THE STUDY OF FACTORS INFLUENCE CONSUMER'S PURCHASE INTENTION IN RETAIL SPECIALTY STORE: A CASE STUDY OF BOOTS RETAIL THAILAND LTD.

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ABSTRACT

The novel COVID 19 led to international excursion halt has raised the temperature in Health and beauty retail specialty (HBRS) market where Boots Retail (Thailand) Ltd. or "Boots" is competing in. 50% decrease in its revenue and market share in the time that the company is fully reliant on domestic market signifying a problem in its sustainability considering the fragility of international demand. This study then aims to investigate the influences of store image, service quality, E-WOM, and country of origin on local consumer's purchase intention to shop at Boots' store.

The sample in this study composed of data from two hundred and twenty one (221) respondents of Thai consumers who know brand Boots. This study uses multiple linear regression to examine the hypothesized relationships.

Research finding show that store image was suggested playing the most important role, followed by E-WOM and country of origin.

KEYWORDS: Boots Retail/ Market Share/ Purchase Intention/ Store Image/ Service Quality/ E-WOM/ Country of Origin

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CHAPTER I
INTRODUCTION

Market share is widely recognized as one of the critical success factors of a business to survive and sustain itself in a market. Companies or brands that could attain a high market share they serve are greatly more lucrative than their smaller-share rivals (Buzzell & Gale, 1975). This pattern is ongoing in the health and beauty retail specialty store (HBRSS) market in Thailand, where the market leader has left their key competitors far behind.

Euromonitor International (2020) emphasizes the scope of HBRSS as the retailers that sell specific health and beauty product categories with high quality. Mostly, they have specialists to support customers in searching for the best suit products. It includes para pharmacies, beauty specialist retailers, drugstore, and vitamin and dietary-supplement retailers. With more customized products and services, consumers tend to switch to these store categories more often, seeing the value grew significantly in recent years. In 2019 only, HBRSS's market value grew by 4% to reach THB 183.2 billion, and the all-time top 2 leaders remain Central Watson (Watson) and Boots Retail Thailand (Boots), respectively. Together, they conquer around 14% share of the market; however, Boots remains far behind Watson sharing the market only 4% comparatively to 10% with sales and profit half of Watsons. There seems no problem with the much lower market share in the growing market situation, driven by the growing number of tourists inbound, especially the Chinese in recent years.

According to the Tourism Authority of Thailand, Thailand is the top destination for Chinese tourists who nowadays beat the number one top spending nation. However, the appetite from demand surge according to increasing international tourist inbound seems temporary, obviously, in the coming of the novel COVID 19 that causes the international excursion halt and economic contraction globally. Market contraction raised the temperature in HBRSS market competition stiffer. Boots itself reported on drastic decrease in revenue and lower market share (Boots' financial statement, 2020).

Losing shares of the market at the time that the company entirely depends on the domestic market signifies a problem in the company's sustainable growth if we take the international market's fragility into account. Another implication for Boots marketing department could be Boots may be too much reliant on the international market. Therefore, increasing the domestic customer base could be a good strategy for Boots to diversify its market risk. However, the growing customer base is not an easy task. Many brands and companies invest a lot of marketing effort to keep their position in the market. A brand's sales volume hangs on two things; 1.customer base by expanding the number of users and buyers, 2.brand loyalty, increase buying frequency. However, with the law of double jeopardy, saying that smaller brands have much fewer customers, and they are lightly loyal; therefore, to grow market share, it is better to focus on expanding the customer base (Sharp, 2018, p.18).

Nevertheless, the growing customer base is not that pain sailing task given the growing similarity of products and services in the market nowadays, so how we can propel a brand to be in a spotlight and gain awareness from customers against other competitors might be grounded to the concept of differentiation making brand perceived different from one another. However, research findings lately assert that differentiation takes just a tiny part in how a brand competes and grows over time; instead, distinctiveness is the solution (Chernatony et al., 1997; Sharp, 2018). A brand contains functional benefits and emotional benefits; however, researchers found that emotional value can fortify the brand to stand above others, more rigid to copy by competitors (Bhimrao, 2008). The finding also aligned with Agres & Dubitsky (1996) which asserted that product-quality differentiation was less appealing for successful business strategy than brand differentiation. Therefore, any brands with salience and are capable of being in the customer’s consideration set have a higher potential to be purchased by customers. Teerathamrongchaigul (2018) studied brand awareness toward Boots among consumer in Bangkok and found that Boots has strong brand awareness as a drugstore in both frequent-buy customer and non-customer groups which they could also recall significant attributes of a brand, for example, logo, color, and employees' uniform and appearance correctly. However, the non-customer group perceived that products sold at Boots have a higher price and lower variety than Watson, which was not valid. Besides, they perceived Boots’ personality as a highly educated and selective person who has high health consciousness, loves staying at home, and reads books that are not attractive and boring. In contrast to the frequent-purchase group, they have robust brand knowledge and perceived Boot's products are valued for their money, and Boots is a professional and trustable person. However, the study still lacks the impact of demographic factors and consumers' perceptions on purchase intention.

Therefore, this paper aims to study the factors that could enhance local consumers' purchase intention to shop at Boots' retail stores. This research could benefit Boots' marketing manager to understand customer perception and their purchase intention toward Boot’s store.

CHAPTER II
LITERATURE REVIEW

2.1 About Boots Retail (Thailand) Limited ("Boots")

Established in 1996, Boots is a subsidiary of a global pharmacy-led health and well-being company, WBA (listed on NASDAQ stock exchange). Boots operates as a specialized retail store with the slogan "Let's feel good" to help the Thais take care of their health better and conveniently. Across 25 years in Thailand's market, Boots is the brand that believes in reliable products and services that stand for uplifting people's quality of life. They deliver this belief through the continuity in offering professional medication products and professional pharmacy consulting services together with reliable personal care and beauty products from its own house brand and other national brand sold at Boots' store. Currently, Boots has 263 stores across Thailand (as of Feb 2021) and is established in second place after the leader, Central Watson Co., Ltd., a subsidiary of AS Watsons Group from Hong Kong, the market share (Euromonitor International, 2020).

