

## FACTORS AFFECTING PURCHASE INTENTION OF SAOWANIT MOCHI PRODUCTS

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### ABSTRACT

The purpose of this research was to investigate the factors influencing intention to purchase Saowanit mochi products with 9 different types of filling. The sample in this study consisted of 400 tourists visiting Chonburi Province, and the data was collected through questionnaires and then analyzed with SPSS program. The statistics used consist of frequency, percentage, mean, standard deviation, and Simple Linear Regression Analysis.

The results revealed that the perceived usefulness of the product influence the purchase intention of Saowanit mochi products at a statistical significance level of 0.01. The normative beliefs influenced the purchase intention of Saowanit mochi products with 9 different filling at a statistical significance level of 0.01. Perceived availability of the distribution channel influenced the purchase intention of Saowanit mochi products with 9 different filling at a statistical significance level of 0.01. Perceptions of consumer affordability influenced the purchase intention of Saowanit mochi products with 9 different filling at a statistical significance level of 0.01. In addition, perceived awareness influenced the purchase intention of Saowanit mochi products with 9 different filling at a statistical significance level of 0.01.

**Keywords:** 1) Perceived Usefulness 2) Normative Beliefs 3) Perceived Availability 4) Perceived Affordability 5) Perceived Awareness

### 1. Introduction

Mochi is a traditional food for the Japanese New Year since the year 794. Mochi is Japanese rice cake made of Mochigome. Mochi is regularly sold and consumed around the New Year and is known as a “sign of the season” in Japan. Mochi was symbolically linked to good fortune. Nowadays Mochi has been popularized around the world.

In Thailand, Mochi is a kind of sweet dessert adapted the ideas from Japanese Mochi. Nakorn Sawan province is a city that famous for Mochi. There were several brands of Mochi in Nakorn Sawan. However, the Mochi is not only exists in NakornSawan province, there are some brands of mochi produced by shops in other cities.

Saowanit Mochi products were established in Chonburi since year 2001 and became the OTOP product in year 2012. Saowanit Mochi products have 9 different filling for customers to choose the taste that they like. Nevertheless, Saowanit Mochi products are not so famous and customers perceive that good Mochi should be produced in Nakorn Sawan. Due to the current situation there are many competitors provide the same products, then Saowanit Mochi need to develop and improve market ideas to increase customer perception toward these products. The benefits of this study are directly bring useful results to the

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owner of Saowanit Mochi as a guideline for development and improvement of marketing concepts in order to gain higher sales volumes in the future.

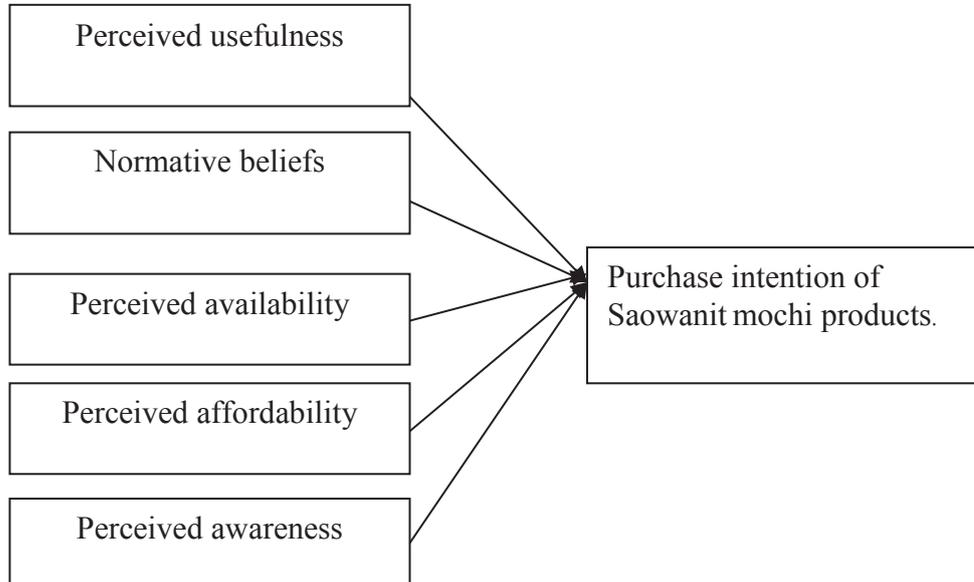


**Figure 1:** Saowanit mochi products.

### 1.1 The purposes of this research

1. To study the influence of perceived usefulness on purchase intention of Saowanit Mochi products.
2. To study the influence of normative beliefs on purchase intention of Saowanit Mochi products.
3. To study the influence of perceived availability on purchase intention of Saowanit Mochi products.
4. To study the influence of perceived affordability on purchase intention of Saowanit Mochi products.
5. To study the influence of perceived awareness on purchase intention of Saowanit Mochi products.

