

The Conceptual Model of Consumer Purchase Intentions to use Herbal Products

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ABSTRACT

Herbal Products has experienced significant growth in product demand. The usage of herbal products has increased. Herbal is often used as a complementary alternative medicine or as a main treatment. This study aims to propose a conceptual model to predict the consumer purchase intention to use herbal products, with modified theory of planned behavior (TPB). Key variables of TPB, Health Belief Model (HBM), and Protection Motivation Theory (PMT) are used to develop this conceptual model. TPB provides a framework for studying attitudes toward behavior, with the most important determinant being the intention to behave. HBM related to changes in health behaviors and psychological models with some key behavioral aspects with determinant perceived benefit and barrier. PMT is a development of HBM that emphasizes the effective response and self-efficacy. This integration will provide a complete view of consumer behavior intention in using herbal products. A robust conceptual model formed. The implication of this study, it is hoped that an improved framework model can be obtained for predicting customer intention to purchase herbal products.

Keywords: purchase intention, conceptual model, theory of planned behavior, health belief model, herbal products

1. INTRODUCTION

The study of consumer perceptions on herbal products becomes an interesting topic. The pharmaceutical industry has experienced significant development, both chemical and non-chemical drugs. Demand on herbal products has increased. (Abdullah and Saleh, 2010; Omar and Putit, 2012; Ismail and Mokhtar, 2016;) Herbal medicine is often used as a companion or as a main drug by the community. (Omar and Putit, 2012). Customers use herbal products because they believe it's natural (Zaffani *et al.*, 2006), safe (and easy access (Alwhaibi, 2017).

This study aims to form a conceptual model in predicting consumer purchase intention on herbal products, with modified theory of planned behavior (TPB). Key variables of TPB, Health Belief model, and Protection Motivation Theory are used for the development of this conceptual model. This integration will provide a complete view of consumer behavior in using herbal products. Health Belief Model (HBM) was used by social psychologist in US health services in the 1950, due to failure of disease prevention program. HBM related to behavior toward pain symptoms and compliance of healing. TPB provides a framework for studying attitudes toward behavior, with the most important determinant being the intention to behave. HBM related to changes in health behaviors and psychological models with some key behavioral aspect namely benefit, barrier, and cues to action. PMT is a development of HBM that emphasizes the effective

response of self-efficacy.

The Intention to buy on consumers can occur from perceived value that will be accepted by consumers, if he uses these herbal products. This study aims to determine the factors that affect the intention of using herbal products, with the theory of planned behavior (TPB).

The findings of this study can show the intention of herbal products, which will encourage actual purchase.

2. THEORITICAL BACKGROUND

2.1 Theory of Planned Behavior

This theory provides a framework for studying attitudes toward behavior. Based on the theory, the most important determinant of one's behavior is the intention to behave. (Ajzen,1991). Theory of Planned behavior (TPB) predict and understand motivational influences on behaviors that are not under the individual control. The individual's intention to display a behavior is a combination of attitudes to display such behavior and subjective norms. The attitudes of individuals to behavior include beliefs about a behavior, evaluation of behavioral outcomes, subjective norms, normative beliefs and motivation to obey.

The perception of controlling behavior may reflect from past experience, anticipation of future situations, and attitudes toward influential norms around individuals. A person will have a low perception of controlling behavior if he has strong control beliefs about the

factors that inhibit behavior. Theory of Planned Behavior is based on the assumption that human beings are rational beings and uses information that is possible for them, systematically.

2.2 Health Beliefs Model

The Health Belief Model (HBM) is the most commonly used theory in health education and health promotion. HBM is one of the most widely applied theories of health behavior (Glanz & Bishop, 2010). The Health Belief Model theory is based on the understanding that a person will take action that will relate to health. The HBM has three major components: the individual's perceptions about health, the modifying factors which include demographic, socio-psychological and structural variables, and the benefits of taking preventive measures. Demographic characteristics such as socio-economic status, gender, ethnicity, and age were known to be associated with preventive health-related behaviour patterns as well as differential use of health services (Rosenstock 1974).

In the Health Belief Model (HBM), the process of behavior will change if the individual is given an understanding of the benefits. This theory is poured into the five facets of thinking within the individual, affecting the individual's efforts to determine what is good for him, namely perceived susceptibility, perceived severity, perceived benefit of action (perceived barrier to action), cues to action (cues to action).

2.3 Protection Motivation Theory

The Protection Motivation Theory (PMT) is a theory developed by Rogers (1975). Rogers developed PMT which is a continuation of the Health Belief Model (HBM) by incorporating several additional factors.

This theory says that fearful warnings may be effective for changing attitudes and behavior (Hovlan et al., 1953). Fear can be a driving force that motivates trial and error behavior.

According to the PMT, a person wants to do something because it has the motivation to protect. The motivation to protect themselves depends on four factors: 1. Perceived severity (severity), from a scary event, such as a heart attack; 2. Perceived vulnerability (vulnerability), such as the level of susceptibility of a person with a heart attack; 3. Perceived response efficacy (response efficacy rate); 4. Perceived self-efficacy (confidence level), individual confidence in one's ability to perform the recommended prevention behavior. Protection Motivation Theory (PMT) says that whether we make an adaptive or maladaptive settlement is obtained from the results of two assessments, the process of threat appraisal and the process of coping appraisal. These assessment is conducted to conduct behaviors that can reduce the threat. These two evaluations are the result of a desire for an adaptive (protection motivation) or maladaptive response.