Boots nowadays has more than 5,000 products sold in stores, of which 40 percent is the private label and house brand products under Boots umbrella. Products sold at Boots' store could be categorized into three categories mainly as following.

Retail Healthcare comprises food supplementary & dietary, vitamin and mineral, first aid, and eye care, including over-the-counter drug selling.

Beauty & Toiletries comprises skincare, make-up, bathing products, and body lotion. Boots' beauty product line covers the premium nourishing skincare and make-up imported from the UK, such as Your Good Skins, No.7, Soap, and Glory, and has house-branded products locally manufactured in Thailand, for example, the series of Vit C and Cucumber.

Lifestyle comprises hair accessories, grooming and shaving, foot care and feminine hygiene, etc.

Boots builds engagement with its customer through member card program launched in 2013 under the slogan "Take Advantage and Get More for Less", and in 2017, it has a membership base of around 4 million people in Thailand (Teerathamrongchaigul, 2018).

2.2. Research Variables

2.2.1 Store Image

Store image to have an impact on consumer’s purchase intention and purchase decision. Martineu (1958) found it a critical success factor that could draw shoppers to one store rather than another. Store image is defined as the pictures of a store in customers' minds which arises from functional qualities and psychological qualities according to atmospheric attributes. James et al. (1976) contrarily defined store image as a set of consumers' attitudes toward one store attribute that consumers deem significant. Wu et al. (2011) defined it as overall attitude based on multiple store's attributes both from extrinsic and intrinsic traits of the store, which is aligned with Grewal et al. (1998) stated that store environment, service level, quality of products, and price were the element of store image.

Therefore, this study defined store image as the multiple store attributes derived from extrinsic and intrinsic characters pictured in customers' minds. Similar to Collins-Dodd & Lindley (2003), Ailawadi and Keller (2004), and Wu et al. (2011), a five-dimensional construct of store image is embraced, which consisted of product variety, product quality, price, value for money, and store atmosphere. Product variety refers to a consumer assessment of the product type variety in the store, while product quality refers to individual judgment regarding product quality. Price refers to consumers' judgment of the cheapness of products, and value for money refers to consumers’ judgment on the optimum price and quality of the products. Last, the store atmosphere refers to consumers’ feelings about the overall atmosphere of the store's interior decoration including. So, we adopted the scale developed by Collins-Dodd and Lindley was to measure the overall attitude of the store image, which included all of the dimensions mentioned. Besides, staff appearance and their activities through store also create mood and ambiance, which is a part of store image (Chernatony, 2010); therefore, we also add staff appearance to Collins-Dodd and Lindley's scale.

2.2.2 Service Quality

Service quality is an evaluation attitude about the service delivery that conforms to the customer requirement. It positively correlates with purchase intention and stores visit frequency (Brandy & Cronin, 2001; see also Szymanski & Henard, 2001; Zeithaml, 2002; Arslan et al., 2014).

To measure service quality, many researchers suggested measuring it as an attitude using a performance-based approach that included 3-dimensional qualities: (1) interaction quality – the relation quality between customers and store staff; (2) service environment quality – the overall ambiance of the store and the service environment; and (3) outcome quality – the actual service customers received (Wu et al., 2011).

2.2.3 E-Word of Mouth

Ehrenberg (1988) stated that consumer behavior is complicated; people need the right attitude, satisfaction from the recent trial's excellent experience, and external factors before deciding to purchase. Word of mouth (WOM) is one of the external factors that powerfully affects people's attitudes and intentions to buy goods and services. Business nowadays connects with their customer through Omni channel which consumer's online WOM now becomes powerful and has vital influence toward purchase intention in brick-and-mortar channel. Premjaisuk (2016) asserted that customers tend to purchase goods or use services that have positive reviews from other customers or users. They believed that following other user's recommendations would benefit their purchase decision. Besides, experimental research on recommendation acceptance via E-word of mouth by Fang (2014) unveiled that people will trust reviews based on 1. Source Expertise 2. Task Attraction 3. Argument Strength and 4. Recommendation rating. Therefore, in this research, E-WOM is defined as all internet reviews about a brand and merchandise. It could cover such VDO reviews on social media channels, recommendation ratings, blogs, and websites.

2.2.4 Country of Origin

Country of origin (COO) is related to a country image which Nagashima (1970) defined as the memorable picture, the reputation, and the stereotype of a specific country that could attach to products and services. The country's image was portrayed through national attributes, history, economic and political background, and traditions (Prendergast et al., 2010). Many literatures asserted that COO affected consumer's product evaluation and belief both directly and indirectly, which affective components of country image could considerably enhance individual purchase intention (Rezvani et al., 2012).

2.2.5 Purchase Intention

Purchase intention is the degree of consumer's desirability to purchase a brand which could lead to the higher possibility of purchasing (Dodds et al., 1991; Schiffman and Kanuk, 2007). Several direct and indirect factors could enhance purchase intention, according to some past researches. Quality, store image, and service quality are found positively and directly impact intention to buy. Besides, perceived risk and consumer confidence was found as mediators affecting purchase intentions (Paul et al., 2011) which e-WOM and country of origin are some of the factors that could reduce perceived risk and increase consumer confidence which also fortifies purchase intention.

2.3 Research Question

1. Does difference of gender have different purchase intention?
2. Does difference of age group different purchase intention?
3. Does difference of income range have different purchase intention?
4. Does difference of status have different purchase intention?
5. What could be the factors affecting customer's intention to buy products from Boots' stores?

