

**FACTORS AFFECTING PURCHASE INTENTION
OF HEALTH SUPPLEMENT IN MALAYSIA**

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ABSTRACT

Health issue is increasingly become a concern and critical in today's world, the increasingly consumption of health supplement is mostly due to the imbalance in the dietary intake in daily life, health conditions or the health belief. The purchase intention of health supplement could be influence or determine by different factors. However, there are very few academic research has been done to study the purchase intention of health supplement in Malaysia. Therefore this research was initiated to bridge the gap by determining the factors that influencing the purchase intention health supplement in Malaysia and thus provide an insights about the marketing plan to the marketers in health supplement industry in order to improve their competitiveness. Normative influence, informational influence, perceived behavioural control, health conscious and perceived price were selected as the independent variables as the marketing constructs in this research. The research has reviewed relevant literatures and appropriate measurement models that concerned all research variables. Besides, correlation study design was applied as the research method and a self-administered questionnaire was distributed among consumer in Malaysia under the instruction of science research requirements. A serial of statistical tests were performed to ensure reliability and the accuracy of this research.

Key words: Purchase Intention, Theory Planned Behaviour, Health supplement

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CHAPTER 1 INTRODUCTION

1.0 Overview

This chapter provides an overall view of this study by looking into the background and underlying purpose of this study, it is involving the research objectives, research questions and problem statement that are focusing in this study; as well as the summary of operational definitions of all variables of investigation and organizational chapter in this study.

1.1 Background / Rationale

Health issue is increasingly become a concern and critical in today's world (Goetzke, Nitzko and Spiller, 2014). Due to the shifting in the values of consumer towards lifestyle and health nowadays, healthiness of the diet are attracting and drawing the attention as well as the concern of consumer (Szakaly, Szente, Kover et al., 2012). Therefore, the increasingly interests rise within consumer on health and wellbeing issue are contributing significantly on the emerging of health supplement, and 70 percent of global sales on supplement is comprised by US, western Europe and Japan (Chung, Stoel, Xu et al, 2012). In addition, the total sales on health products has reached 9.6 billion Malaysia Ringgit (RM) in year 2012 in Malaysia, it is showing an increasing tendency of 45 percent as compared to year 2007, this is due to the significant growth in the health product's consumption to achieve a healthy life and thus showed the extend of level increased of disposable income significantly, education with better qualification as well as the improvement on living requirement and criteria (Noor, Yap, Liew et al, 2014).

In addition, the increasingly consumption of health supplement is mostly due to the imbalance in the dietary intake in daily life, health conditions or the health belief (Yeo, Sahril and Mutalip et al, 2014). The purchase intention of health supplement could be influence or determine by various of factors, for example, health belief, social factors on attitude and the influence of attitude towards the

health supplement products (Noor et al, 2013). Education level are shown that there is no correlation with the health products (Salleh et al., 2015). However, Paul and Rana (2012) found relationship positively between higher education with health product.

Finally, there is few research on healthy supplements empirically among Malaysian hence this study able to provide insights and better understanding for both marketing knowledge (Noor et al., 2014), the study attempts to ascertain the relationship between normative influence, information influence, perceived behavioural control, health conscious, perceived price with purchase intention of health supplement in Malaysia by looking into relevant studies regards to the variables of research and subsequently conducting an empirical research to provide marketers a deeper comprehensive knowledge of factors that influencing purchase intention .

1.2 Problem Statement

The goal of current study is to determine the factors that influencing on purchase intention in choosing health supplement in Malaysia, and thus provide an insights and results obtain in this study in order to help marketers in the health supplement industry to improve their performance and sales. There were few researchers conducted the study on investigation of purchase intention on organic foods (Paul and Rana, 2012), functional foods (Szakaly et al, 2012; Salleh et al, 2015), however, there are limited studies of intention on the purchasing of health supplement in Malaysia. Lack of clear concept and strategies on purchase intention of health supplement has resulted in minimal engagement with consumer in the industry of health supplement.

