

# AN EMPIRICAL STUDY OF FACTORS INFLUENCING ON WORKERS' PURCHASE INTENTION TOWARDS ORGANIC DIET CAPSULE IN BANGKOK, THAILAND

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**ABSTRACT:** *Thailand is one of the biggest health supplement markets in Southeast Asia, and the trend for organic products is popular. Therefore, the main objective for this study was to understand and to find out the factors influencing of purchase intention towards Organic Diet Capsule in Bangkok, Thailand. The factors that were studied were health consciousness, green brand positioning, green brand knowledge, attitude toward purchasing green apparel products, subjective norms, and external perceived behavioral control. The survey method is applied, and questionnaires were distributed, and the data was gathered from a total of 400 respondents who are working at top 3 businesses area namely Bangrask district, Klongtoey district and Huaykwang district in Bangkok, Thailand. The researcher applied both descriptive and inferential analysis to analyze the general information and to test the hypotheses. As the result, the most influencing factor is external perceived behavior and it shows that health consciousness, green brand positioning, green brand knowledge, attitude toward purchasing green apparel products, subjective norm, and external perceived behavioral control have significant influence on purchase intention toward Organic Diet Capsule in Bangkok, Thailand.*

**Keywords:** *Organic diet capsule, purchase intention, organic supplement*

## Introduction

In 2016, the global market size of dietary supplement was valued at USD 133.1 billion and it is expected to increase at annual compound growth rate (CAGR) at 9.6% throughout 2016-2024. Organic products hold major market share of dietary supplements due to higher number of people who have high preference and interest for natural and clean products. Geographically, the region that held highest market share for dietary supplement is the Asia-Pacific and expected to grow at a higher compound annual growth rate throughout the forecast periods (energiasmarketresearch.com, 2018).

The total market size for organic food package in Thailand on 2017 was USD 15.6 million. The per capita spending on organic package of food and beverage in Thailand was USD 0.23 million. Thailand was at 43<sup>rd</sup> rank of the globe largest market value and organic spending per capita (globalorganictrade.com, 2017).

There is high competition for organic foods and beverages. In order to gain some competitive advantage and to keep running the business in the markets, companies have to continue developing the nutrition, innovation and new organic products which highly need understanding about the consumers purchase intention through research and development.

Thailand was one of the countries in the world which began organic farming. Thai farmers began to grow the organic crops, after four years the countries have developed the standard on the organic products. Thus, these result to the rapidly

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growth of the demand for organic food (findthaiproperty.com, 2016).

The growth clearly shows that Thais consumers are interested on natural supplements because they offer lower side effects and are safer (nationmultimedia.com, 2017).

### **Research Objective**

The major purpose of this research is to discover the factors influencing on workers' purchase intention toward organic diet capsule in Bangkok, Thailand. The following are objectives for this study.

1. To study the factors influencing on workers' purchase intention toward organic diet capsule in Bangkok, Thailand.
2. To investigate the most important factor that influence workers' purchase intention toward organic diet capsule.
3. To provide recommendations to increase workers' purchase intention of organic products which will benefit to the related industry and related.

### **Literature Review**

There are two main theories used in this research which are theory of planned behavior (TPB) and theory of reasoned action (TRA). The theory of planned behavior (TPB) explains the reasoned action theory which was established in 1980s that evaluated the people's intention to do a specific behavior such as purchase intention. The theory clarifies all individual's behavior about the people who have ability to use their self-control. TPB has been verified to be a theory which is excellent in describing the actions that involve individual's control. Moreover, TPB consists of four concepts to describe about the performance of behavior which are included attitude toward a behavior,

perceived subjective norm with concern to the performance behavior, perceived behavioral control (PBC) with concern to the behavior, and behavioral intention to do the behavior (Ajzen, 1991). The PBC for this theory is divided into two types; internal PBC and external PBC.

