

# Factors Influencing Consumer Purchase Intention of Thai Dried Fruit Product Based on The Theory of Planned Behavior

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## Abstract

Thai dried fruit product is one of Thailand's important export products. As a result, consumer demand for storable food has increased, and it will continue to grow in the future. This study aims to develop an extended theory of Planned Behavior (TPB) research model, which includes cognitive evaluation and environmental concern to predict consumers' purchase intention. The empirical results indicate that attitude and perceived behavioral control were the main predictor of purchase intention, subjective norm was not significant predictors of intention. These findings provide important insights for Thai dried fruit and useful recommendations for marketing channels, suggesting that the promotion of Thai dried fruit may be the key to potential business.

**Keywords:** Consumer Purchase Intention; Theory of Planned Behavior; Thai Dried Fruit Product

## Introduction

The food system and food safety have drawn spontaneous global attention. Many foreign fruit varieties can be successfully introduced and cultivated, and it can be obtained in the domestic market and even used for export. The fruit processing industry is one of the target industries of the Thai government to promote exports.

A number of models, designed to better predict and understand human behaviors, have been proposed by social psychologists over the past several decades. Among these models, the theory of planned behavior (TPB) is the one

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that is most frequently utilized, and it is widely regarded as being effective when used for predicting behavior in general (Olsson, L.E,2018).

## Methods

### 1. Research Framework

To analyze and verify six factors impacting on purchase behavior intention. Each variable contains several attributes to determine the content scope within them.

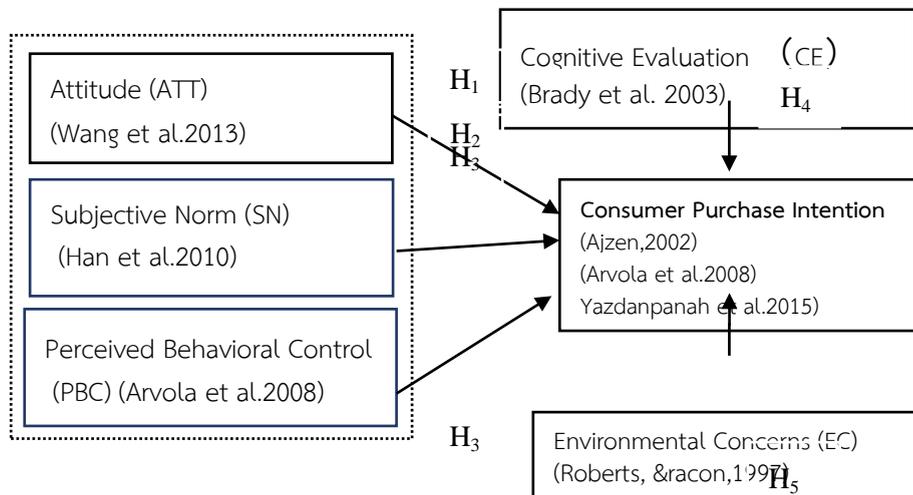


Figure1. Conceptual Framework

Note. Developed from Icek Ajzen (1988-1991)

### 2. Research Hypotheses

The relationship between attitudes and behaviors has previously been explored in various studies (Dean, M.; Raats, M.M,2012), with those studies having found that, in the context of green consumption settings, an attitude-intention rationale is dominant. Meanwhile, numerous other studies have found that, in the context of marketing and consumer behaviors, subjective norms serve as major factors in deciding people’s intentions, including their participation intentions, technology-use intentions, intentions to purchase organic foods, and intentions to revisit green hotels.

**Hypothesis (H1):** Attitude will positively affect purchase intention of Thai dried fruit product.

**Hypothesis (H2):** Subjective norm will positively affect purchase intention of Thai dried fruit product.

**Hypothesis (H3):** Perceived behavioral control will positively affect purchase intention of Thai dried fruit product.

**Hypothesis (H4):** Environmental concerns will positively affect purchase intention of Thai dried fruit product.

**Hypothesis (H5):** Cognitive Evaluation will positively affect purchase intention of Thai dried fruit product.

### **3. Questionnaire Design**

The questionnaire for the study was designed by adopting items from relevant literature. Items were measured using a 7-point Likert's scale, where 7 indicates a positive view (Strongly Agree) and 1 represents a negative view (Strongly Disagree).