The study of purchase intention could help to determine the factors that how consumer behaviour in different circumstances, it is also helpful for advertiser to understand the behaviour of consumer in different buying situation (Niazi, Siddiqui and Shah et al., 2012). The increasing global demand of health supplement due to the awareness towards health lifestyle, and the market size

had reached USD 133.1 billion in year 2016, it is expected continue growing at a CAGR of 9.6% until year 2024 (Grandviewresearch, 2018). In Malaysia, sales of health supplements itself showed a 7% in growth and reached RM 1.3 billion in 2017. Therefore, through the study of purchase intention presents an ideal approach for gaining understanding into underlying factors on how different people prioritize when confronted with different needs and situation, and finally fulfil them and retain market competitiveness (Griskevicius and Kenrick, 2013). The finding of previous study is mixed, therefore there is a need to fill gap to re-verify the factors that influencing the purchase intention of health supplement in Malaysia.

1.3 Research Objectives

Objectives of a research describes the purpose as well as the goals of the research and the expected direction to achieve out in the research study (Thomas and Hodges, 2010). Research objective is the detailed of a topic in a definite research that going to study or determine, build on the main content definite and expressed in the aim of research (Tabachnick and Fidell, 2013). In addition, determinant of research objectives is influenced by the aim of research, objectives of a research are more specific and link directly to the research question (Boody and Bailey, 2016). The research objectives of this study are as below:

1.3.1 General Research Objective

The main research objective is to provide an insights and results of the result for the marketers in health supplement industry to access to the competitive advantages in order to increase the sales and performance

1.3.2 Specific Objective

RO1: To determine whether dependent variables have a significant influence on purchase intention of health supplement in Malaysia.

RO1a: To determine whether normative influence have a significant influence on purchase intention of health supplement in Malaysia.

RO1b: To determine whether informational influence have a significant influence on purchase intention of health supplement in Malaysia.

RO1c: To determine whether perceived behavioural control have a significant influence on purchase intention of health supplement in Malaysia.

RO1d: To determine whether health conscious have a significant influence on consumer purchase intention of health supplement in Malaysia.

RO1e: To determine whether perceived price have a significant influence on consumer purchase intention of health supplement in Malaysia.

1.4 Research Questions

Research question is important because it leads to the choice make on methodology, sample, sample size, instrument on data collection and the techniques with analyzation of data, it narrows the objective of the research to niche to specify the area of study (Boody and Bailey, 2016). Research questions intended to direct and center the study to achieve the research objectives (Tabachnick and Fidell, 2013). This research will hereby answer the following research questions:

RQ1: To determine whether dependent variables have a significant influence on purchase intention of health supplement in Malaysia.

RQ1a: Will normative influence have a significant influence on purchase intention of health supplement in Malaysia?

RQ1b: Will information influence have a significant influence on purchase intention of health supplement in Malaysia?

RQ1c: Will perceived behavioural control have a significant influence on purchase intention of health supplement in Malaysia?

RQ1d: Will health conscious have a significant influence on purchase intention of health supplement in Malaysia?

RQ1e: Will perceived price have a significant influence on purchase intention of health supplement in Malaysia?

1.5 Significant of Study

This refers to the gains that will result from undertaking this research. Its outcome will be beneficial to two primary parties:

1.5.1 Significant to Academe

This study contribute the overview on how the five factors, which are normative influence, informational influence, perceived behavioural control, health conscious and perceived price on purchase intention of health supplement context where fewer research have been conducted within this research context. In this connection, this paper aim to establish a relationship on the factors that influencing the purchase intention of health supplement in Malaysia. This study will provide extended literature to supplement the gap inherent in this area.

1.5.2 Significant to Health Supplement Industry

Since retailers are confronted with all types of customer segments, it is generally accepted that marketing is crucial for health supplement industry in order to develop a broad comprehension about the factors that affecting the purchase intention and subsequently develop business strategies and create right environment to sustain current customers and engage with new customers. This is the primary and necessary as the successful manipulation of consumer emotions could result in higher sales margins as well as serve as a competitive

advantage to retailers. The research results attempt to provide suggestions to retailers in the health supplement industry in Malaysia on cues they could emphasize and look into while planning for the business or marketing strategies.