3. LITERATURE REVIEW AND CONCEPTUAL MODEL

1. Attitude

Individual beliefs will affect the attitude that will impact to behavior. Past studies shows that the attitude of the consumers depends on perception, motivation and other external factors. Attitude can influence behavior through intention. (Fishbein & Ajzen, 1975). Attitude had significant relationship with intention toward behaviors. (Li et. Al, 2009).

Attitude is seen as an important factor that can influence individual beliefs understanding of their behavior (Haque *et al.*, 2011).

H1 : Attitude is positively related to intention to use herbal products.

2. Consumer self identity

Studies of self-identity relate to the choice of the person action and interaction. Regarding TPB, identity might be a useful addition to attitude (Godin and Kok (1996), People will do and use something to describe themselves" (Biddle, Bank, & Slaving, 1987; Smith et al, 2008). Study the identity of people on complementary alternative medicine found that they choose to use complementary alternative medicine because they are attracted to CAM. (Bishop et al. 2006). Thus, it can be conclude that people appear to behave in ways that express their selfidentity.

Subsequently it is hypothesized that:

H2: Consumer self-identity is positively related to intention to use herbal.

3. Media

Media that are specifically designed to reach a vast community. Media is a means used in the process of mass communication. In general, the types of mass media can be divided into three: print media, online media, and broadcast media.

Media has many important contributions in consumer behavior. (Stephen, 2015) and marketing contribution (Bartoletti, 2013). Media is a provider of information, some media roles as follows (McQuail): 1. Media is a sources of control, management, and innovation. 2. Locations (forums) to display community events. 3. The rides of cultural development - the mode, the mode, the lifestyle, and the norm. 4. The dominant source of the image creator of individuals, groups, and communities and creating information and advertising industry.

Thus, it can be conclude that media has a role in its influence on the social life of society. Subsequently it is hypothesized that:

H3 : Media is positively related to the social influence

4. Social Influence

Some studies have also been done towards behaviors. According to TPB, besides attitudes of individuals, social influence and subjective norms is a determinant of intention. Social influence, as a second determinant of behavioural intention does affected the usage of the products. (Gupchup et al., 2006). Reseachar has exam social influence and behavioral. A person's feelings and a person's behaviors will related to social influence. (Chow et. el, 2012).

Thus, it can be conclude that there is a relationship between social influence and behavior. Subsequently it is hypothesized that :

H4: Social Influence is positively related to intention to use herbal.

5. Perceived Value

Perceived value is a perceived value attached to the use of the product, usually related to what the consumer receives and what he / she gives to acquire and use the product. According to Utility Theory, if consumers pay less for the products and get more value. It's will increase the probability of purchase intention. (Dickson & Sawyer, 1990). Parasuraman (1997) suggests that attributes that motivate the initial purchase of a product by a consumer may differ from criteria that determine value during use right after purchase, which in turn may be different from the determinants of value over the long term use. The attributes that the buyer of the product may decide from the criteria that define value during use of the right after purchase, which in turn may differ from the determinants of value during long-term use. Perceived value is an important factor in consumers' purchasing decision process. (Dodds and Monroe, 1985). Consumer can transfer their attitudes to use herbal product because of the value of its product.

Subsequently it is hypothesized that:

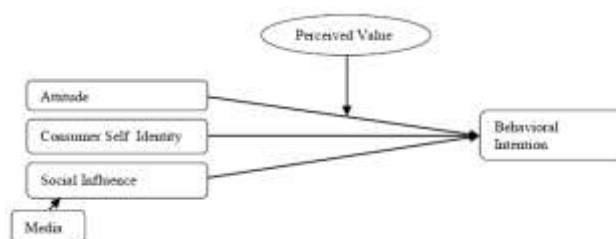
H5 : Perceived value will will moderate the relationship between attitude and intention to use herbal, when perceived value is high this relationship will be stronger, than when it is low.

6. Behavioral Intention

According to the TPB, intention refers to the expression of interest towards the products. The expression will support a attitude and belief. This will affect the decision making process. (Ajzen&Fishbein, 1980; Fishbein & Ajzen, 1975). The knowledge in intention is consider important to perform given behavior. Attitude will predict intention to buy healthy food. (Tarkiainen and Sundqvist, 2005). Besides the attitude of individuals, the intention also based subjective norms (Han, 2015), perceived behavioral control, and perceived financial control (Mohammed, 2017), with each predictor weighted for its importance in relation to the behavior.

7. Conseptual Model

Based on the analysis of literature review. This study explores the relationship between TPB, HBM and PMT. We further explore how perceived value moderate the relationship between attitude and behavioral intention. This model is represented visually in Figure 1.



4. CONCLUSIONS

The study of consumer perceptions on herbal products becomes an interesting topic. Demand on herbal products has increased. Based on the analysis of literature review, this study explores the relationship between TPB, HBM and PMT. This integration will provide a complete view of consumer behavior intention in using herbal products. We further explore how perceived value moderate the relationship between attitude and behavioral intention. A robust conceptual model formed. The implication of this study, it is hoped that an improved framework model can be obtained for predicting customer intention to purchase herbal products.

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