2.4 Hypothesis

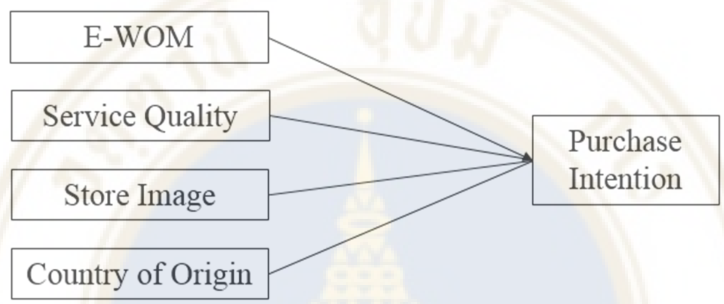
H1: Store image has influence on consumers' purchase intention

H2: Service quality has influence on consumers' purchase intention

H3: E-WOM has influence on consumers' purchase intention

H4: Country of origin has influence on consumers' purchase intention

Figure 2.1: Conceptual Framework



CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Design

This research paper is primarily focused on studying factors influencing customer's purchase intention at Boots' stores both online and offline. Based on the literature review, selected four key factors that past research found their influences on intention to buy products at one store: E-WOM, Service Quality, Store Image, and Country of Origin. I adopted quantitative approaches to integrate individual perspectives by collecting primary data only in order to create rich pictures of what could enhance consumers' intention to buy products at Boots' store.

Descriptive statistics and multiple regression method were adopted with regards to the study objective to study the influence of those variables selected toward consumer's purchase intention.

3.2 Data Collection Methodology

An online survey is conducted using questionnaires to collect data of 221 respondents together with five interviews with people who know the brand Boots. The survey is formed by constructing the questions related to the factors mentioned above. 5-point Likert scales and check-list questions are used to capture and measure respondents' attitudes and opinions in our questionnaires, widely used in social-science studies and appropriated with the research question.

3.3 Questionnaire Design

The questionnaire consisted of four parts, screening questions, general questions, specific questions, and demographic questions. The screening question contained only one question using the nominal scale to assort only people who knew brand Boots only. For part two, which contained questions about the studied dependent and independent variable, we adopted an ordinal scale to measure the agreement level with a five-point Likert scale, starting with 1 of strongly disagree to 5 of strongly agree. The questions in this part were adapted from the reliable works published in reputable journals and were tested by three people for readability and understandability before starting distribution. Part three, the nominal scale was used together with multiple response questions, while demographic questions in part four, both nominal and ordinal scales, were adopted.

Part 1: Screening questions to assort only respondents who know brand Boots

Part 2: Specific questions contain dependent and independent variables, which will be used to gather ordinal data through a five-point Likert scale.

Part 3: Multiple response questions are arranged to gather purchasing behavior and future purchase intention of consumers.

Part 4: Demographic questions are arranged in the last section of the questionnaire to gather data about gender, age, personal income, and status.

3.4 Reliability Test

I developed a survey that seeks to measure purchase intention as a potential factor that could enhance the domestic market share of Boots. Specifically, this questionnaire aims to establish consumers' evaluation of their purchase intention of how interesting and important the selected variables are in their consideration.

In order to measure this construct, several Likert-type items are added to the questionnaire. These are adapted from Wu et al. (2011) Purchase Intention in Private Label Brands Questionnaire and Brady & Cronin (2001) Perceived Service Quality Questionnaire.

The survey used in this study was constructed by 26 questions categorized by four factors studied, which include eight items of store image, seven items of service quality, five items of E-WOM and six items of country of origin as following:

Store Image

1. I think Boots' stores provide a variety of products.
2. I think the entire products in Boots' store has good quality.
3. I think the products in Boots' store are priced higher than others
4. The products and services of Boots' store are good value for money.
5. The interior decoration in the physical stores of Boots made me feel pleasant.
6. Interface of Boot's online stores is easy to use and convenient. I feel pleasant.
7. Staff appearance and store activities let me feel pleasant and make Boots brand in a top of my mind.
8. Overall, I have a positive attitude toward Boots store.

Service Quality

1. I think Boots' physical facilities are not visually appealing.
2. I think Boots 'employees should have a more sincere interest in servicing customers.
3. I think store staff are friendly and polite. I feel fun and plan to shop at Boots.
4. Store staff looks professional and informative. I feel confident and plan to shop at Boots.
5. Overall, I would say the quality of my interaction with this store's employees is excellent (both in the offline and online channel.
6. I think accessibility to Boots' retail channels is excellent, both online and offline channels.
7. In addition to variety, I think Boots have up-to-date products and technology that could enhance my shopping experiences.

E-WOM

1. I search for reviews of products and services online first when I plan to buy products from a store.
2. Reviews from friends and social media can increase my purchase intention.
3. I saw people frequently reviewing products of Boots on social media.

4. My desirability to buy products usually arises after I saw inspired content from well-known beauty bloggers.
5. Overall, I have a positive attitude toward Boots brand after I read or heard those reviews.

Country of Origin

1. I know that most of Boots products are from UK.
2. I think that skincare and health care products from UK are of high quality.
3. I think skincare and healthcare products from UK have a high price.
4. I think skincare and health care products from UK are value for money.
5. If there is no difference in the prices of UK products and Korean and Japanese products, I prefer to buy skincare and health care products from UK.
6. I think that skincare and health care products from UK are reliable.

Cronbach's alpha was carried out to measure the internal consistency of our survey. Its range could be varied from 0 to 1, but the best value implicating significant relation between questions loaded and efficiency of the survey was around 0.6 or 0.7. Cronbach’s alpha results in table 1 suggested that all the questions practically represent each factor with great reliability as all of the results are above and equal to 0.6.