1.6 Scope of Research

Marketing take a vital role in attracting new customers and keeping loyal customers excited in the competitive health supplement industry landscape. The research is a cross-sectional study using quantitative method, as it is time constrained. The unit of analysis will be the retail organization and the target respondents for the survey will be the consumer who consume health supplement currently or in the past. The survey format will be self-developed questionnaires, which will be distributed to target respondents with softcopies. The softcopies will be sent by online with google form links to respondent's phone via social media apps.

This is a correlation study that is aimed only at establishing the relationship factors that influence the purchase intention of health supplement in Malaysia. The results of this study shall not be a complete representation of the Malaysian population as the study is conducted with a limited sample size; focusing only on four factors due to time limitations.

Some of the assumptions made are as follow: no seasonal effect shall be assumed for this study; as seasonal discounts especially during festive and holiday seasons would definitely increase shopping motives, which could directly influence purchase intention.

1.7 Limitation of the Research

In consideration of time limitation, this study uses non-probability, convenience sampling where respondents on the social media, the major respondents are easily accessible. Furthermore, this research focus solely on the online social media environment, which does not consider those impacts generated by offline

environment, such as Word-of-Mouth (WOM) among friend circles (Chiosa, 2014). Therefore, the inherent limitation of convenience sampling cannot be generalized to the purchase intention of all Malaysian. Besides that, since the survey is conducted in Malaysia, the generalizability to countries might be limited. Therefore, stratified sampling and responses or even a meta-analysis are suggested in further studies to generalize the research result.

1.8 Operational Definition

Table 1.1: Operational Definition

Key Terms	Definition
Purchase intention	A type of decision making that study on the rational motive to purchase a specific product by consumer (Mirabo, Akbariyeh and Tahmasebifard, 2015). Referring to the conscious drive of an individual to put effort on exhibiting a particular behaviour (Lim, Lee and Yong, 2016).
Normative Influence	An influence which regards to the positive expectations of one another, it reflects value-expressive tendency of a person and driven by a need for psychological interconnected to a social group (Hu, Zhang, Sun et al., 2016)
Information Influence	It is referring to the information received as evidence in reality, which is the assessment of the recipient on the information obtained primarily, the information includes the content, source,

	and from other recipients (Chih, Hsu and Liou, 2016).
Perceived Behavioral Control	Referring as the result of control beliefs and perception of power. Control belief is explained as the belief of an individual on the existence of certain factors that may either have a positively or negatively effect on the performance of a particular behaviour, whereas perceived power is defined as the personal determination of the outcome of the factor in positively or negatively affect the particular behavior (Yadav and Pathak, 2016).
Health Conscious	This is referring to the health motivation, which “consumers’ goal-oriented wakefulness to act and interested in health prevention behavior (Van Doorn and Verhoef, 2015).
Perceived Price	Price access with perceptive coding and convert price signal to cognitive structure, where a more intuitive exposition on the monetary value of product, for example, expensive or cheap (Erdil, 2015).
Health Supplement	Multi-vitamins and multi-minerals, single vitamin, single mineral, herbal supplement, fish oil supplement and any other dietary supplements

1.9 Organization Chapter

Table 2.1: Organization Chapter

Chapter 1: Introduction	The first chapter of the research has started with the background discussion on the concern variables. The chapter has also included the problem statement including the main objectives and purpose. However, the concern research questions are elaborated in this chapter. This chapter has also highlighted the significance and scope of the research along with limitation. Moreover, the main terms that have been used throughout the dissertation have been defined in this chapter.
Chapter 2: Literature Review	The main focus of this chapter provides extensive literature on the concern variables from the past studies. However, this chapter has been completed from a wide range of disciplines that guided to develop the research gap. The research gap helped in developing the concern hypothesis and framework of the research.
Chapter 3: Methodology	The third main chapter of the research is the methodology that helps in developing the research approach, design and measurement instruments that are required to be used for conducting and completing research in terms of data collection and data analysis. Moreover, in this chapter the related justifications on selecting the concern approach and the overall methodology is also provided in order to ensure that the research is attaining its main aim and objectives while maintaining reliability.

