

**HEALTH CONSCIOUSNESS AND ITS EFFECTS ON A  
PURCHASE INTENTION FOR DURIAN AMONG THAI  
CONSUMERS**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
THE DEGREE OF MASTER OF MANAGEMENT  
COLLEGE OF MANAGEMENT  
MAHIDOL UNIVERSITY  
2021**

**COPYRIGHT OF MAHIDOL UNIVERSITY**

Thematic paper  
entitled  
**HEALTH CONSCIOUSNESS AND ITS EFFECTS ON A  
PURCHASE INTENTION FOR DURIAN AMONG THAI  
CONSUMERS**

was submitted to the College of Management, Mahidol University  
for the degree of Master of Management

on  
December 18, 2021



.....  
Miss Apichaya Nuyuth  
Candidate

.....  
Assoc. Prof. Sooksan Kantabutra,  
Ph.D.  
Advisor

.....  
Assoc. Prof. Prattana Punnakitikashem,  
Ph.D.  
Chairperson

.....  
Assoc. Prof. Vichita Ractham,  
Ph.D.  
Dean  
College of Management  
Mahidol University

.....  
Asst. Prof. Pornkasem Kantamara,  
Ed.D.  
Committee member

## ACKNOWLEDGEMENTS

Throughout the writing of this study, I was given great support and encouragement from various and significant people from the very first phase of writing until the end of this study. Firstly, I would like to sincerely thank my research advisor, Assoc. Prof. Dr. Sooksan Kantabutra whose expertise and advice were crucial in developing the study topics and methods. Your insightful feedback encouraged me to improve my thoughts and raise the quality of my work.

I would like to extend my sincere thanks to all CMMU professors and staffs for their kind help and support that have made my study and life in CMMU a wonderful time. I would also like to thank Khun Nitith Wattanaphak and Khun Kannikar Wangtrakun for being a great teammate, supporting and giving advices to the completion of this study.

Finally, I appreciate all of my family's, boyfriend's, and coworkers' support and encouragement since it would have been difficult for me to finish my studies without their wonderful understanding and encouragement over the previous several years.

Apichaya Nuyuth

## **HEALTH CONSCIOUSNESS AND ITS EFFECTS ON A PURCHASE INTENTION FOR DURIAN AMONG THAI CONSUMERS**

APICHAYA NUYUTH 6349011

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. SOOKSAN KANTABUTRA, Ph.D., ASSOC. PROF. PRATTANA PUNNAKITIKASHEM, Ph.D., ASST.PROF.PORNKASEM KANTAMARA, Ed.D.

### **ABSTRACT**

The purpose of this study is to look into health consciousness and how it effects on purchase intention for durian among Thai consumers. Furthermore, the study examined the significant association between the following variables (health consciousness, subjective norm, health behavior, health value, health literacy, and purchase intention). Responses were collected from 159 Thai consumers through an online survey approach. Data were analyzed by using correlation and multiple regression analysis from SPSS to evaluate the strength of relationship between the variables. The findings reported that attitude toward durian has a significant effect on consumers' intention to purchase, following by health consciousness which partially supported consumers' intention to purchase. For the other variables do not have a significant influence on the consumer's intention to purchase durian.

**KEY WORDS:** Durian / Health consciousness / Attitude / Health behavior / Purchase intention

31 pages

## CONTENTS

	<b>Page</b>
<b>ACKNOWLEDGEMENTS</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>LIST OF CONTENTS</b>	<b>v</b>
<b>LIST OF TABLES</b>	<b>vi</b>
<b>CHAPTER I INTRODUCTION</b>	<b>1</b>
1.1 Problem statement	2
1.2 Research Questions	2
1.3 Research Objectives	3
<b>CHAPTER II LITERATURE REVIEWS</b>	<b>4</b>
2.1 Variables	4
2.1.1 Attitude toward durian	4
2.1.2 Health consciousness	5
2.1.3 Subjective norm	5
2.1.4 Health behavior	6
2.1.5 Health value	7
2.1.6 Health literacy	8
2.1.7 Purchase intention	8
2.2 Theoretical Framework	9
<b>CHAPTER III METHODOLOGY</b>	<b>11</b>
3.1 Research Methodology	11
3.2 Data Collection Methodology	11
3.2.1 Sampling	11
3.2.2 Data collection	11
3.3 Data Analysis	12
<b>CHAPTER IV FINDINGS</b>	<b>13</b>
4.1 Demographic features of respondents	13
4.1.1 Gender	13

## CONTENTS (cont.)

	<b>Page</b>
4.1.2 Age	13
4.1.3 Marital status	14
4.1.4. Education	14
4.1.5 Income	15
4.2 Respondent's health consciousness and their food consuming behavior	16
4.3 Correlation analysis	17
4.4 Multiple Linear Regression Analysis	20
4.5 Discussion	21
<b>CHAPTER V CONCLUSION</b>	<b>25</b>
5.1 Conclusion	25
5.2 Recommendation	25
5.3 Limitation	26
5.4 Future Research	26
<b>REFERENCE</b>	<b>27</b>
<b>BIOGRAPHY</b>	<b>31</b>

## LIST OF TABLES

<b>Table</b>	<b>Page</b>
4.1.1 Gender of the respondents	13
4.1.2 Age of the respondents	14
4.1.3 Marital status	14
4.1.4 Education of the respondents	15
4.1.5 Income of the respondents	15
4.2.1 Number of the respondents who are aware of health consciousness trend	16
4.2.2 Number of the respondents who consider the benefits of the food and how its health effects when making the dietary choices	16
4.2.3 Number of my dietary choices are based on my personal tastes and preferences	17
4.3.1 Correlation analysis (Pearson) between health consciousness and purchase intention for durian	17
4.3.2 Correlation analysis (Pearson) between subjective norm and purchase intention for durian	18
4.3.3 Correlation analysis (Pearson) between health behavior and purchase intention for durian	18
4.3.4 Correlation analysis (Pearson) between health value and purchase intention for durian	19
4.3.5 Correlation analysis (Pearson) between health literacy and purchase intention for durian	19
4.3.6 Correlation analysis (Pearson) between attitude toward durian and purchase intention for durian	20
4.4.1 Multiple Linear Regression analysis between dependent variable (Purchase intention) and independent variables (Health consciousness, Subjective norm, Health behavior, Health value, Health literacy and Attitude toward durian)	20
4.4.2 Model Summary of Multiple Linear Regression analysis	21
4.5.1 Hypothesis Indirect predictor	21

## CHAPTER I

### INTRODUCTION

The realization of the serious health issues such as heart disease, cancer, diabetes and obesity has increased and occurred among most of Thai consumers because the country is encountering an aging society where there is a decrease in fertility rate as well as the population aged lower than 15 years reduced by 12% (Teerawattananon & Luz, 2017). According to a study conducted by (Sapsanguanboon & Daoruang, 2019), there were 53.2% of the respondents from a survey about the health conditions of the elderly in Thailand which was conducted by Thai Gerontology Research and Development Institution in 2016, who had hypertension, 18.1% were diagnosed with diabetes, 35.4% had obesity, 49.4% had abdominal obesity, and 46.8% had metabolic syndrome. In addition, Thailand has become one of the Asian countries with the highest rate of obesity, with almost one in every three Thai adults being overweight (Suttikun, 2021). As a result of the ubiquitous issues, Thais are becoming more careful and conscious of what they should consume in order to enhance their health and diminish the risk of diseases.