### **4. Sample Size**

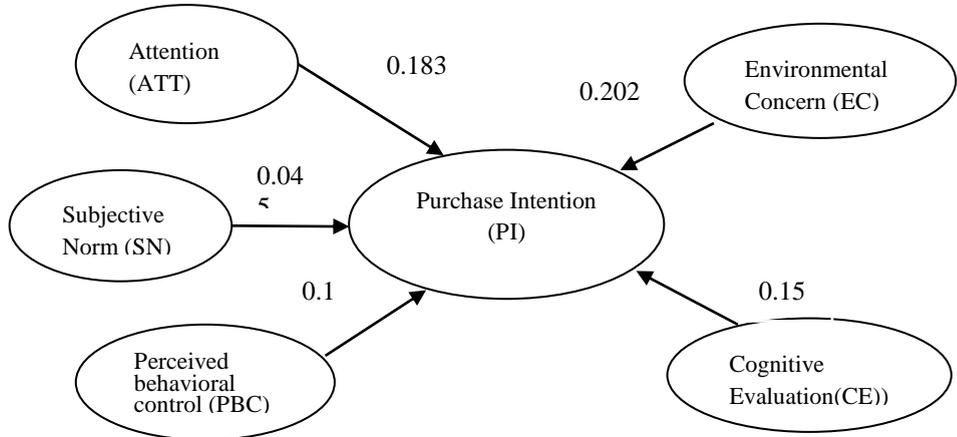
This study used Cochran's formula (1997) for calculating sample size when the population was infinite. By applying W. G. Cochran formula (1997) to derive the sample size was 384, however, the researcher added up 7% of sample size. Therefore, the sample size will be 412 in this study easily computation and to prevent the questionnaires incomplete.

In this study, the data of 412 valid questionnaires were input and descriptive statistical analysis was conducted. 412 samples include consumers of different ages, genders, occupations, income, educational backgrounds and family sizes. All samples are randomly selected and reliable. From descriptive statistics, summarized that majority of the respondents in sample are female, student, with a family size of 2–4 persons, and a monthly income RMB 2,000-4,000 per person. Most of the sample fell in the 23–25 age group.

## **Result**

The results of the consumer's purchase intention concerning Thai dried fruit products had a positive significant influence on purchase intention (PI) ( $B = 0.183$ ), and Perceived Behavioral Control (PBC) had a positive significant influence on purchase intention (PI) ( $B = 0.194$ ). Cognitive Evaluation (CE) had a positive significant influence on purchase intention (PI) ( $B=0.153$ ). Environmental Concern (EC) had a positive significant influence on purchase intention (PI) ( $B = 0.202$ ). However, Subjective Norm (SN) had a no-significant influence on purchase intention (PI) ( $B =0.045$ ). Based on these findings, H1, H3 H4, H5, and H6 are

supported, but H2 is not.



To sum up, consumer's attitudes, perceived behavioral control, cognitive evaluation, environmental concerns have a significant relationship with purchase intention. On the other hand, in this case, the subjective norm is not the factors impacting purchase intention. The reason for rejection on H<sub>2</sub> is probably that the subjective norm as the main feature has already become the common sense in consumers' minds that do not influence their purchase intention anymore. In the Chinese market, suppliers only offer more types of Thai dried fruit products. It's easy for consumers to buy. This phenomenon may drive consumers' intention is not influenced by the variable of Merchandising.

## Conclusions

### 1. Conclusions

The results of the study indicated three key findings. The first is confirmation that, with respect to consumer intentions regarding the purchase of Thai dried fruit products, the TPB can serve effectively as a framework for predicting said intentions. The second, however, is partial support for the notion that the utility of the TPB can be increased further still through the incorporation of metrics of cognitive evaluation and environmental concern. In other words, the three variables appear to be useful constructs in furthering the understanding and predictability of consumer intentions regarding the purchase of Thai dried fruit products. Relatedly, the results of this study provide support for existing evidence regarding the relevance of these two constructs in the prediction of intentions with an environmental orientation. Finally, the third key finding of the present study is that among consumers in Liaoning province. Specifically, personal attitudes,

cognitive evaluation, and environmental concern are all of critical importance in any effort to predict consumer intentions regarding the purchase of Thai dried fruit products. At the same time, further investigations will be necessary in order to further illuminate the precise mechanisms through which cognitive evaluation and environmental concern exert their effects on purchase intentions.

## **2. Recommendations**

Future studies regarding the purchase of Thai dried fruit product could provide additional insights by investigating more domain-specific attitudes and purchase intentions, by investigating such attitudes and intentions toward specific dried fruit product items or categories. As future, investigations could build upon the findings of the present study by looking at the impacts of such moderating effects, for example, the socio-demographic attributes of consumers and their levels of trust in various actors within the food sector (such as farmers, producers, and vendors). Furthermore, it is suggested that future studies could conduct comparisons of those consumers who prefer and do not prefer Thai dried fruit product in order to ascertain the differing characteristics of the two groups, if any, as well as exactly how their behaviors and perceptions differ with respect to both conventionally-produced and Thai dried fruit product.

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