<p>Chapter 4: Research Findings and Discussion</p>	<p>The fourth chapter of the research includes the discussion on the number of key research findings from the collected data. Moreover, the results obtained from hypothesis testing are also presented and discussed in order to analyse that whether they are accepted or rejected. Moreover, this chapter helps in discussing the overall findings of the research that has been gathered through collected data. However. The reliability and correlation between the concerned variable are also analysed in this chapter.</p>
<p>Chapter 5: Conclusion</p>	<p>This chapter mainly concludes the conducted research by discussion and presenting the concern recommendations. Moreover, this chapter provides relevant implications for future research by highlighting the limitation as well as the potential for future studies.</p>

CHAPTER 2: LITERATURE REVIEW

2.0 Overview

Chapter 2 aims on the reviewing of relevant existed literatures on all variables which relates to this study. Firstly, the theory of planned behavior represents the grounded elemental theory that governs this study. In this chapter, dependent variable is purchase intention and discusses consumers in Malaysia as the target audience. This chapter is reviewed comprehensively with deeper discussion on how the independent variables such as normative influence, informational influence, perceived behavioural control, health consciousness, and perceived price, affect the intention purchase health supplement in Malaysia. In addition, the hypotheses had been developed in the presented chapter while the relationship between the identified independent and existing dependent variable has also been expatiated in the conceptual framework. Finally, this chapter addresses the gaps shown in the literature which linked to the research objective as presented in Chapter 1.

2.1 Purchase Intention

Purchase intention is defined as behavioural intention of an individual which depends on their attitude toward the behaviour and subjective norms, which are associated with the behaviour (Asshidin, Abidin and Borhan, 2016). Purchase intention is a process which needs some decision-making or experiences in the consumer's daily life that are able to gratify their wants and needs (Cohen, Prayag and Moital, 2013). Further, it is also supported by Chiew, Ariff, Zakuan et al. (2014) that consumers will recognize a want or need when they realise a difference between their actual state and some desired state. In addition, Fischer (2016) also stated that consumers behave differently when emerged in a different context, which might be influenced by the external as well as the internal motivation during the process of purchasing. There are researchers proposed 6 steps that a consumer follows before they decide to purchase a product, they

includes awareness, knowledges, interests, preferences, persuasions, and lastly, purchase (Mirabo, Akbarriyeh and Tahmasebifard, 2015).

Purchase intention also can be defined as the preference of purchase of an individual on a service or a product (Eide, 2013). Purchase intention also plays a significant role in the behaviour of actual purchase and acts as have an important predictive power on the purchasing behaviour of consumers (Gomes & Neves, 2011). There are many corporates tends to apply purchase intention to further predict the repeating purchase of their existing products and invest another category or group for the new products (Ali, Khan, & Ahmed, 2011). Therefore, determine the factors which affect purchase intention of consumers could be useful and valuable for corporates to have a better predictive power on their sales performance.

2.1.1 Purchase Intention from Global Perspective

In India, the growth of the economy shows a positive trend after the liberalization and globalization policy in 1991 (Kumar, 2012). Not only that, Rajput, Kesharwani & Khanna (2012) also stated that the per capita income, GDP, and explosion of brands are rising due to the growing liberalization, and these factors cause changes in consumer purchase intention. In addition, Jain and Jain (2013) stated that with the removal of trade barriers due to the liberalization and globalization processes, the entry of foreign firms into an international market is no longer difficult. Indian consumers are provided with a wide range of choices and opportunities with the entry of foreign products Rajput, Kesharwani and Khanna, 2012). However, the acceptance or purchase intention towards foreign products still remains a major challenge (Jain and Jain, 2013). With the emergence and evolution of internet and society in the globalized world, new forms of communication have begun, for example, e-retailing or social media, thus creating a new purchase intention exploit (Olga and Rai, 2013).