Suttikun (2021) found that 77% of Thai people started to become health-conscious and seek more healthy food consumption. Even Thai teenagers whose age are around 18 years old or above choose to consume healthy food because of nutritional benefits and watch advertisements which advocate eating healthily. From this, it demonstrates that not only the elderly but also the youngsters are increasingly concerned about their health and well-being. Due to the increasing media exposure and the influence of celebrities who often post their firm and beautiful shape as well as promote food supplements on their social media accounts, Thai people, particularly young adults, are influenced to change their consuming behaviors to be more healthy food consumption (Suttikun, 2021).

Plus, with the help of the internet and the invention of search engines through devices such as smartphones, tablet or laptop computers, people globally can



access health information easier than it was in the past (Tonsaker, Bartlett, & Trpkov, 2014). In Thailand, the number of internet users is rising across all age groups, especially the youth. However, it was found that the number of older users on social networks has grown. The elderly started to use their mobile phones to access Facebook, Line, Instagram, YouTube, and other social media sites; they accessed the internet for 1-2 hours a day. As a result, the internet has become an increasingly vital source of health information for the elderly (Kheokao, Ubolwan, Tipkanjanaraykha, & Plodpluang, 2019).

This study will be beneficial to durian producers and vendors, in order to understand whether the increase in health consciousness among Thai consumers impacts the intention to purchase durian.

## **1.1 Problem statement**

Due to the increase in the awareness toward health and well-being among Thai consumers which influences their food consuming behavior, it leads to the critical questions: whether the change in consuming behavior of Thai consumers has an impact on durian consumption because durian contains a relatively high amount of fats and has sweet taste, including the issue of Thai farmers increasingly using pesticides to expand their agricultural productions (Wanwimolruk, Kanchanamayoon, Boonpangrak, & Prachayasittikul, 2015).

## **1.2 Research Questions**

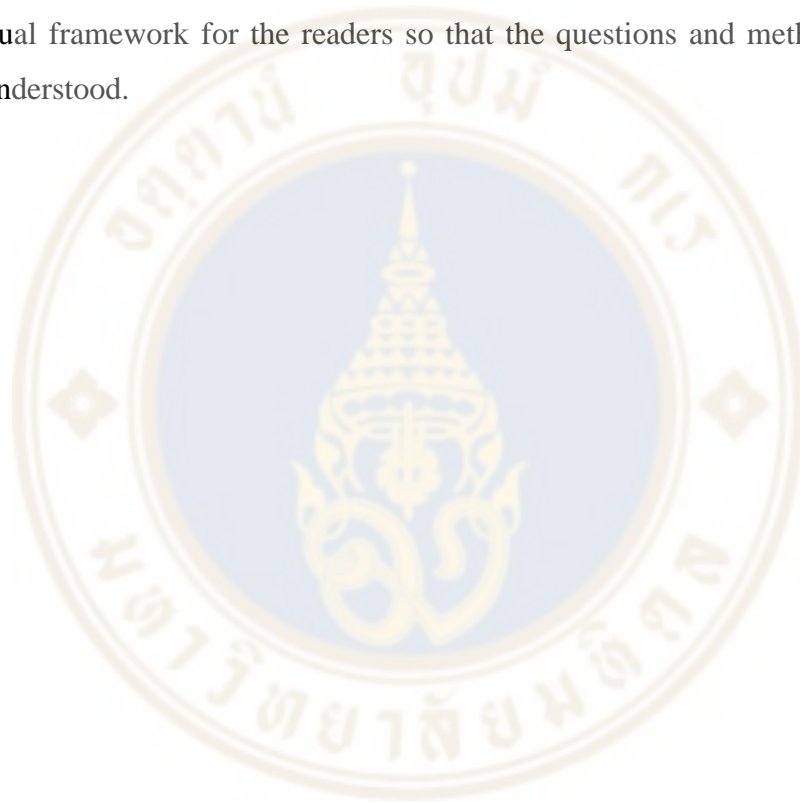
- 1) What are the significant variables that affect consumers' purchase intention?
- 2) What is the most influential variable that affects consumers' purchase intention?

### **1.3 Research Objectives**

1) To examine the significant variables that affect consumers' purchase intention for durian

2) To identify what is the most influential variables that affect consumers' behavior of durian consumption

For the next chapter, it is literature review in which the chapter will demonstrate knowledge and an integrated overview of the progress made by other scholars and researchers on the proposal's topic. This section will also provide a conceptual framework for the readers so that the questions and methodology can be better understood.



## **CHAPTER II**

### **LITERATURE REVIEWS**

#### **2.1 Variables**

##### **2.1.1 Attitude toward durian**

Since the 1960s, attitude has been a key idea in marketing research. It refers to an individual's internal appraisal of an object, such as a branded product (Sallam & Algammash, 2016). The study also indicated attitude can be beneficially used to predict customer behaviour towards products or services.

In research from (Silva & Verissimo, 2019), attitude is a result of individuals' beliefs about something so it can influence behavioral intention of people. If a consumer has a positive attitude about a particular brand, product, or service, they will express a greater behavioral intention to acquire that thing. Another researcher also agreed (Silva & Verissimo, 2019) that the major outcomes that impact purchasers' views and influence their proclivity to purchase things are feelings and a positive image (Suki, 2016).

One study revealed that an attitude is a degree to which an individual feels positive or negative towards things because it can define an individual's intention toward a particular thing. If an individual is likely to have a more positive attitude toward a brand, product or service, there is a higher tendency for that person to perform a buying behavior. Therefore, attitude is a key component of explaining human behavior (Garg & Joshi, 2018). In this study, attitudes toward durian refer to some extent to which a person feels positive or negative towards durian, and attitudes can determine how a person performs his or her purchasing behavior toward the fruit.