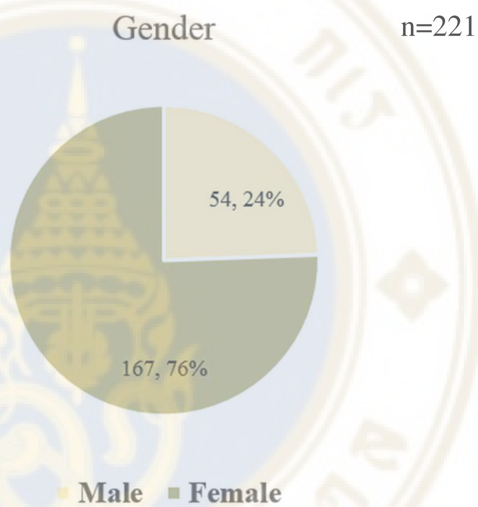
Table 3.1: Cronbach’s alpha results by factors

Factors	Cronbach’s Alpha Results
E-WOM	.804
Store Image	.789
Country of Origin	.771
Service Quality	.60

CHAPTER IV
RESEARCH RESULT AND ANALYSIS

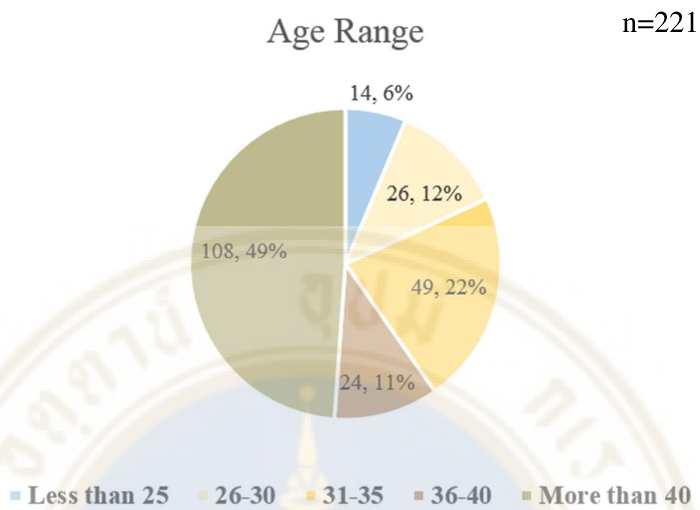
4.1 Descriptive statistics

Figure 4.1: Descriptive statistic of the respondents' gender



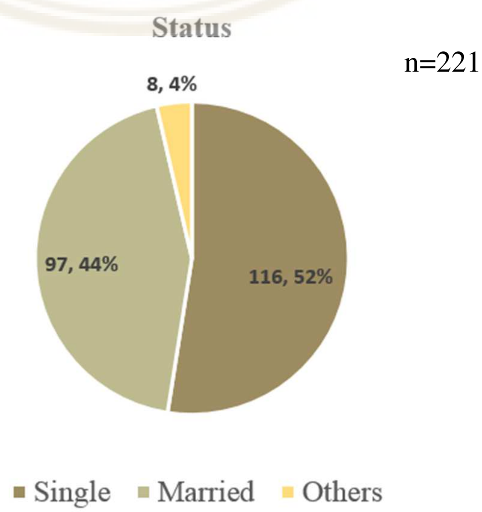
From the table, the majority of respondents were female, accounted for 75.6% or 167 respondents from a total of 221 respondents. The group of male respondents was accounted for 24.4% or 54 respondents from a total of 221 respondents.

Figure 4.2: Descriptive statistic of the respondents' age range



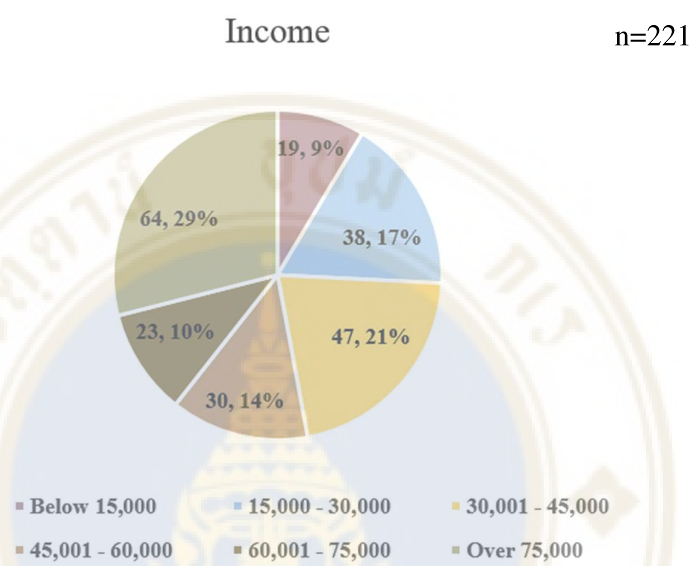
The majority considered by the result was the respondents under the age range more than 40 that were accounted for 48.9% of the total 221 respondents. The rest of the respondents were under the age range of 36 – 40, 31 – 35, 26 – 30, and less than 25, which accounted for 10.9%, 22.2%, 11.8%, and 6.3%, respectively. Notably, the respondents under age 25 were the minority in this study.

Figure 4.3: Descriptive statistic of the respondents' marriage status



Marriage status was categorized into three groups. Most of the respondents were single accounted for 52.5% or 116 respondents, followed by respondents who have been married of 43.9% or 97 of total 221 respondents. The respondents who had other marriage status were only 3.6%, or eight respondents of 221 respondents.