In China, the increase of consumer spending power and its large population are attracting many multinational corporations to invest their business in China by

supplying their products to the Chinese market. Their spending in the past decade is known as the fastest in the world, with an average annual rate of 10%, much faster than the U.S. (Zhang, Doorn and Leeflang, 2012). In addition, Fairtrade products have entered Mainland China in 2008 (Gomersall and Wang, 2012). According to Zhang et al. (2012), China has been influential only in recent years, as in the 1980s, limited products and brands were available in China and these could satisfy the basic needs for Chinese consumer; as for the 1990s, Chinese consumers adhered to a majority opinion rather than making independent consumption choices; and finally in the 2000s, the arrival of the modern Chinese consumer market was due to the increasingly widespread idea of individualism.

In a developed country such as the U.S., social media, mobile apps, or digital communication technologies have become a crucial element in the daily life of an individual. About 87% of American adults and closer to 100% of the demographic group are using the internet (Stephen, 2015). Nevertheless, the growth and improvement of social media in the United States is astounding, and it is estimated that over 500 million users internationally are active in social media outlets like Facebook (Forbes, 2013). The increasing exposure to digitalised platforms and social media enable consumers to search more information about products, buy and consume, and lastly, communicate with others with their feedback and opinion online (Stephen, 2015). In addition, a recent survey showed that social commerce generated an estimated 5 billion dollars in sales in the U.S. by 2013, and it is expected to have a speedy growth in the next few years (Zhang and Benyoucef, 2016). Consumers in today's world might rely on the feedback or opinion of a friend or people related to their social media network, showing a shift of consumer behavior from offline to online, which eventually influences purchase intention (Forbes, 2013).

2.1.2 Purchase Intention from Malaysia Perspective

In Malaysia, the mobile industry is known as one of the fastest-growing sectors in the world, there are almost 93.9% of Malaysians had a mobile telephone with

service in the third quarter of 2008 (Jayasingh and Eze, 2015). In addition, the utilization of internet technology and electronic commerce have lowered down the entry barrier and opened international business opportunities (Rezaei and Amin, 2013).

In the recent year, the emergence of e-commerce has become a significant and critical aspect to be studied, and thus new knowledge and theories on online customer buying behavior and customer relationships are needed in current marketing strategies. Consumers' buying behavior have changed due to the increase of internet usage, especially with the new generation of consumers, which finally affects the purchase intention of consumers towards products or services (Al-Swidi, Behjati and Shahzad, 2012). According to Lim, Omar and Thurasamy (2015), internet penetration in Malaysia has directed consumers' attention towards online purchasing and it is developing well in Malaysia. Therefore, a lot of marketers need to study e-attitudes and e-behavior on the increasing number of internet users as a strong mechanism to attract internet users to grow the sales and business of any company (Rezaei and Amin, 2013).

According to Lim et al. (2015), the main concern of online users in Malaysia is the security of online purchases. Therefore, due to the lack of trustworthy websites in Malaysia, online users would prefer foreign websites such as taobao.com, eBay, or others over Malaysian websites as their online purchase destination.

Furthermore, according to Yang and Lai (2006), a deeper understanding of purchase intention will help marketers to design relevant and effective strategies in marketing, especially because the internet is able to provide information about consumers compared to offline shopping (Rezaei and Amin, 2013). Therefore, a study of purchase intention is necessary to have a broad understanding on the existing online market and to benefit marketers with marketing planning.

2.2 Factors that Influencing Purchase Intention

As mentioned earlier, there are certain factors or attributes that influence the consumer before they purchase a product, such as cost, value, or features, and this process involves 6 different stages (Chiew et al., 2014). Thus, the preferences of a product towards a consumer could be changed constantly depending on the stages (Yap and Yazdanifard, 2014). Therefore, the factors that influence the purchase intention can be categorized into five major groups: informational influence, normative influence, perceived behavioral control, health conscious, and perceived price (Singh & Verma, 2017; Jay, 2013; Noor et al., 2013).

2.2.1 Normative Influence

Normative influence is defining as “an influence to coincide with the expectations positively of one another”; it is reflecting the value-expressive tendency of a person, driven by a need for psychological acceptance which associates with a social group (Hu et al., 2016). It could be explained as the process of normative influence can also be explained as the “correspondence to a group criterion with wishes to be liked by the other group members”, emphasising that normative influence happens when a person, who belongs to a specific group, is concerned about the judgment or assessment of other group members (Bastiaensens et al., 2016). Therefore, this type of linkage is attained by acceptance of the group’s standards, values, and pattern of behavior (Hu et al., 2016).