Apart from Theory of Planned Behavior (TPB), a researcher focuses on another previous theories and articles which are relevant to this research. The theory is called theory of reasoned action (TRA) that was implemented by Ajzen and Fishbein, (1980) which is the intention for behavioral model of belief and attitude. The theory proposes that the one's perception of what others think or believe of the similarity that is influenced by their attitude and intention enrolls the important role in estimating the behavior (Netemeyer et al., 1993). Therefore, the researcher used Fishbein and Ajzen's (1975) and Ajzen and Fishbein's (1980), the two updated version of the Theory of Reasoned Action (TRA) to applied in this research.

### **Health Consciousness**

Health consciousness is a pointer which used for consumers' intrinsic motivation to support wellbeing health and it is a reflection of people's duty for health (Dutta-Bergman, 2004). It is also can be referred to as the customers' understanding the status of health that changes the amount of emphasis on the necessities for health (Hill & Lynchehaun, 2002). Also, it is one of the various theoretical which broadly used the framework as to clarify on the behavior of health. Many previous findings have applied the construction of Health Belief Model to describe health behaviors such as use for injection and contraception, preventive screening (Austin et al., 2002; Montanaro and Bryan, 2014; Smith et al., 2011).

### ***Green Brand Positioning***

Aaker and Joachimsthaler, (2002); Hartmann and Ibanez, (2006); Rios et al., (2006) stated that green brand positioning is associated to green products or services value, which is concerned on the brand's attributes on environmentally friendly that have meaning and important to the consumers. Moreover, Saha and Daenton, (2005) mentioned the green positioning as "a company's green positioning" which signifies as perceived green image by the public.

### ***Green Brand Knowledge***

Keller (1993), indicated that green brand knowledge is implies as "a green brand node in consumers; memory with which a different of associations are connected to environmental commitment and concern on environmental". Many earlier studies such as Chen and Chang, (2012); Eze and Ndubisi, (2013); Mostafa, (2009); Pagiaslis and Krontalis, (2014); Peattie, (2010); Yadav and Pathak, (2016) stated that environmental knowledge has positively influence customers' actual intents to purchase the green products.

### ***Attitude toward Purchasing Green Apparel Products***

The association between attitude and intention is the connected portion of theory planned behavior (Cannière et al., 2009) thus, the additional satisfactory for the attitude toward behavior, the greater person's intention to behave the particular behavior (Ajzen, 1991).

### ***Subjective Norm***

Azen, (1991) stated that subjective norm is observed from the pressure of others people in the society to behave or not to behave the behavior. Also, it denotes to the perception of one's opinions to the behavior (Baker et al., 2017). Subjective

norm is a key variable of the Theory Planned Behavior model (TPB) to forecast a behavior intention. A numerous finding have verified in the studies of nature that subjective norm is a primary forecaster of intention to behavior (Harland et al., 1999). External Perceived Behavioral Control (External PBC) The external perceived behavioral control refers to one's perception on their external personality situations and conditions such as cash and period of time which necessary to do a particular behavior (Kidwell and Jewell, 2003). External perceived behavioral control linked with individual's perception of control the external barriers for behavior (Jin & Kang, 2011).

***Purchase Intention:*** Ajzen (1991) stated that intention refers to the person's willingness accomplish a given behavior, in theory of planned behavior; intention is the greatest predictor for customers. The theory of rational action in 1980 estimated the individual's intention to involve the particular behavior at a specific of place and time. The theory explained the behavioral of the people who have capability to control themselves; the important component for this theory is the intention to behave which is affected by individual attitudes. Moreover, another theory from Fishbein & Ajzen, (1975) and Bagozzi (1983) have displayed that the intention to purchase is concern to be a best predictor of purchasing decisions in the future.

### ***Research Hypotheses***

#### ***Hypothesis 1***

H1o: Health consciousness has no significant influence on the workers' purchase intention toward organic diet capsule

H1a: Health consciousness has a significant influence on the workers' purchase intention toward organic diet capsule

### ***Hypothesis 2***

H2o: Green brand positioning has no significant influence on the workers' purchase intention toward organic diet capsule

H2a: Green brand positioning has a significant influence on the workers' purchase intention toward organic diet capsule

### ***Hypothesis 3***

H3o: Green brand knowledge has no significant influence on the workers' purchase intention toward organic diet capsule

H3a: Green brand knowledge has a significant influence on the workers' purchase intention toward organic diet capsule