##### **2.1.2 Health consciousness**

Health consciousness refers to a degree to which an individual is likely to engage in health-related activities. The study classified health consciousness into four

categories: more concern for health, caring about health, seeking health information, and appreciating healthy situations (Hoque, Alam, & Nahid, 2018).

A study by (Michaelidou & Hassan, 2007) indicated that health-conscious people are concerned about their health and also stimulated to improve their well-being and quality of life including avoiding illness by embarking on healthy behaviors and being health-conscious. The study elaborated more that health-conscious individuals are likely to be involved in nutrition and maintain their physical fitness.

(Uzdavinyte, Aubel, & Gineikienė, 2019) explained that health-conscious consumers are more likely to observe their health and take the necessary steps to improve their health. Furthermore, they are willing to improve their health by consuming healthy food and exercising regularly than people who are non-health conscious.

In this study, health-conscious refers to an increase in health awareness of Thai consumers who aim to improve their health by adjusting or changing their consuming behaviors to seek healthy food with nutritional benefits and try to avoid unhealthy foods or behaviors affecting their health or leading to physical and mental disorders. As a result, it probably has an impact on the consumers' intention to purchase durian.

### **2.1.3 Subjective norm**

Subjective norm is described as a person's perception that his or her important people think they should or should not behave or do certain things (Jain, 2020). The study also stated that subjective norms have an effect on a person's feeling regarding the social pressure affecting their decision to behave or do certain things. A person can be influenced by their family, relatives and friends (Jain, 2020).

The study by (Huda, Rini, Mardoni, & Putra, 2012) exposed that subjective norm is similar to attitude in terms that both are influenced by beliefs but the two are still different concepts. The study elaborated attitudes towards behavior are a behavioral belief that will be carried out whereas subjective norms are acquired beliefs that are developed by people in one's life.

One study stated that subjective norms are perceived societal influences or pressures to engage or refrain from engaging in a specific action. Individuals'

subjective norms reflect their expectations of how their reference groups will see them if they engage in a given conduct (Al-Swidi, Rafiul Huque, Hafeez, & Shariff, 2014). The study also agreed with (Huda, Rini, Mardoni, & Putra, 2012) that subjective norms are substantially connected to attitude because both lead to buying intention. In this study, subjective norms refer to how external factors like the influence from other people and society plays a role in one's decision to purchase durian.

#### **2.1.4 Health behavior**

Health behavior is described as the process by which a person or individual regulates personal health-related behaviors, interests, and attitudes (Rohman, Abadi, Soelton, Prasetyo, & Saratian, 2019). The study illustrates 4 main health behaviors: caring for a dangerous environment, physical fitness, personal responsibility, and nutrition and stress management.

The early study defined health behavior as whatever actions or activities performed by an individual who thinks himself or herself to be healthy with the aim of avoiding disease or illness (Rosenstock, 1974). Plus, (Gochman & Bahar, 1988) explicated health behavior refers to actions or habits related to health maintenance, restoration, and improvement.

Another study by (Szakály, Szente, Kövér, Polereczki, & Szigeti, 2011) indicated that health behavior arises from behavioral patterns caused by health-related purposes. It encompasses a wide range of actions taken by individuals to protect, maintain, or improve their health conditions. A study by (He, et al., 2016) explained that health behavior refers to a person's purposeful behaviors aimed at protecting or improving one's health.

For this study, health behavior refers to a person whose actions and activities are related to health maintenance and improvement by which it can be used to see the relationship between health behavior and an intention to purchase for durian whether it has an impact on each other or not.

#### **2.1.5 Health value**

The World Health Organization defines health as "a condition of complete physical, mental, and social well-being, rather than only the absence of sickness or

disability, as well as the ability to conduct a socially and economically productive life" (Huber, Knottnerus, Green, & Horst, 2011).

A study by (Boruchovitch & Mednick, 2002) clarified the word health as "the state and the condition of being sound or whole" meaning health was not only linked to physical well-being, but also to mental and moral well-being, as well as spiritual salvation.

Values are described as "general principles by which we form attitudes and ideas, and according to which we act" (Finegan, 1994). The contemporary study by (Arsil, Tey, Brindal, Phua, & Liana, 2018) elaborated values regarding personal value refer to whatever people see things worthy or important for their lives and those certain things enable them to guide their lives. In addition, the study exposed values guide and justify each action taken in the pursuit of self-actualization in the future people desire. So, values are a fundamental motivator that directs behavior through the consumption of brands, products or services with desirable features and the perceived relevance of those traits' related consequences.

For this study, health value relates to a person's perception of how important health is in his or her life, and it can be used to explain why people who place a high value on health change or do not change their purchasing intentions for durian.

#### **2.1.6 Health literacy**

Health literacy, according to Ratzan & Parker (2000), is described as an individual's capacity to obtain, evaluate, and grasp basic health information and services needed to make educated health decisions (Berkman, Terry, & McCormack, 2010). Selden, Zorn, Ratzan, and Parker (2000) defined health literacy as illness and self-care knowledge, health risk behavior, preventative health, physician visits, and medication adherence, among other things (Berkman, Terry, & McCormack, 2010).

Health literacy is defined as the ability to receive, understand, grasp, and apply health-related information, as well as the ability to direct the health-care system and make proper health decisions, according to a research by (Barry, 2016). It is strongly linked to basic literacy — the ability to read, write, and understand mathematics — but it is especially relevant to health information.

Another study by (Berkman, Sheridan, Donahue, Halpern, & Crotty, 2011) defined health literacy as a set of skills that includes the ability to read and comprehend text as well as locate and interpret information in documents (print literacy); use quantitative information for tasks such as interpreting food labels, measuring blood glucose levels, and adhering to medication regimens (numeracy); and effectively speak and listen (speech and listening literacy).

For this study, health literacy is used to understand how many Thai consumers presently have health knowledge and able to understand, read, interpret nutrition of foods in documents from books, internet, TV, and food labels as well as recognize their unusual symptoms both mentally and physically occurring and know how to search for information about those particular disorders to buy medicine or to basically find ways to deal with the symptoms.

### **2.1.7 Purchase intention**

The study by (Cong & Zheng, 2017) introduced the term "intention" which was initially used in psychology to describe the subjective thoughts of individuals engaged in activities for a particular purpose. Consumer buying intent is related to the desires and choices customers make during the actual buying process. The study explained more that customer attitudes along with a combination of external factors determine consumer purchase intention.