### 1.2 Conceptual framework



Remark: Conceptual framework adapted from Singh & Kathuria (2016)

## 2. Literature Review

### 2.1 Perceived usefulness

Health benefits of different foods have been widely studied, including disease preventive effects and improving over health. Consumers have become more health and nutrition conscious over time (Darian and Tucci, 2011). Therefore, consumers believed

that they should buy branded food would be useful to them. The perceived usefulness can influence purchase intention (Davis, 1989; Nocella and Kennedy, 2012).

Hypothesis 1: Perceived usefulness can influence on purchase intention of Saowanit Mochi products.

### **2.2 Normative beliefs**

Normative beliefs act as the likelihood that important reference individuals or groups approve or disapprove the behavior (Ajzen, 1991). Consumers gather information before making decision to purchase products from members of social networks, local retailers, and family members (Chikweche, Stanton and Fletcher, 2012).

Hypothesis 2: Normative beliefs can influence on purchase intention of Saowanit Mochi products.

### **2.3 Perceived availability**

Availability is a factor influencing purchase behavior. Consumers usually find products at the convenience to them; for instance, near to home or near the workplace (Taylor, Evers and McKenna, 2005).

Hypothesis 3: Perceived availability can influence on purchase intention of Saowanit Mochi products.

### **2.4 Perceived affordability**

Affordability is another important factor influencing food choices (Flint, Cummins and Matthews, 2013). Power to purchase of consumers decrease when the goods are perceived has higher price than they can afford (Briz and Ward, 2009). Income is major factors for the food choices (Ali, et al., 2010).

Hypothesis 4: Perceived affordability can influence on purchase intention of Saowanit Mochi products.

### **2.5 Perceived awareness**

It is the essential tasks for marketers to make brand awareness. The products that have higher brand awareness have more sales volume than products have less awareness (Schiffman and Kanuk, 2009). Brand awareness also has positive relationship with consumers' response to product choices (Huang and Sarigollu, 2012).

Hypothesis 5: Perceived awareness can influence on purchase intention of Saowanit Mochi products.

## **3. Research Methodology**

This cross-sectional study surveyed 400 respondents by using convenience sampling from 4 souvenir shops in Chonburi as shown in Table 1

**Table 1:** Proportion sampling

<b>Souvenir shops</b>	<b>Proportion</b>	<b>Amount of questionnaires</b>
Mae GimBouw	25%	100
Mae LakNongmon	25%	100
Jae Ju Motorway	25%	100
Pornpimol Motorway	25%	100
Total	100%	400

The questionnaire adapted from the study of Singh and Kathuria (2016) “Understanding drivers of branded food choice among low income consumers”. The initial draft of questionnaire was screened by three academic experts. The questionnaire

used 5 point Likert scale (1 for strongly disagree and 5 for strongly agree). The results of reliability analysis were (1) Perceived usefulness 0.785 (2) Normative beliefs 0.869 (3) Perceived availability 0.888(4) Perceived affordability 0.759(5) Perceived awareness 0.790 and (6) Customer intention to purchase 0.931. We solved the hypotheses by using Simple Linear Regression.

## 4. Results

### 4.1 Descriptive statistics

The sample included slightly more females (n= 247 or 61.14%) than males (n= 157 or 38.86%). A large majority of the age of respondents were 26-35 years old (n= 164 or 49.59%), single (n= 244 or 60.40%), bachelor degree (n= 242 or 59.90%), working in private companies (n= 139 or 34.41%), income per month 15,000 -30,000 baht (n= 154 or 38.12%).

The mean of (1) Perceived usefulness was equal to 3.79 (high level) (2) Normative beliefs was equal to 3.67 (high level) (3) Perceived availability was equal to 3.55 (high level) (4) Perceived affordability was equal to 3.66 (high level) (5) Perceived awareness was equal to 3.43 (high level).

### 4.2 Hypothesis testing

Hypothesis 1: Perceived usefulness can influence on purchase intention of Saowanit Mochi products.

**Table 2:** Testing hypothesis 1

Model	Unstandardized		Standardized	t	Sig.	Tolerance	VIF
	B	Std.error	Beta				
Constant	0.979	0.236		4.146	0.000**		
Perceived usefulness	0.638	0.061	0.460	10.393	0.000**	1.000	1.000

Result of hypothesis 1 came out that perceived usefulness can influence on purchase intention of Saowanit Mochi products at significant level 0.01. R-square was equal to 0.212, adjust R-square was equal to 0.210, Durbin-Watson was equal to 1.589.