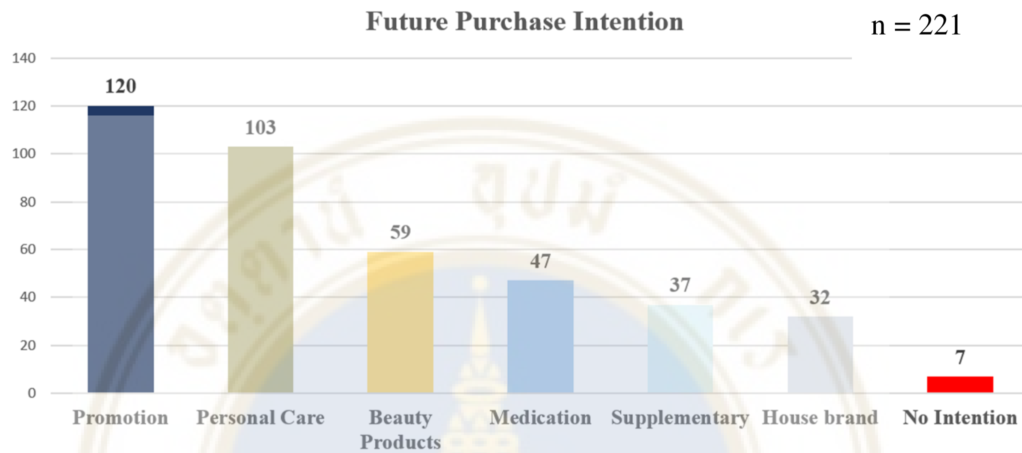
Figure 4.4: Descriptive statistic of the respondents' income



This table's main implication was the facet of purchasing power of the sample who knew brand Boots. The finding showed that the majority of respondents have monthly income around more than 75,000 baht as 29% of total 221 respondents, following by respondents who had income falling within the range 30,001 – 45,000 baht per month of 21.3% or 47 respondents, 15,000 - 30,000 baht of 17.2% or 38 respondents, 45,001 – 60,000 baht of 13.6% or 30 respondents, 60,001 – 75,000 of 29%. However, the respondents who had income lower than 15,000 baht contained only 8.6% of the total 221 respondents, containing the lowest number of respondents across all the income ranges.

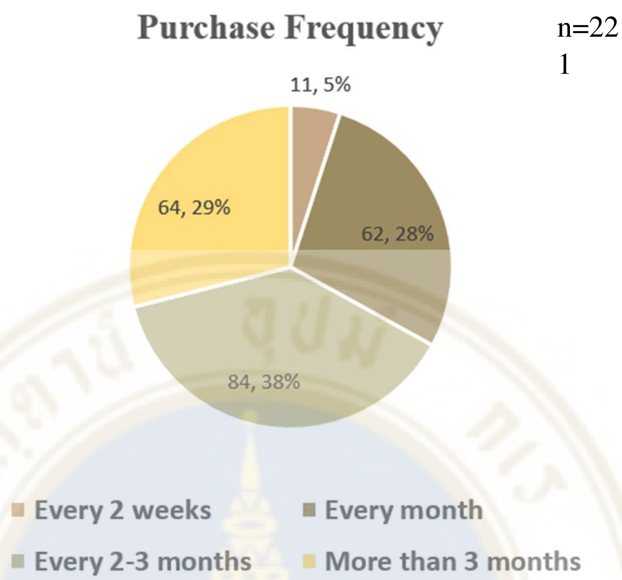
4.2 Attitudes and behavior of respondents

Figure 4.5: Descriptive analysis attitude of respondents toward their future purchase intention by product categories



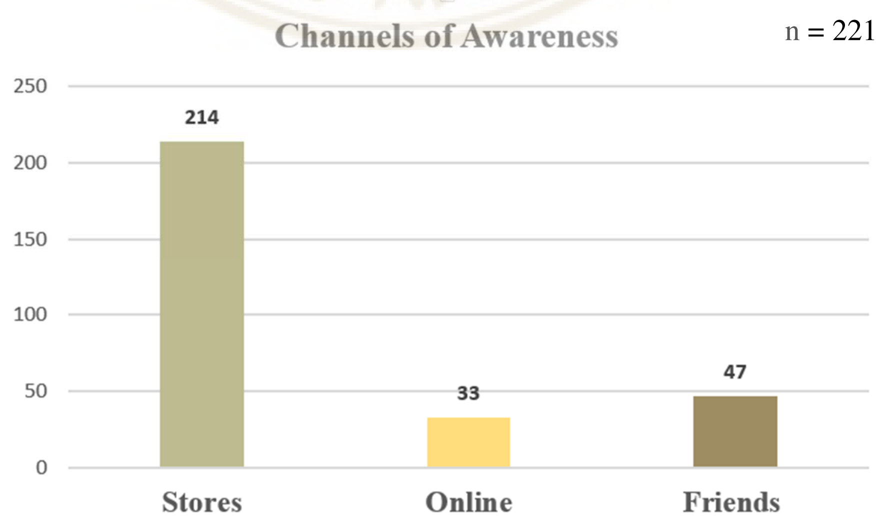
From the figure, future purchase intention was highest in 3 product categories. General personal care products had the highest future purchase intention of 25.4% following by beauty and medication products of 14.6% and 11.6%, respectively. Interestingly, the house brand product category had the lowest future purchase intention of only 7.9%, or 32 of total 405 responses. Moreover, it seemed like sales promotion was significant for the product's purchase intention from Boots' store considering 29.6% or 120 of total 405 responses that were likely to purchase products at Boots if there was attractive promotion. Nevertheless, only seven respondents were not interested in purchasing the products and services at all from Boots' store, which was accounted for only 3.2% of the total 221 respondents or 1.7% of total responses.

Figure 4.6: Descriptive statistic of the respondents' purchasing frequency of personal and health care products



The result considered no absolute majority. The respondents with purchase frequency every month, every two to three months, and more than three months contained 28.1%, 38%, and 29% respectively, whereas the respondents who had purchase frequency every two weeks was the minority, containing only 5% of total 221 respondents.