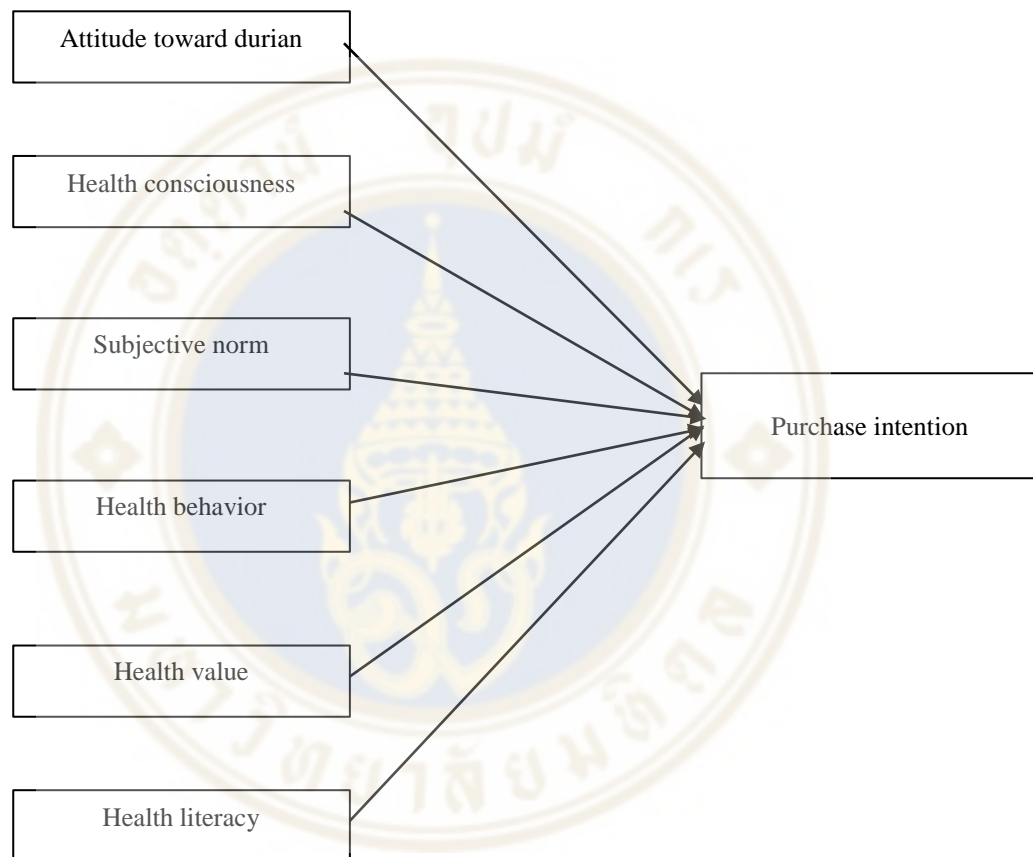
The intention to buy might be seen as a mirror of actual purchasing behavior (Nasermoadeli, Ling, & Maghnati, 2013). The study elaborated that the more consumers desire to buy goods, the higher the purchase intention. If a brand proposes product features that suit a customer's demand, the consumer will build a mental organization in connection to the company's relevance to him or her. As a result, the consumer will intimately establish his or her relationship with the brand and increase his or her purchase intention (Nasermoadeli, Ling, & Maghnati, 2013).

Another study by (Borzooei & Asgari, 2013) exposed that purchase intention plays a critical role in every business particularly in marketing sector in order to create the right and proper strategies related to customer demands, market segmentation and marketing campaigns as purchase intention is a method to understand, analyze and forecast customer behavior in term of their willingness to buy

certain brands, products or services. Hence, for this study purchase intention refers to the readiness of the consumers to purchase certain brands, products or services.

## 2.2 Theoretical Framework

There are 6 main hypotheses the study will examine, which are stated as below. The conceptual framework is shown in Figure 1 below.



**Figure 1: Conceptual Framework**

**Hypothesis 1:** The attitude toward durian predicts lower intention to purchase durian.

**Hypothesis 2:** Health consciousness predicts lower intention to purchase durian.

**Hypothesis 3:** Subjective norm predicts lower intention to purchase durian.

**Hypothesis 4:** Health behavior predicts lower intention to purchase durian.

**Hypothesis 5:** Health value predicts lower intention to purchase durian.

**Hypothesis 6:** Health literacy predicts lower intention to purchase durian.



For the next chapter, it is methodology in which the section will discuss the means the study used to gather the data. This chapter will explain what and how the researcher did it, allowing the readers to evaluate the reliability and validity of the research.



## **CHAPTER III**

### **METHODOLOGY**

#### **3.1 Research Methodology**

The purpose of this study is to determine which factors have the greatest influence on consumers' durian consumption behavior in Thailand, as well as to investigate the effects of attitudes toward durian, health consciousness, subjective norm, health behavior, health value, and health literacy on different groups of consumers' durian purchase intentions.

Due to the Covid-19 situation, a quantitative technique will be employed to collect data for this study. The online questionnaires will be created utilizing a 'google form' to collect information from 159 durian consumers.

#### **3.2 Data Collection Methodology**

##### **3.2.1 Sampling**

The quota sampling is used for research by restricting the number of people who had experience with durian either consuming or purchasing to see the feedback in terms of an increase in absorbing health consciousness among Thai consumers. The respondent needs to be persons who live in Thailand and used to have experience with durian.

##### **3.2.2 Data collection**

Data collection will be conducted with the online questionnaire that is separated into 4 parts: Screening questions, General questions, Specific questions, and Demographic questions respectively.

1. Screening questions will select only the target group who are Thai and have experience with durian either consuming or purchasing.

2. General questions will explore the target group's level of their health consciousness in terms of their consumption behavior, attitude and value toward.

3. Specific questions will explore the detail of variables in accordance with the framework. This section will ask the respondents on a variety of topics in order to observe the level of agreement or disagreement. The questions will cover many variables: Attitude toward durian, Health consciousness, Subjective norm, Health behavior, Health value, Health literacy and Purchase intention

4. Demographic questions will explore the details of the target group in terms of their ages, genders, marital status, level of education and average monthly income.

After the data collection, the researcher will use SPSS methods to analyze the data to demonstrate the relations between the variables and to investigate the key variables that influence the target group's decision to purchase or consume durian.

### **3.3 Data Analysis**

SPSS will be used to examine the data in this study. The approaches used are frequency analysis, correlation analysis and multiple linear regression analysis. First, we summarize the demographic data and behavior of the respondents by using the Frequencies analysis. Then, to determine the association between independent and dependent variables, we use correlation analysis and multiple linear regression analysis.