### ***Hypothesis 4***

H4o: Attitude toward purchasing green apparel products has no significant influence on the workers' purchase intention toward organic diet capsule

H4a: Attitude toward purchasing green apparel products has a significant influence on the workers' purchase intention toward organic diet capsule

### ***Hypothesis 5***

H5o: Subjective norm has no significant influence on the workers' purchase intention toward organic diet capsule

H5a: Subjective norm has a significant influence on the workers' purchase intention toward organic diet capsule

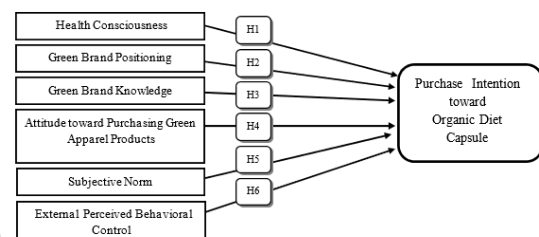
### ***Hypothesis 6***

H6o: External perceived behavioral control has no significant influence on the

workers' purchase intention toward organic diet capsule H6a: External perceived behavioral control has a significant influence on the workers' purchase intention toward organic diet capsule

## **Conceptual Framework**

The figure 1 will be shown the conceptual framework of an empirical study of workers' purchase intention toward organic diet capsule in Bangkok, Thailand as following;



**Figure 1: Conceptual Framework**

## **Research Methodology**

The researcher used quantitative method and used both primary and secondary data in collecting information and data from the target respondents through online questionnaires survey. The primary data were collected by distributing questionnaires to 400 respondents who are working in top three crowded areas; Bangruk district, Klongtoey district and Huaykwang district in Bangkok, Thailand with the respondents aged between 20-39 years old and have bought any green products but never bought organic diet capsule before. There are nine parts in the questionnaire. Among those nine parts the researcher divided into three main parts which the screening question in part are one, indicated the screening questions of target respondents who fits the suitable criteria for the study when collecting data and run the outcomes. In part two, the researcher conducted the questionnaires are applied the Five-Points Likert Scale.

Likert type is used as fixed choice format for responding are usually measure on the respondent's opinions or attitudes.

Crossman, (2016) indicated that the methodology is defined by inferential analysis that considers on produced by more complicated mathematical calculations and allows the researcher to imply the trends about a larger population. Inferential statistic is included the numbers that allow researcher to investigate and determine if there are some non-similarity between two or more samples and to see if these differences are probable to represents in the interested population. Simple Linear Regression help researcher to find out the independent variable (X) that used to forecast a single dependent variable (Y). For this study, the researcher's aim to investigate at least two independent factors that influence a single predictor variable therefore, the statistical tool called "Multiple Linear Regression (MLR)" is the most suitable tool to apply in this study.

The formula for multiple linear regression is as follows;

$$\hat{Y} = b_0 + b_1X_1 + b_2X_2 + \dots + b_pX_p$$

Where  $\hat{Y}$  is the predicted or expected value of the dependent variable,  $X_1$  through  $X_p$  are  $p$  distinct independent or predictor variables,  $b_0$  is the value of  $Y$  when all of the independent variables ( $X_1$  through  $X_p$ ) are equal to zero, and  $b_1$  through  $b_p$  are the estimated regression coefficients.

### The Reliability Testing

Zikmund et al, (2010) stated that pre-test is indicated a small-scale study in which the outcomes are showing the pre tested that checks whether the study is reliable enough to continuing the real situation of collecting the data for a study. Therefore, the researcher decided to

distribute 30 sets of the questionnaire to respondents for the pilot-test. Then, after collecting the data, a researcher tested the reliability of this questionnaire by applying with Cronbach's Alpha method to see the scores and figure out the value of the questionnaire reliability. The researcher considers that each variable for this research must have the reliability's result at least 0.70.