Figure 4.7: Descriptive analysis attitude of respondents on channels of awareness



From the table, most of the respondents knew brand Boots from physical stores located in office and commercial areas, exhibiting 72.8% of total 294 responses, following by knowing from friends and family members of 16% of 294 responses. However, brand awareness in the online channels, i.e., social media, websites, etc., was low, only 11.2% of total responses.

4.3 Inferential Statistics

Q1. Does difference of gender have different purchase intention?

Table 4.1: Mean comparison of gender toward purchase intention

n = 221

Gender	N	$\bar{x}$	SD.	t	p-value
Male	54	3.481	0.758	0.969	0.335
Female	167	3.365	0.788		

We used a t-test to compare means between the group of males and females whose average purchase intention was at 3.481 and 3.365, respectively. However, the result shows that there ***no difference*** in purchase intention among the two groups at the significant level of 0.05

Q2. Does difference of age group have different purchase intention?

Table 4.2: Mean comparison of age group toward purchase intention

Age	N	$\bar{x}$	SD.	f	p-value
Less than 25	14	3.357	0.864	3.712	0.006
25-30	26	3.461	0.747		
31-35	49	3.061	0.733		
36-40	24	3.291	0.832		
More than 40	108	3.555	0.749		

The age range could be divided into five groups; therefore, to compare mean among groups we used ANOVA techniques for analysis of different means among the group. The result shows that there is a difference among the age group significantly at the significant level of 0.05. Therefore, we then further conducted the pairwise mean comparison with Bonferroni by age range which the result was shown in table 9 as following.

Table 4.3: Bonferroni's result

Age	$\bar{x}$	**Age**				
		Less than 25	25-30	31-35	36-40	More than 40
		3.357	3.461	3.061	3.291	3.555
Less than 25	3.357		1	1	1	1
25-30	3.461	1		.316	1	1
31-35	3.061	1	.316		1	.002**
36-40	3.291	1	1	1		1
More than 40	3.555	1	1	.002**	1	

**Significant level 0.01

According to table 9, we can say that there was a difference in purchase intention between the age group of 31 -35 and more than 40, significantly at a significant level of 0.01.

Q3. Does difference of income range have different purchase intention?

Table 4.4: Mean comparison of income range toward purchase intention

Income	N	$\bar{x}$	S.D.	f	p-value
Less than 15,000	19	3.315	.802	.851	.515
15,000-30,000	38	3.526	.646		
30,001-45,000	47	3.340	.814		
45,001-60,000	30	3.566	.653		
60,001-75,000	23	3.217	.766		
More than 75,000	64	3.359	.879		

The same age group, ANOVA was also adopted for the mean difference analysis among income ranges which we can divide the income range into five groups of people. The result showed that there was no difference of mean among the five groups at a significant level of 0.05

Q4. Does difference of status have different purchase intention?

Table 4.5: Mean comparison of marriage status toward purchase intention

Status	N	$\bar{x}$	SD.	f	p-value
Single	116	3.362	.784	1.510	.223
Married	97	3.463	.761		
Other	8	3.00	.925		

The same as age group, ANOVA was also adopted for the mean difference analysis among three groups of respondents by marriage status. The result showed that there was no difference of mean among the three groups at the significant level of 0.05

4.4 Correlation

Table 4.6: Correlation Analysis

Correlations

		store image	serviceQ	Ewom	Country	PI	Sex	Male	Female	Age Group	Income Range	Status
store image	Pearson Correlation	1	.582**	.283**	.424**	.417**	-.090	.090	-.090	.313**	.094	.196**
	Sig. (2-tailed)		.000	.000	.000	.000	.183	.183	.183	.000	.163	.003
	N	221	221	221	221	221	221	221	221	221	221	221
service Q	Pearson Correlation	.582**	1	.423**	.507**	.403**	-.111	.111	-.111	.187**	-.001	.134*
	Sig. (2-tailed)	.000		.000	.000	.000	.099	.099	.099	.005	.994	.046
	N	221	221	221	221	221	221	221	221	221	221	221
Ewom	Pearson Correlation	.283**	.423**	1	.382**	.389**	.012	-.012	.012	-.036	-.110	-.076
	Sig. (2-tailed)	.000	.000		.000	.000	.859	.859	.859	.599	.102	.260
	N	221	221	221	221	221	221	221	221	221	221	221

Table 4.6: Correlation Analysis (Cont.)

Correlations

		store image	serviceQ	Ewom	Country	PI	Sex	Male	Female	Age Group	Income Range	Status
Country	Pearson Correlation	.424**	.507**	.382**	1	.424**	.043	-.043	.043	.028	-.040	.056
	Sig. (2-tailed)	.000	.000	.000		.000	.528	.528	.528	.676	.552	.407
	N	221	221	221	221	221	221	221	221	221	221	221
PI	Pearson Correlation	.417**	.403**	.389**	.424**	1	-.064	.064	-.064	.140*	-.039	.005
	Sig. (2-tailed)	.000	.000	.000	.000		.343	.343	.343	.037	.561	.938
	N	221	221	221	221	221	221	221	221	221	221	221
Gender	Pearson Correlation	-.090	-.111	.012	.043	-.064	1	-1.000**	1.000**	-.085	-.019	-.137*
	Sig. (2-tailed)	.183	.099	.859	.528	.343		.000	.000	.210	.779	.042
	N	221	221	221	221	221	221	221	221	221	221	221

Table 4.6: Correlation Analysis (Cont.)