For the next chapter, it is findings in which it will summarize the collected data. This section will involve the interpretation of data gathered through the use of SPSS to determine patterns, relationships or trends

## CHAPTER IV

### FINDINGS

According to the surveys, the total number of participants is 159 people. The respondents are divided into four groups based on their demographic factors as shown in the table below;

#### 4.1 Demographic features of respondents

##### 4.1.1 Gender

In terms of gender, the majority of the respondents; 115 persons (72.3 percent), are female, and another 44 persons (27.2 percent) are male.

**Table 4.1.1 Gender of the respondents**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	44	21.4	27.7	27.7
	Female	115	55.8	72.3	100.0
	Total	159	77.2	100.0	
Missing	System	47	22.8		
Total		206	100.0		

##### 4.1.2 Age

The majority of the respondents' age is in the range of above 54 years old, accounting for 32.1 percent or 51 persons. The rest are between the ages of 45-54 years old, and 25-34 years old, accounting for 28.3 percent or 45 persons and 27.7 percent or 44 persons respectively.

**Table 4.1.2 Age of the respondents**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	1	.5	.6	.6
	25-34	44	21.4	27.7	28.3
	35-44	18	8.7	11.3	39.6
	45-54	45	21.8	28.3	67.9
	Above 54	51	24.8	32.1	100.0
	Total	159	77.2	100.0	
Missing	System	47	22.8		
Total		206	100.0		

#### 4.1.3 Marital status

The majority of the respondents is married, accounting for 51.6 percent or 82 persons. The others are single, accounting for 44 percent or 70 persons, and the rest are divorced, accounting for 4.4 percent or 7 persons.

**Table 4.1.3 Marital status**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	70	34.0	44.0	44.0
	Married	82	39.8	51.6	95.6
	Divorced	7	3.4	4.4	100.0
	Total	159	77.2	100.0	
Missing	System	47	22.8		
Total		206	100.0		

#### 4.14 Education

The majority of the respondents in this study holds a Bachelor degree, accounting for 57.2 percent or 91 persons. The other hold Master degrees, accounting for 24.5 percent or 39 persons. The rest hold PhD, accounting for 11.3 percent or 18 persons, followed by high school, accounting for 6.9 percent or 11 persons.

**Table 4.1.4 Education of the respondents**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	11	5.3	6.9	6.9
	Bachelor degree	91	44.2	57.2	64.2
	Master degree	39	18.9	24.5	88.7
	PhD	18	8.7	11.3	100.0
	Total	159	77.2	100.0	
Missing	System	47	22.8		
Total		206	100.0		

**4.1.5 Income**

The average income of the respondents mostly is more than 45,000 THB, accounting for 34 percent or 54 persons. The others are between 25,001-35,000 THB, accounting for 19.5 percent or 31 persons and 15,001-25,000 THB, accounting for 18.9 percent or 30 persons. The rest is between 35,001-45,000 THB, accounting for 15.7 percent or 25 persons and below 15,000 THB, accounting for 11.9 percent or 11 persons.

**Table 4.1.5 Income of the respondents**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 15,000 THB	19	9.2	11.9	11.9
	15,001-25,000 THB	30	14.6	18.9	30.8
	25,001-35,000 THB	31	15.0	19.5	50.3
	35,001-45,000 THB	25	12.1	15.7	66.0
	More than 45,000 THB	54	26.2	34.0	100.0
	Total	159	77.2	100.0	
	Missing	System	47	22.8	
Total		206	100.0		

## 4.2 Respondent's health consciousness and their food consuming behavior

According to the table 4.2.1 below, 155 respondents are aware of the health consciousness trend, accounting for 97.5 percent whereas there are only 2.5 percent or 4 persons who are not aware of the health consciousness trend.

**Table 4.2.1 Number of the respondents who are aware of health consciousness trend**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	155	75.2	97.5	97.5
	No	4	1.9	2.5	100.0
	Total	159	77.2	100.0	
Missing	System	47	22.8		
Total		206	100.0		

As shown in Table 4.2.2 below, 146 respondents consider the benefits of the food and its health effects before making their dietary choices while there are 8.2 percent or 13 persons who do not consider the benefits of the food and its health effects when making the dietary choices.

**Table 4.2.2 Number of the respondents who consider the benefits of the food and how its health effects when making the dietary choices**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	146	70.9	91.8	91.8
	No	13	6.3	8.2	100.0
	Total	159	77.2	100.0	
Missing	System	47	22.8		
Total		206	100.0		

According to table 4.2.3 below, there are 139 respondents or 87.4 percent whose dietary choices are based on their personal tastes and preferences while 12.6 percent or 20 persons whose dietary choices are not based on their personal tastes and preferences.

**Table 4.2.3 Number of my dietary choices are based on my personal tastes and preferences**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	139	67.5	87.4	87.4
	No	20	9.7	12.6	100.0
	Total	159	77.2	100.0	
Missing	System	47	22.8		
Total		206	100.0		

### 4.3 Correlation analysis

According to Table 4.3.1 below, it reveals correlation between health consciousness and purchase intention for durian. The result appears that there is a significant relationship between these 2 variables (Sig. (2-tailed)=0.036) as the significant value is 0.05 level (2-tailed). The value of Pearson correlation is 0.166\*.

**Table 4.3.1 Correlation analysis (Pearson) between health consciousness and purchase intention for durian**

		Healthconsciousness	purchasein
Healthconsciousness	Pearson Correlation	1	.166*
	Sig. (2-tailed)		.036
	N	159	159
purchasein	Pearson Correlation	.166*	1
	Sig. (2-tailed)	.036	
	N	159	159

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

According to Table 4.3.2 below, it shows correlation between subjective norm and purchase intention for durian. The result appears that there is no relationship between these 2 variables (Sig. (2-tailed)=0.088) as the significant value is 0.05 level (2-tailed). The value of Pearson correlation is 0.136\*.



**Table 4.3.2 Correlation analysis (Pearson) between subjective norm and purchase intention for durian**

		Subjectivenorm	purchasein
Subjectivenorm	Pearson Correlation	1	.136
	Sig. (2-tailed)		.088
	N	159	159
purchasein	Pearson Correlation	.136	1
	Sig. (2-tailed)	.088	
	N	159	159

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

According to Table 4.3.3 below, it shows correlation between health behavior and purchase intention for durian. The result appears that there is no relationship between these 2 variables (Sig. (2-tailed)=0.832) as the significant value is 0.05 level (2-tailed). The value of Pearson correlation is 0.017\*.

**Table 4.3.3 Correlation analysis (Pearson) between health behavior and purchase intention for durian**

		healthbe	purchasein
healthbe	Pearson Correlation	1	.017
	Sig. (2-tailed)		.832
	N	159	159
purchasein	Pearson Correlation	.017	1
	Sig. (2-tailed)	.832	
	N	159	159

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

According to Table 4.3.4 below, it shows correlation between health value and purchase intention for durian. The result appears that there is no relationship between these 2 variables (Sig. (2-tailed)=0.243) as the significant value is 0.05 level (2-tailed). The value of Pearson correlation is 0.093\*.