The researcher examined the reliability of this questionnaire by applying with Cronbach's Alpha method to find out the value of the questionnaire reliability. Therefore, a researcher has to test reliability value in the questions of each variable using Cronbach's Alpha test. If the outcomes of reliability value are equals or greater than 0.60, it denotes that the questions are constant and reliable to use as the instrument of research. Thus, the outcomes of reliability value for all variables in this research are greater than 0.70 which indicated that it is good for strength of association. The outcomes of pilot test are shown in Table 1 as following; Table 1, shows the values of reliability analysis for pilot test (N= 30). In this research the value of all variables are more than 0.70 when tested with Cronbach's Alpha method. Therefore, all questions are reliable and suitable to use as the research instrument.

**Table 1:** The Summary of Reliability Analysis

Pilot Test (N= 30)

Variable	Cronbach's Alpha
Health Consciousness	0.911
Green Brand Positioning	0.906

Green Brand Knowledge	0.879
Attitude toward Purchasing Green Apparel Products	0.918
Subjective Norm	0.902
External Perceived Behavioral Control	0.911
Purchase Intention	0.927

### Result and Discussion of Results

The result for the study shows that the multiple coefficient of determination or R-square is equals to 0.677, meaning that there are 67.70% of the variation in health consciousness, green brand positioning, green brand knowledge, attitude toward purchasing green apparel products, subjective norm, and external perceived behavioral control toward purchase intention on organic diet capsule. In addition, the researcher also uses multiple linear regression to find out the result of Multicollinearity which applied with variance inflation factor (VIF). The result shows that VIF's value for all independent variables in this study are between 1.287 to 1.586 which are less than five therefore, there is no serious problem of multicollinearity among six independent variables for this research.

### Conclusion and Discussion

The main objective in this research is to determine the factors that influence purchase intention toward organic diet capsule in Bangkok, Thailand. The researcher distributed 400 sets of questionnaires through online channel in order to gather data from target respondents that are the people who are working and aged between 20-39 years old in top three working areas which are

Bangrak district, Klongtoey district and Huaykwang district. Those target respondents are the people who have bought organic products but have never bought organic diet capsule ever before. Moreover, the researcher analyzed the data using statistical analysis as the main tool which uses the descriptive analysis and multiple linear regression analysis. Descriptive analysis was used for finding frequency & percentage and finding the mean and standard deviation for all independent variables and dependent variable. The multiple linear regression was used to test the inferential analysis to indicate the significant impact between independent variables and a dependent variable.

**Table 2:** The Summary of Demographic Factors Analysis (N= 400)

Demographic Factors	Characteristics	Frequency	Percentage
Gender	Female	302	75.50
Nationality	Thai	377	94.25
Occupation	Company employee	344	86.00
Income Levels	15,001 THB. - 25,000 THB.	247	61.25

The demographics information (Table 2) shows that female is the majority respondents with 75.7% (302). The largest number of respondents is the people who are Thai nationality with 94.3% (477). Also, the highest occupation is company employees which are 86% (344) of the total respondents. Moreover, the largest monthly income group is 15,001-25,000 THB which accounted for 61.25% (247).

**Table 3: Model Summary-Multiple Linear Regression Analysis of Factors Influence effect on Purchase Intention**

Model Summary <sup>a</sup>				
Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
1	.823 <sup>a</sup>	.677	.672	.46039

Table 3 shows the model summary using Multiple Linear Regression Analysis of factors that influence on purchase intention. The multiple coefficient of determination (R-square) demonstrates the percentage of dependent variable which can explain the independent variables. The researcher indicated that R-square is a goodness-of-fit measure for the linear regression models and it can also measure the strength of the relationship between the model and dependent variables which are scaled from 0-100% (Jim Frost, 2018). Table 5.15 indicates that 67.7% of the variation in health consciousness, green brand positioning, green brand knowledge, attitude toward purchasing green apparel products, subjective norm, and external perceived behavioral control toward purchase intention on organic diet capsule. Moreover, the value adjusted R-square is 0.672 which means that 67.2% of purchase intention for organic diet capsule was influence in health consciousness, green brand positioning, green brand knowledge, attitude toward purchasing green apparel products, subjective norm, and external perceived behavioral control.