Correlations

		store image	serviceQ	Ewom	Country	PI	Sex	Male	Female	Age Group	Income Range	Status
Male	Pearson Correlation	.090	.111	-.012	-.043	.064	-1.000**	1	-1.000**	.085	.019	.137*
	Sig. (2-tailed)	.183	.099	.859	.528	.343	.000		.000	.210	.779	.042
	N	221	221	221	221	221	221	221	221	221	221	221
Female	Pearson Correlation	-.090	-.111	.012	.043	-.064	1.000**	-1.000**	1	-.085	-.019	-.137*
	Sig. (2-tailed)	.183	.099	.859	.528	.343	.000	.000		.210	.779	.042
	N	221	221	221	221	221	221	221	221	221	221	221
Age Group	Pearson Correlation	.313**	.187**	-.036	.028	.140*	-.085	.085	-.085	1	.462**	.382**
	Sig. (2-tailed)	.000	.005	.599	.676	.037	.210	.210	.210		.000	.000
	N	221	221	221	221	221	221	221	221	221	221	221

Table 4.6: Correlation Analysis (Cont.)

Correlations

		store image	serviceQ	Ewom	Country	PI	Sex	Male	Female	Age Group	Income Range	Status
Income Range	Pearson Correlation	.094	-.001	-.110	-.040	-.039	-.019	.019	-.019	.462**	1	.190**
	Sig. (2-tailed)	.163	.994	.102	.552	.561	.779	.779	.779	.000		.004
	N	221	221	221	221	221	221	221	221	221	221	221
Status	Pearson Correlation	.196**	.134*	-.076	.056	.005	-.137*	.137*	-.137*	.382**	.190**	1
	Sig. (2-tailed)	.003	.046	.260	.407	.938	.042	.042	.042	.000	.004	
	N	221	221	221	221	221	221	221	221	221	221	221

**. Correlation coefficient is significant at the 0.01 level (2-tailed).

*. Correlation coefficient is significant at the 0.05 level (2-tailed).

We adopted Pearson's correlation coefficient to indicate the relationship between the four independent variables, which are store image, service quality, E-WOM, country of origin, and the dependent variable, purchase intention. From the table, the result exhibited that all the four independent variables had statistical correlation with purchase intention at significant level 0.01 (Store image r = .417 Service quality r = .403, E-WOM r = .389, Country of origin r = .424). In addition, the result also showed that age ranges had a statistical correlation with purchase intention at the significant level of 0.05.

4.5. Multiple Linear Regression

Multiple linear regression was carried out to scrutinize whether store image, service quality, E-WOM, and country of origin could significantly predict consumer's purchase intention to buy products at Boots' stores or not which was also a part of our hypothesizes.

Table 4.7 presented the result of our first run showing that there were only three of four independent variables; store image, E-WOM, and country of origin that had significant influence to predict purchase intention at significant level 0.01.

Table 4.7: First-run multiple linear regression analysis

Model	**B**	**SE.**	**Beta**	**t**	**Sig.**
Constant	.140				
Country of Origin	.284	.083	.227	3.436	.002
Store Image	.371	.092	.256	4.015	.003
E-WOM	.225	.061	.229	3.672	.001
Service Quality	.120	.121	.208	3.018	.323
r =.544 r^2=.295 Adjusted r^2=.282 SEE = .661 sig = .001					

I then ran regression again with the 3 variables mentioned above. This could increase significant level of each variable to less than 0.01 as shown in table 4.8 below.

Table 4.8: Second-run multiple linear regression analysis

Model	B	SE.	Beta	t	Sig.
Constant	.140				
Country of Origin	.284	.083	.227	3.436	<.001
Store Image	.371	.092	.256	4.015	<.001
E-WOM	.225	.061	.229	3.672	<.001
r =.541 r^2=.292 Adjusted r^2=.282 SEE = .661 sig = .001					

From the result of multiple linear regression, I then could construct a predictive model which was advanced as following.

Purchase Intention =.227 **(Country of Origin)** + .256(**Store Image**) + .229(**E-WOM**)

Table 4.9: ANOVA result

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
3	Regression	39.238	3	13.079	29.872	.000[d]
	Residual	95.013	217	.438		
	Total	134.251	220			

The result of ANOVA, which was presented in table 4.9, indicated that the model was a significant predictor of purchase intention, F (3, 217) = 29.872, p = .000

4.6. Result of hypothesis testing

Table 4.10: Result of hypothesis testing

Hypothesis	Beta	p-value	Result
H1: Store image has influence on consumers' purchase intention	.256	.003	**Support**
H2: Service quality has influence on consumers' purchase intention	.208	.323	**Not Support**
H3: E-WOM has influence on consumers' purchase intention	.229	.001	**Support**
H4: Country of origin has influence on consumers' purchase intention	.227	.002	**Support**

CHAPTER V
CONCLUSION AND DISCUSSION

5.1 Discussion

This research aimed to study the factors that affects consumer purchase intention to shop at Boots' stores in the domestic market. The finding shows that the difference of income, status, and gender had no influence on consumer's purchase intention, whereas the difference of age group could lead to different purchase intention. There were statistically significant differences between the purchase intention of the respondents of age 31-35 and the respondents of age more than 40. Averagely, the former group had the lowest purchase intention to buy products at Boots' store with mean at 3.061, comparatively to 3.55 of the latter group. In order to find some insights to explain the difference in purchase intention between these two groups, I delved into response detail of each question one-by-one and found that the over 40 groups had more positive attitudes and perceptions toward Boots. Three of eight questions in-store image variable section suggested that products and services from Boots' stores were value for their money, and they felt more pleasant with Boots' staff appearance and store activity. However, interestingly, fifty-seven percent of respondents of age 31 – 35 had the opinion that Boots' physical facilities are not virtually appealing, comparatively to eighteen percent of the over 40 groups.