**Table 4.3.4 Correlation analysis (Pearson) between health value and purchase intention for durian**

		healthvalue	purchasein
healthvalue	Pearson Correlation	1	.093
	Sig. (2-tailed)		.243
	N	159	159
purchasein	Pearson Correlation	.093	1
	Sig. (2-tailed)	.243	
	N	159	159

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

According to Table 4.3.5 below, it demonstrates correlation between health literacy and purchase intention for durian. The result appears that there is no relationship between these 2 variables (Sig. (2-tailed)=0.511) as the significant value is 0.05 level (2-tailed). The value of Pearson correlation is 0.052\*.

**Table 4.3.5 Correlation analysis (Pearson) between health literacy and purchase intention for durian**

		healthlit	purchasein
healthlit	Pearson Correlation	1	.052
	Sig. (2-tailed)		.511
	N	159	159
purchasein	Pearson Correlation	.052	1
	Sig. (2-tailed)	.511	
	N	159	159

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

According to Table 4.3.6 below, it demonstrates correlation between attitude toward durian and purchase intention. The result appears that both attitude toward durian and purchase intention for durian have a significant relationship at the 0.05 level (2-tailed). The value of Pearson correlation is 0.659\*\*.

**Table 4.3.6 Correlation analysis (Pearson) between attitude toward durian and purchase intention for durian**

		attitudedurian	purchasein
attitudedurian	Pearson Correlation	1	.659**
	Sig. (2-tailed)		.000
	N	159	159
purchasein	Pearson Correlation	.659**	1
	Sig. (2-tailed)	.000	
	N	159	159

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

#### 4.4 Multiple Linear Regression Analysis

According to the table 4.4.1 below, the result showed that attitude toward durian is the only variable that has a significant effect on purchase intention (Sig. < 0.05). While, health consciousness (Sig. = 0.096), subjective norm (Sig. = 0.307), Health behavior (Sig. = 0.050), health value (Sig. = 0.607) and health literacy (Sig. = 0.113) have no significant effect. In addition, attitude toward durian also has the highest beta which is 0.675. So, the variable has the highest effect on purchase intention when compared to other variables.

**Table 4.4.1 Multiple Linear Regression analysis between dependent variable (Purchase intention) and independent variables (Health consciousness, Subjective norm, Health behavior, Health value, Health literacy and Attitude toward durian)**

Model		Coefficients <sup>a</sup>			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	-.902	.449		-2.011	.046
	Healthconsciousness	.209	.125	.130	1.674	.096
	Subjectivenorm	.017	.016	.061	1.025	.307
	healthbe	-.027	.014	-.155	-1.976	.050
	healthvalue	.042	.081	.035	.516	.607
	healthlit	-.149	.094	-.121	-1.595	.113
	attitudedurian	1.414	.131	.675	10.805	.000

a. Dependent Variable: purchasein

From the table 4.4.2 below, it showed that the adjusted r-square of 0.447 means the independent variables can explain the purchase intention by 44.7% which is quite good.

**Table 4.4.2 Model Summary of Multiple Linear Regression analysis**

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684 <sup>a</sup>	.468	.447	.54713

a. Predictors: (Constant), attitudedurian, Subjectivenorm, healthvalue, Healthconsciousness, healthlit, healthbe

## 4.5 Discussion

**Table 4.5.1 Hypothesis Indirect predictor**

Hypothesis	Findings	
	Accept	Reject
<b>Hypothesis 1:</b> The attitude toward durian predicts lower intention to purchase durian.	/	
<b>Hypothesis 2:</b> Health consciousness predicts lower intention to purchase durian.		/
<b>Hypothesis 3:</b> Subjective norm predicts lower intention to purchase durian.		/
<b>Hypothesis 4:</b> Health behavior predicts lower intention to purchase durian.		/
<b>Hypothesis 5:</b> Health value predicts lower intention to purchase durian.		/
<b>Hypothesis 6:</b> Health literacy predicts lower intention to purchase durian.		/

According to the table 4.5.1 above, the findings from using correlation revealed that hypothesis 1 which is the attitude toward durian predicts lower intention to purchase durian is acceptable because the Sig. is 0.000 which can be counted as a direct predictor to the study, while hypothesis 2 which is health consciousness is founded Sig (0.036) on correlation analysis but have no significant effect on multiple linear regression so it can be counted as an indirect predictor. As a result, the finding of health consciousness was found rejected. The reason that the attitude toward durian plays a significant role in determining consumers' purchase intention is the more

favorable attitude toward durian consumers have, the higher chance they will purchase. According to the previous study (Das, 2014), it also verified the finding that attitude plays a critical role in consumer study because it influences thoughts, feelings, and, most importantly, the decision-making process of consumers. Another study by (Hartmann & Ibáñez, 2011) also affirmed the finding that behavioral effects of a consumer are driven by his or her attitude toward a certain brand, product or service. Referring to their study's context, consumers who tend to have environmental concerns are likely to consume ecologically friendly products. Plus, the study by (Kaushal & Kumar, 2016) affirmed that attitude toward brand has an effect on consumers' purchase intention. For the study's context, it found a relationship between attitude toward advertisement had an important impact on attitude toward brand by which it also significantly influenced consumers' intention to purchase. Health consciousness, which is an indirect predictor to the study, also has a significant impact on consumers' purchase intention because people these days start to be aware of their health. They want to be healthier, age well, stay younger, and so on. As a result, people are becoming more careful in choosing foods to consume and try to avoid foods which are harmful to their health. According to the previous study (Yadav & Pathak, 2015), it affirmed the finding that health consciousness is one of the key variables that stimulates customer attitude and intention to purchase foods. The study by (Hoque, Alam, & Nahid, 2018) verified the finding that consumers with health consciousness are likely to perform health actions such as involving in searching for health information and valuing health conditions so this can affect their intention to purchase foods. According to the study's context, when it comes to deciding whether or not to consume fresh food, health consciousness has become increasingly important. Another study by (Wang, Pacho, Liu, & Kajungiro, 2019) asserted the finding that health-conscious consumers are motivated to improve or maintain their health and quality of life so that it affects their intention to purchase foods. In this context of the study, health consciousness is a major factor influencing consumer purchase intention for organic foods. For the other hypotheses, hypothesis 3, 4, 5 and 6 are rejected that they predict lower effect on intention to purchase durian.

