However, there are somewhat different things represented, for instance, pharmacy accreditation which demonstrated the standard of quality of pharmacy where it is required pharmacists on duty, working time, drug counseling area, name, and photo of pharmacist on sign board, etc. Boots is

classified as the quality drug store, while Watson is not approved by pharmacy council yet. Therefore, the comparative research study should be further conducted at Boots and Watson.

Moreover, the further study should focus on other independent variables. Based on previous studies by many researchers, there are many other variables that have effect on the willingness to buy, for instance, availability of product information, organization's green image, as [27], store type, as [28].

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