2.2.1.1 Normative Influence and Purchase Intention

Influence of others could be an important determinant of the behavior of an individual (Cheah, Phau and Liang, 2014). Susceptibility of consumers towards interpersonal influence could also diversify or differ across individuals and situations. Individuals are known to show “the need to position or intensify their image among others through the acquiring of different brands and products, the

willingness to fulfill the expectation of others on their buying decisions, and/or the inclination to study about the products by the observation or information-seeking from others (Ladero, Casquest and Singh, 2015).

The quantity of potential followers in regards to normative influence could eventually involve acts of stimulating, convincing, or influencing others for the intention to have an exact effect, and the amount of ex-buyers can effectuate as a form of “social validation” for particular brands or products – more particularly, a large number of buyer indicating better quality of the product itself and/or a higher deal value (Cheah, Phau and Liang, 2014).

2.2.2 Informational Influence

Informational influences are normally dependent on the judgment of receivers towards a relevant content of a particular message, and this does include other elements such as the quality dimension of information (Filiari, 2015). Chang and Chang (2015) also stated that informational influence is “the inclination to accept information from the others as proof of reality”.

2.2.2.1 Informational Influence and Purchase Intention

Social influence has long been related as a significant factor, that influencing the behavior of consumer (Mangleburg, Doney, Bristol, 2004). The extended version of Theory of Planned Behavior has evolved over a period of time. Nonetheless, in some discourse, subjective norm (normative influence) has been showed to have a weaker predictive power on behavioral intention, and such poor prediction might be due to the conceptualization and measurement of the subjective norm (Armitage and Conner, 2001). After some years of the initial proposed model, researchers extended the variables by adding a few components pertaining to criterion and the behaviour in the past, which further strengthened the power of prediction on the theory (Kashif, Sarifuddin and Hassan, 2015). Therefore, social influences in the Theory of Planned Behavior framework may be broaden and enlarged to include informational influence (Bearden, Netemeyer and Teel, 1989).

This is because consumers who having uncertainty when making choices on health supplement would seek information from other who dominate on information about health issues (such as health professionals, doctor, or physician), who they can to feed them about the valuable information to help them to choose the correct health supplement (Noor et al., 2014). The information gathered by the consumer are believed to generate a positive influence on the consumer's choices (Mcferran, Dahl, Fitzsimons et al., 2010). Therefore, it is proposed that social influence arised from both of normative influences as well as the informational influence (Noor et al., 2014).

2.2.3 Perceived Behavioral Control

Perceived behavioral control is referring to the perception of an individual towards ease or difficulty to perform a focused behavior, and this could be influenced by many factors (Yap and Sin, 2014). Perceived behavioral control is an significant variable on explaining the ability of an individual to act on the behavior in concern, and assuming that they are rational when considering the consequences of their actions, it is found to have positive relationship with behavioral intention (Ramayah, Lee, & Lim, 2012).

2.2.3.1 Perceived Behavioural Control and Purchase Intention

Presence of necessary resource and opportunity for a particular behavior is the characteristic in perceived behavioral control and it could be affected by variable factors, for example, previous experiences which associate with the buying of products on green food, perceptions on convenience, perceived time barriers, as well as the other factors, which are able to increase or reduce the feasibility in terms of perceived level in this behaviour (Ham, Jeger and Farjman Ivkovic, 2015).

There were some studies reported that perceived behavioral control to have a positive significant relationship on the purchase intention toward green product (Ma, Littrell, and Niehm, 2012; Wang, Liu and Qi, 2014). However, one study showed perceived behavioral control do not have significant relationship to

the consumer purchase intention of green food product (Arvola, Vassallo, Dean et al., 2008).