The results that the study found from using correlation are consistent with the literature reviews that health consciousness has a significant impact on consumer

purchase intention. However, there is an interesting finding from using multiple linear regression that health consciousness has no significant effect on purchase intention. From this, the variable can be counted as an indirect predictor to the study. To elaborate more on this issue, it can be explained that some people who concern about their health probably change their food consuming behaviors in terms of avoiding junk food, snacks, buffet, and so on as well as attempting to exercise regularly, while still consuming durian because durian is a seasonal fruit that the consumers cannot find or consume it daily. Moreover, durian is an extraordinary fruit which comprises a high level of tryptophan, an essential amino acid the human body cannot produce. The amino acid helps sleep regulation, seasonal affective disorder, premenstrual discomfort, and smoking cessation anxiety reduction. For many, durian produces a feeling of joyousness and happiness which they consume as a dessert not a normal fruit. Therefore, it can be concluded that attitude toward durian has a more significant impact on purchase intention for durian than health consciousness.

So, to answer the research objectives: (1) the significant variables that affect consumers' purchase intention for durian are attitude toward durian and health consciousness, and (2) the most influential variables that affect consumers' behavior of durian consumption is attitude toward durian

For the next chapter, it is a conclusion where it is intended to help the readers understand why the research should matter to them after they have finished reading the paper. This chapter is not only a summary of the main topic covered or a re-statement of the research problem, but also a synthesis of key points and, if applicable, where you recommend new areas for future research.

## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Conclusion**

The purpose of this study is to examine the significant variables that affect consumers' purchase intention for durian and identify what are the most influential variables that affect consumers' behavior of durian consumption.

The result of the study demonstrated that attitude toward durian has a positive influence on purchase intention whereas the other variables: health consciousness, subjective norm, health behavior, health value and health literacy have no effect on purchase intention.

Nevertheless, there is an interesting issue that the direct predictor of the hypothesis of this study is only derived from attitude toward durian, which can predict a lower intention to purchase durian due to the findings from correlation and multiple linear regression analyses revealing Sig 0.000. In contrast, the findings of health consciousness were found different between correlation and multiple linear regression analysis, so this variable can be considered as an indirect predictor when it comes to answering the research objective. The most influential variable between these two factors that affect consumers' behavior is attitude toward durian.

#### **5.2 Recommendation**

According to the results from the survey, this recommendation attempts to clarify the qualifications and benefits of durian, which many Thai people are likely unaware of, and some believe durian is an unhealthy fruit due to its high sugar, fat, and cholesterol. Basically, durian provides valuable health benefits and nutritional values. Firstly, durians consist of the phytochemical components including polyphenolics, vitamins, and flavonoids are linked to the antioxidants and antibacterial activities, making it a valuable contribution to human health (Alia, Hashim, Aziz, &

Lasekan, 2020). Plus, durians are high in minerals and vitamins, as well as vital macronutrients and micronutrients (Alia, Hashim, Aziz, & Lasekan, 2020). The study also exposed the fruits, leaves, and seeds of the durian have been used to cure a variety of human illnesses with an antipyretic effect. Because of its high polyphenol and flavonoid content, durian functions as an antioxidant and antiproliferative, lowering blood glucose levels. In addition, the fruit is high in dietary fiber, which is necessary for human digestion. Because durian fiber is insoluble, it can help to prevent diarrhea and lower cholesterol levels in the blood (Alia, Hashim, Aziz, & Lasekan, 2020).

In this study, the significant variable is attitude toward durian. During this time, health-conscious trends are playing an increasingly essential role in customers' purchasing decisions. Therefore, durian producers and middleman who also use online platforms i.e., Facebook, Instagram, Shopee and so on should promote durian's health benefits and nutritional values to educate Thai consumers as well as motivate those who misunderstand or do not recognize durian's qualification and benefits to change their attitude toward durian in terms of being a harmful fruit.

Moreover, this study also even benefits people who are concerned about their health and sick people because durian consists of several health benefits and high level of nutrients like Vitamin C, Copper & Iron, Potassium and Thiamin which are good for health-conscious people in terms of strengthening bones & teeth, delaying aging, maintaining blood & sugar levels and revitalizing sexual life. For sick people, durian is beneficial for Anaemic patients, prevents cardiovascular disease and avoids Cancer.

### **5.3 Limitation**

The study comprises some limitations. Firstly, there is a lack of previous research studies on the topic. When there has been little or no past study on a particular topic, the researcher may need to create a whole new research typology. In this case, identifying a limitation might be viewed as a valuable chance to find new gaps in the preceding literature and to highlight the need for future research in the field. Secondly, this research collected data and information from 159 respondents which is counted as a small sample size. When conducting a study, it is significant to



have adequate sample size in order to generate a credible research conclusion. If the sample size is too small, it will be difficult to detect meaningful relationships in the data. Thirdly, the results from collection data are biased because the number of female respondents is higher than male respondents by 72.3 percent and 27.7 percent respectively. Fourthly, time constraint is counted as one of the study's limitations. Academic researchers must fulfill deadlines for submitting research submissions to journals. As a result, the time available to examine a research subject and track progress over time is constrained by the deadline of your assignment. Lastly, the method the study used to gather data is only by quantitative approach. As a result, the study may neglect certain potential factors that are important in determining purchase intention.

#### **5.4 Future Research**

To improve the limitations of the study, it would allow the future researchers to view different aspects. Firstly, the sample size should be increased in order to create a credible and reliable conclusion which could assist the next researchers in determining the significant relationship in the data. The future researchers should equalize the numbers of female and male respondents to avoid the bias that can be caused by collecting data from an unequal number of male and female respondents. At last, to gain more insights, relevant and precise data from the respondents, the future researchers should conduct both quantitative and qualitative methods when gathering data from the sample.