The significant difference of responses among these two groups was also found in the service quality variable, which seventy-five percent of the over 40 groups agreed that in addition to the variety of products, Boots had up-to-date products and had technology that could enhance their shopping experience, while only forty-three percent of the 31 – 35 group had the same opinion. Finally, attitude toward the country of origin was the last factor founded in the difference among the groups. In the question about purchase intention of products from the UK, Japan and Korea if the price difference was excluded, fifty-five percent of the over 40 groups prefer to buy products from the UK while only thirty-six percent of 31 – 35 group prefer to buy product UK.

Apart from demographic factors, this research considered four factors that existing literature pointed out having influence toward purchase intention, which are store image, service quality, E-WOM, and country of origin. However, the result showed that only three of four had statistical significance toward purchase intention. Store image was suggested playing the most important role considering the greatest influence among the three factors with B value at .371. This was followed by E-WOM and country of origin which their B value was exhibited at .284 and .225, respectively (at a significant level of 0.01).

Another contribution of this study was to confirm the high awareness of brand Boots considering a 100 percent or all of the 221 respondents knew brand Boots. This aligned with the study of Boots' brand awareness by Teerathamrongchaigul (2018), which used a qualitative method interviewing thirty-two respondents. However, the finding showed that most of the respondents knew and saw the brand from physical stores in commercial areas, but awareness from online channels remained low, though Boots had launched several campaigns and having an online store and mobile application during the past one year.

Finally, the study gave the overview of future purchase intention which personal care product was the most interesting product category followed by beauty products and medication, but this could be achieved by implementing attractive sales promotion as thirty percent of total responses suggested that they would buy products from Boots if the store had attractive promotions.

5.2 Marketing Implications

From managerial points of view, to enhance purchase intention and further to domestic market share, the brand should focus on building attractive store image which in this study store image was defined as extrinsic and intrinsic characters pictured in customer mind. This could be the holistic approach in which price, product variety, product quality, value of money, store atmosphere, as well as mood and ambiance in-store would holistically create the positive and strong perception that could enhance consumer's purchase intention. However, the finding presented that Boots' brand awareness in online channels remains low while E-WOM found having influence toward consumer's purchase intention significantly. Therefore, this could be a new task for brand managers to focus more on building brand awareness in online channels. In addition, UK origin should be communicated more to their clients as it was found as the factor that could enhance purchase intention. Last, promotion on its house brand is needed as it can create uniqueness against its competitor but it rather gain lowest future purchase intention in this research. This is in contrast to the previous research finding that loyal customers have strong preference and they come back to buy Boots' house brand.

5.3 Limitation

The main limitation of this study is data collection which over 60% of the samples are female, and the age range skewed to more than 40. Therefore, this could not well represent the attitude on purchase intention of all populations. The second limitation is its generalizability beyond the retail sector. While the findings are likely applicable to the personal and healthcare specialty store segment, they might not be directly useful to other products or other industries. Therefore, the findings have to be confirmed in other contexts.

5.4 Future Research Direction

This research observed only four variables that could impact purchase intention; however, much literature about purchase intention also found some other variables that could also influence purchase intention directly and indirectly through mediators such as trust, price, satisfaction, and brand loyalty. Therefore, future research could incorporate other dimensions studying other related variables. In addition, the focus on the study of purchase intention in online channels is still lacking in this research. The online channels could be other effective weapons for the brand to expand its market share more effectively in the digital era. Last, scoping down to study purchase intention in Boots' house brands would be interesting, considering the lowest future purchase intention found, in contrast to previous research as mentioned. This could be a problem about low awareness or other undiscovered factors that should be clarified before a formation of further strategies.

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APPENDICES

Measures used in the main empirical study

A.1. Store Image

1. I think Boots' stores provide variety of products.
2. I think the entire products in Boots' store has good quality.
3. I think the products in Boots' store are priced higher than others
4. The products and services of Boots' store are good value for money.
5. The interior decoration in physical stores of Boots' let me feel pleasant.
6. Interface of Boot's online stores is easy to use and convenient. I feel pleasant.
7. Staff appearance and store activities let me feel pleasant and make Boots brand in a top of my mind.
8. Overall, I have positive attitude toward Boots store.

A.2. Service Quality

1. I think Boots' physical facilities are not visually appealing.
2. I think Boots 'employees should have more sincere interest in servicing customer.
3. I think store staff are friendly and polite. I feel fun and plan to shop at Boots.
4. Store staff looks professional and informative. I feel confident and plan to shop at Boots.
5. Overall, I'd say the quality of my interaction with this store's employees is excellent (both in offline and online channel).
6. I think accessibility to Boots' retail channels is excellent both online and offline channels.
7. In addition to variety, I think Boots have up-to-date products and technology that could enhance my shopping experiences.

A.3. E-Word of Mouth

1. I search for reviews of products and services online first when I plan to buy a products from a store.
2. Reviews from friend and social media can increase my purchase intention.
3. I saw people frequently reviewing products of Boots on social media.
4. My desirability to buy products usually arises after I saw inspired contents from well-known beauty bloggers.
5. Overall, I have positive attitude toward Boots brand after I read or heard those reviews.

A.4. Country of Origin

1. I know that most of Boots product are from UK.
2. I think that skincare and health care products from UK are of high quality
3. I think skincare and healthcare products from UK have high price.
4. I think skin care and health care products from UK are value for money.
5. If there is no difference in the prices of UK products and Korean and Japanese products, I prefer to buy skincare and health care products from UK.
6. I think that skincare and health care products from UK are reliable. I think that skincare and health care products from UK are reliable.

A.5. Purchase Intention

1. Price is the most important factor when I am choosing to buy beauty-to-personal care and healthcare products at a store.
2. Overall, I preferred to shop at Boots' store than others; Watson, Tsuruha, Matsumoto Kiyoshi i.e.