Further, past research has also reported that the direct predictor of both intentions and behavior is perceived behavioral control as the “control” feelings increase the degree of individuals consenting or glad to pay more concern to successfully act on a specific behavior (Johe and Bhullar, 2016). Thus, it is not unusual that perceived behavioral control is unable to perform the prediction towards intentions and actual behaviors significantly in some situations or conditions (Glassman, Braun, Dodd et al., 2010). In the study of Norman and Conner (2006), their result showed that perceived behavioral control was unable to predict alcohol use in those drinkers who don't have problems because most of the people, especially students from college, trust that they can fully control on their drinking. A meta-analysis in 185 studies showed that intentions explained variance in behavior of about 27% and an average 39% variance in intentions by attitude, subjective norms, and perceived behavioral control. (Armitage and Conner, 2001).

2.2.4 Health Conscious

Health consciousness is referring to the degree a person plays their role actively in the maintenance of his or her health (Barauskaite et al., 2017). Consumers with greater health-conscious are normally concerned with and take care of their health more compared to those who are not (Singh and Verma, 2017). Further, they have the motivation to improve or sustain their status of lifestyle by aspiring towards health behavior, such as purchasing and consume healthy foods (Barauskaite et al., 2017).

2.2.4.1 Health Conscious and Purchase Intention

Consumers who are aware and focus about their health are expecting to achieve positive results from eating healthy diet. Kim and Chung (2011) also mentioned that consciousness and awareness of health is the most significant factor in influencing consumer's purchase intention, and also explained that purchase intentions were not strong when health consciousness was low.

The research showed that consumers who have greater health consciousness tend to visit health specialists more frequently (Mesanovic, Kadic-Maglajic and Cicic, 2013). Consumers who gather the information related to health by using media, for example, internet, mass media, and interpersonal communication, possess proper health orientation; suggesting that the attitudes and behaviors (Chae and Quick, 2015) are associated with achieving a healthy life (Dutta-Bergman, 2004). Hence, health consciousness could affect attitude, and thus affect the purchasing intention and decision (Hoque, Alam and Nahid, 2018)

A study carried out by Yadav and Pathak (2015) showed that consciousness of health affects positively on the purchase intention of organic food in India. It also supported by Hsu, Chang and Lin (2015) that the standardized β coefficient of health consciousness on purchase intentions are 0.19; though it is small, it has a significant direct effect on purchase intentions.

2.2.5 Perceived Price

Price is defined as the amount of money being paid for a specific product or service, or the accumulate of the values of the customers exchange for the benefits of belonging of the product or service (Kotler and Armstrong, 2012). Perceived price is also known as the relationship between price and quality reveal, and finally, customers build their own perception about the price itself because they do not remember the actual price of the product (Ruslim and Tumewu, 2015).

2.2.5.1 Perceived Price and Purchase Intention

In the study of Ramadhan and Muthohar (2019) showed that perceived price have a positively relationship on private label products. They stated that the purchase intention of customers normally refers to lower prices. Jaafar, Lalp and Naba (2013) stated that perceived price is known as the significant effect to purchase intention as compared to store image, advertisement, and packaging variables.

In the study of Gan, Wee, Ozanne et al. (2008), they found out that higher prices eventually cause a negative effect on the purchase intention of organic foods. D'Souza, Taghian and Lamb (2006) found that high prices result in consumers switching to other products. If a group of consumers possess an attitude positively towards organic food, they are more likely willing to pay at a higher price (Singh and Verma, 2017). A consumer offered with low prices was shown a significant positive relationship to the purchase intention of green (Aertsens, Mondelaers, Verbeke et al., 2011). However, in the study of Smith, Huang and Lin (2009) showed that the price does not have a significant relationship with the purchase intention on the organic foods.

2.3 Theory of Planned Behavior

There were some theories on psychological were widely applied on the description of the course of purchase intention of consumers for different type and category of products. Theory of Planned Behaviour (TPB) is an advantageous background and situation to handle sophisticated and complex behaviour on human (Ajzen, 1991). Hence, Theory of Planned Behavior is integrating into this study on the prediction the purchase intentions of Malaysian on health supplements based on their subjective norms and perceived behavioral control towards purchasing of health supplements.