## REFERENCES

- Agarwal, A., Baur, A., Ruby, T., Sarraf, P., & Sim, S. (2016). Living longer and healthier lives: A McKinsey perspective. *McKinsey & Company*.
- Al-Swidi, A., Rafiul Huque, S. M., Hafeez, M. H., & Shariff, M. N. (2014). The role of subjective norms in theory of planned behavior in the context of organic food consumption. *British Food Journal*.
- Alia, M. M., Hashim, N., Aziz, S. A., & Lasekan, O. (2020). Exploring the chemical composition, emerging applications, potential uses, and health benefits of durian: A review. *Elsevier Ltd*.
- Arsil, P., Tey, Y. S., Brindal, M., Phua, C. U., & Liana, D. (2018). Personal values underlying halal food consumption: evidence from Indonesia and Malaysia. *British Food Journal*.
- Barry, W. D. (2016). Health Literacy. *Arizona Center on Aging*.
- Berkman, N. D., Terry, D. C., & McCormack, L. (2010). Health Literacy: What Is It? *Journal of Health Communication*.
- Berkman, N. D., Sheridan, S. L., Donahue, K. E., Halpern, D. J., & Crotty, K. (2011). Low Health Literacy and Health Outcomes: An Updated Systematic Review. *Annals of Internal Medicine*.
- Boruchovitch, E., & Mednick, B. R. (2002). The meaning of health and illness: some considerations for health psychology. *Psico-USF*.
- Borzooei, M., & Asgari, M. (2013). The Halal brand personality and its effect on purchase intention. *Interdisciplinary Journal of Contemporary Research in Business*.
- Cong, Y., & Zheng, Y. (2017). A Literature Review of the Influence of Electronic Word-of-Mouth on Consumer Purchase Intention. *Scientific Research Publishing*.
- Das, G. (2014). Factors affecting Indian shoppers' attitude and purchase intention: An empirical check. *Journal of Retailing and Consumer Services*.

## REFERENCES (cont.)

- Finegan, J. (1994). The impact of personal values on judgements of ethical behavior in the workplace. *Journal of Business Ethics*.
- Garg, P., & Joshi, R. (2018). Purchase intention of “Halal” brands in India: the mediating effect of attitude. *Journal of Islamic Marketing*.
- Gochman, D. S., & Bahar, S. (1988). *Health Behavior Plural Perspectives*. Kentucky: Springer Science & Business Media.
- Hartmann, P., & Ibáñez, V. A. (2011). Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concern. *Elsevier Inc*.
- He, Z., Cheng, Z., Shao, T., Liu, C., Shao, P., Bishwajit, G., Feng, Z. (2016). Factors Influencing Health Knowledge and Behaviors among the Elderly in Rural China. *International Journal of Environmental Research and Public Health*.
- Hoque, M. Z., Alam, M. N., & Nahid, K. A. (2018). Health Consciousness and Its Effect on Perceived Knowledge, and Belief in the Purchase Intent of Liquid Milk: Consumer Insights from an Emerging Market. *MDPI*.
- Huber, M., Knottnerus, J. A., Green, L. W., & Horst, H. E. (2011). How should we define health? *BMJ Clinical Research*.
- Huda, N., Rini, N., Mardoni, Y., & Putra, P. (2012). The Analysis of Attitudes, Subjective Norms, and Behavioral Control on Muzakki's Intention to Pay Zakah. *International Journal of Business and Social Science*.
- Jain, S. (2020). Assessing the moderating effect of subjective norm on luxury purchase intention: a study of Gen Y consumers in India.
- Kaushal, S., & Kumar, R. (2016). Influence of Attitude Towards Advertisement on Purchase Intention: Exploring the Mediating Role of Attitude Towards Brand Using SEM Approach. *The IUP Journal of Marketing Management*.

## REFERENCES (cont.)

- Kheokao, J., Ubolwan, K., Tipkanjanaraykha, K., & Plodpluang, U. (2019). Online Health Information Seeking Behaviors Among the Thai Elderly Social Media Users. *TLA Research*, 60.
- Michaelidou, N., & Hassan, L. M. (2007). The role of health consciousness, food safety concern and ethical identity on attitudes and intentions towards organic food. *International Journal of Consumer Studies* ISSN 1470-6423.
- Nasermoadeli, A., Ling, K. C., & Maghnati, F. (2013). Evaluating the Impacts of Customer Experience on Purchase Intention. *Canadian Center of Science and Education*.
- Nguten, T., Nguten, D., Trinh, V., Tran, T., & Cao, T. (2020). Factors Affecting Intention to Purchase Green Products in Vietnam. *The Journal of Asian Finance, Economics and Business*.
- Page, C., & Luding, Y. (2003). *Bank managers' direct marketing dilemma-customers' attitudes and purchase intention*.
- Pérez-Villarreal, H. H., Martínez-Ruiz, M. P., & Izquierdo-Yusta, A. (2019). Testing Model of Purchase Intention for Fast Food in Mexico: How do Consumers React to Food Values, Positive Anticipated Emotions, Attitude toward the Brand, and Attitude toward Eating Hamburgers? *MDPI*.
- Rosenstock, I. M. (1974). The Health Belief Model and Preventive Health Behavior. *Health Education Monographs*.
- Sallam, A. M., & Algammash, A. F. (2016). The Effect of Attitude Toward Advertisement on Attitude Toward Brand and Purchase Intention. *International Journal of Economics, Commerce and Management, United Kingdom*.
- Suki, M. N. (2016). Green product purchase intention: impact of green brands, attitude, and knowledge. *British Food Journal Volume*.

## REFERENCES (cont.)

- Suttikun, C. (2021). Where Should We Eat?: How Health Consciousness Moderates the Influences Driving Intentions to Purchase Healthy Food. *Journal of International Food & Agribusiness Marketing*, 2.
- Szakály, Z., Szente, V., Kövér, G., Polereczki, Z., & Szigeti, O. (2011). The influence of lifestyle on health behavior and preference for functional foods. *Elsevier Ltd.*
- Teerawattananon, Y., & Luz, A. (2017). Obesity in Thailand and Its Economic Cost Estimation. *ABD Institute.*
- Tonsaker, T., Bartlett, G., & Trpkov, C. (2014). Health information on the Internet. 407.
- Kheokao, J., Ubolwan, K., Tipkanjanaraykha, K., & Plodpluang, U. (2019). Online Health Information Seeking Behaviors Among the Thai Elderly Social Media Users. *TLA Research Journal.*
- Uzdavinyte, E., Aubel, M., & Gineikienė, J. (2019). It is Domestic, it Must Be Healthy: How Health Consciousness and Consumer Ethnocentrism Shape Healthiness Perception and Purchase Intentions of Domestic Food. *Vilnius University Press.*
- Wang, X., Pacho, F., Liu, J., & Kajungiro, R. (2019). Factors Influencing Organic Food Purchase Intention in Developing Countries and the Moderating Role of Knowledge. *MDPI.*
- Wanwimolruk, S., Kanchanamayoon, O., Boonpangrak, S., & Prachayasittikul, V. (2015). Food safety in Thailand 1: it is safe to eat watermelon and durian in Thailand. *Environ Health Prev Med.*
- Yadav, R., & Pathak, G. S. (2015). Intention to purchase organic food among young consumers: Evidences from a developing nation. *Elsevier Ltd.*
- Yuksel, H.F. (2016). Factors Affecting Purchase Intention in Youtube Videos. *The Journal of Knowledge Economy & Knowledge Management.*