Hypothesis 2: Normative beliefs can influence on purchase intention of Saowanit Mochi products.

**Table 3:** Testing hypothesis 2

Model	Unstandardized		Standardized	t	Sig.	Tolerance	VIF
	B	Std.error	Beta				
Constant	1.360	0.156		8.728	0.000**		
Normative beliefs	0.554	0.041	0.558	13.483	0.000**	1.000	1.000

Result of hypothesis 2 came out that normative beliefs can influence on purchase intention of Saowanit mochi products at significant level 0.01. R-square was equal to 0.311, adjust R-square was equal to 0.310, Durbin-Watson was equal to 1.575.

Hypothesis 3: Perceived availability can influence on purchase intention of Saowanit Mochi products.

**Table 4:** Testing hypothesis 3

Model	Unstandardized		Standardized	t	Sig.	Tolerance	VIF
	B	Std.error	Beta				
Constant	1.757	0.157		11.211	0.000**		
Perceived availability	0.461	0.043	0.475	10.833	0.000**	1.000	1.000

Result of hypothesis 3 came out that perceived availability can influence on purchase intention of Saowanit Mochi products at significant level 0.01. R-square was equal to 0.226, adjust R-square was equal to 0.224, Durbin-Watson was equal to 1.501.

Hypothesis 4: Perceived affordability can influence on purchase intention of Saowanit Mochi products.

**Table 5:** Testing hypothesis 4

Model	Unstandardized		Standardized	t	Sig.	Tolerance	VIF
	B	Std.error	Beta				
Constant	0.664	0.207		3.203	0.001**		
Perceived affordability	0.747	0.056	0.556	13.422	0.000**	1.000	1.000

Result of hypothesis 4 came out that perceived affordability can influence on purchase intention of Saowanit Mochi products at significant level 0.01. R-square was equal to 0.309, adjust R-square was equal to 0.308, Durbin-Watson was equal to 1.525.

Hypothesis 5: Perceived awareness can influence on purchase intention of Saowanit Mochi products.

**Table 6:** Testing hypothesis 5

Model	Unstandardized		Standardized	t	Sig.	Tolerance	VIF
	B	Std.error	Beta				
Constant	0.781	0.126		6.186	0.001**		
Perceived awareness	0.729	0.034	0.730	21.394	0.000**	1.000	1.000

Result of hypothesis 5 came out that perceived awareness can influence on purchase intention of Saowanit mochi products at significant level 0.01. R-square was equal to 0.532, adjust R-square was equal to 0.531, Durbin-Watson was equal to 1.798.

## 5. Discussion recommendation and conclusions

According to hypothesis testing, we found that perceived usefulness can influence on purchase intention of Saowanitmochi products. Customers realized the benefits that they can get from consumption of Mochi, because products were just produced, hygiene, and easy to eat. The results supported by Honkenen and Frewer (2009) who found that motivation to drive customers to purchase were nutritious and hygienic product. Normative beliefs also can influence on purchase intention of Saowanit Mochi products,

as Taylor and Todd (1995) stated that reference groups had impact on customer decision making and customers' attitude toward products. In addition, perceived availability can influence on purchase intention of Saowanit Mochi products. Honkanen and Frewer (2009) demonstrated that the majority of customers in their study had high intention of purchasing the food at convenient places. Same as Singh and Kathuria (2016) found that consumers liked the brands that were available near to place where they live or work or nearby local market. Moreover, perceived affordability can influence on purchase intention of Saowanit Mochi products. Notani (1997) and Pavlov and Fyngenson (2006) concluded that the ability to pay can predict the intention to purchase. If customers perceived that they had enough money to buy products, they were happy to purchase. The last hypothesis, perceived awareness can influence on purchase intention of Saowanit Mochi products. If the customers had enough information about products, brands, and price, their awareness can encourage them to purchase goods. Supported by Mowen and Minor (2001), the customers who had higher awareness usually purchase more products than customers who had lower awareness. Brand awareness positively influenced consumers' response to product choice (Anselmsson, Vestman, Bondesson and Johansson, 2014).

It can be conclude that perceived usefulness, normative beliefs, perceived availability, perceived affordability, and perceived awareness can influence customers' intention to purchase Saowanit Mochi products. Therefore, the owner should realize the importance of information about the products and have to do the brand advertising. The owner should control the quality of products to make customers like Mochi and then they can advertise Saowanit Mochi products by their word of mouth to their friends or relations. Furthermore, the price, place and the quality of products should be maintained to make customers has satisfaction on Saowanit Mochi in order to increase sales volume in the future.

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