**Table 4: Summary of Hypothesis Analysis (N=400)**

Rank from Strongest to Weakest	Independent Variables	Dependent Variable	Standardized Coefficients (Beta)	Implication
1 <sup>st</sup> Rank	External perceived behavioral control	Purchase Intention toward Organic Diet Capsule	.453	External perceived behavioral control has a significant influence on the workers' purchase intention toward organic diet capsule
2 <sup>nd</sup> Rank	Subjective norm		.247	Subjective norm has a significant influence on the workers' purchase intention toward organic diet capsule
3 <sup>rd</sup> Rank	Attitude toward purchasing green apparel products		.201	Attitude toward purchasing green apparel products has a significant influence on the workers' purchase intention toward organic diet capsule
4 <sup>th</sup> Rank	Green Brand Positioning		.179	Green Brand Positioning has a significant influence on the workers' purchase intention toward organic diet capsule
5 <sup>th</sup> Rank	Health consciousness		-.094	Health consciousness has a significant influence on the workers' purchase intention toward organic diet capsule
6 <sup>th</sup> Rank	Green brand knowledge		.071	Green brand knowledge has a significant influence on the workers' purchase intention toward organic diet capsule

According to the result from multiple linear regression (Table 4), all hypotheses are rejected the null hypotheses since their significant value is less than 0.05, meaning that the six independent variables included health consciousness, green brand positioning, green brand knowledge, attitude toward purchasing green apparel products, subjective norm, and external perceived behavioral control have a significant influence on workers' purchase intention toward organic diet capsule in Bangkok, Thailand.

To conclude, the six hypotheses for this research have a significance influence on workers' purchase intention toward organic diet capsule. The strongest influence impact variable is external perceived behavioral control (EPBC) follow by subjective norm (SUB), attitude toward purchasing green apparel products (ATT), green brand positioning (GBP), health consciousness (HEA), and green brand knowledge (GBK) respectively. All factors in this study have a positive influence on workers' purchase intention toward organic diet capsule in Bangkok, Thailand except health consciousness that has an opposite impact.

## **Recommendation**

Regarding to the result for this research, the researcher found out that six variable factors including health consciousness, green brand positioning, green brand knowledge, attitude toward purchasing green apparel products, subjective norm, and external perceived behavioral control have an impact on workers' purchase intention toward organic diet capsule. Through the association among the variables, the researcher's recommendation would focus on the strongest variables that have impacts to the study. External perceived behavioral control has the strongest influence which mean that the respondents concern a lot on the external condition such as time, money, and availability; therefore, the researcher would recommend to develop and present the benefits and advantages to consumer to make them have intention on buying the organic diet capsule, and influence them that purchasing the organic diet capsule is worth to spend time and money on it.

Furthermore, another recommendation would be on subjective norm and attitude toward purchasing green apparel products. Subjective norm is the perceived expectation of others in other word, it refers to the workers who listen about others, heard about the people who are important to them, or even the people who are interested in purchasing any organic products/ green products with the positive and good outcomes so that they will be encouraged to purchase the particular organic diet capsule. Therefore, the researcher would highly concern about the positive word-of-mouth on benefits and the good things which provide by organic diet capsule. Positive attitude from the consumer is another factor which is important for this study. Thus, the researcher suggests providing the information such as the benefits of organic

diet capsule with evident on how it gives people to have better health and safe health. Moreover, hire a presenter for the brand could be an advantage for the company because a good influencer can convince the people to have intention of purchase.

## **Further Research**

This study concentrates on analyzing workers' purchase intention toward organic diet capsule in Bangkok, Thailand. Because of the limitation of time and cost, the researcher selected only six independent variables toward a dependent variable; health consciousness, green brand positioning, green brand knowledge, attitude toward purchasing green apparel products, subjective norm, and external perceived behavioral control toward workers' purchase intention. Therefore, further study can be extended other determinants instead of these six independent variables that could influence the workers' purchase intention toward organic diet capsule. Moreover, the study could expand to distribute the questionnaire with objective to see the people's perception on purchase intention that lives in other places rather than in Bangkok, Thailand including urban or rural areas in Thailand. In addition, further study can explore about other organic products such as organic food or organic cosmetics and can be expand the research apart from the specific group of respondents such as older age group of people and teenager who need to take care of their help and do some diet with organic products. It is also possible to conduct other research beside from finding the factors influence to the relationship between these variables.

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