Intention on performing the behaviour is the lead manipulator for behaviour in this theory. The intention, act as a function of underlying motivational variables, for example, attitude toward the behavior, subjective norm, and perceived behavioral control. Actual controlling over the behaviour as well as perceived behavioral control, is assuming as moderation on the effect of intention on behavior, and

finally, behavioral, normative, and control beliefs are readily approachable in memory are assuming to supply the base or ground, respectively, towards attitude, subjective norm, and perceived behavioral control (Steinmetz, Davidov, & Schmidt, 2011).

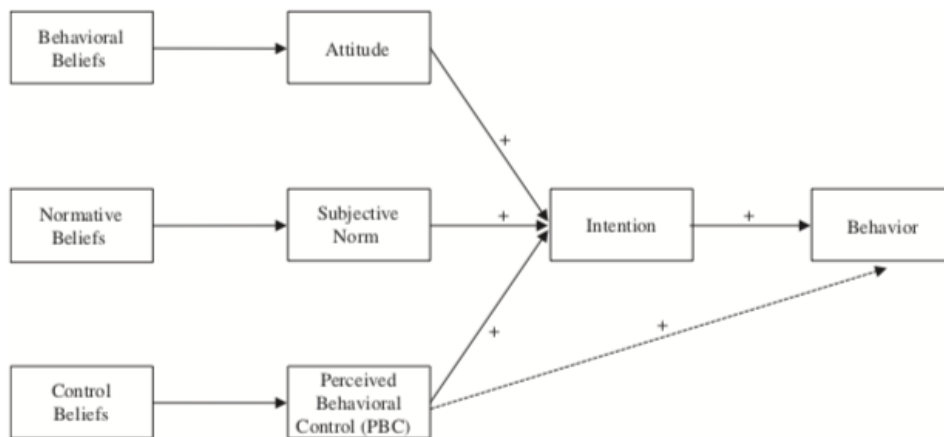


Figure 2.1 Theory of Planned Behavior. (Source: Steinmetz, Knappstein, Ajzen et al., 2016).

Theory of Planned Behavior “allowing us to evaluate the influencing of personal determinant and social surrounding as well as non-volitional determinant a particular intention” (Han et al., 2010). In particular, Theory of Planned Behavior enhances the predictability of purchase intention model for green products (Jebarajakirthy and Lobo, 2014). Therefore, the model enhancing the relationship potentially between intention and its factor by measure constructs at equal levels of specificity to the maximum. Theory of Planned Behavior is widely used to model choices on organic food as a conceptual framework (Paul and Rana, 2012; Dean et al., 2012). The Theory of Planned Behavior model has been validated in few different studies in order to investigate the behavior on recycle (Davis, Phillips, Read and Iida, 2006; Davis et al., 2009) and purchase intention of green (Chen and Tung, 2014; Zhou et al., 2013; Chen and Peng, 2012; Han et al., 2011). As proposed, Theory of Planned Behavior assuming compose of 3 predictors on intention, which are attitude towards behavior, perceived behavioral control as well as subjective norm.

When using the Theory of Planned Behavior as a theoretical framework, the purpose of interventions is to change behavioural, normative, and/or control beliefs, and consequently, to motivate the performance of the behavior, and thus a successful intervention could cause greater beliefs towards positive result, reduce beliefs towards negative reduce, and finally increase the important perception that others approve of, improve skills or knowledge to act on the behavior, and decrease actual obstruction or create actual facilitators (Steinmetz et al., 2016).

2.4 Literature Gap

From the above discussion on the literature of the proposed variables it has been analyzed that though the purchase intention have already been discussed by many past researchers in the consumption of organic foods or functional foods but the data on the related variables in the health supplement industry in Malaysia is still limited, where such a study has yet to be undertaken.

Therefore, data identified on the factors influencing in regards to purchasing intention of health supplements in Malaysia is currently limited to the literatures searches conducted thus far. It has also been analysed that there is a research gap that has motivated the researcher to fulfill the gaps by having the study in this field of research.

Consequently, this study aimed to provide the data and information to ascertain the relationship between each factor and purchase intention of health supplements in Malaysia as this study would then help to enhance the understanding on the purchase intention on health supplements in relation to the factors involved in the study.

2.5 Conceptual Framework

The conceptual framework was presented as below:

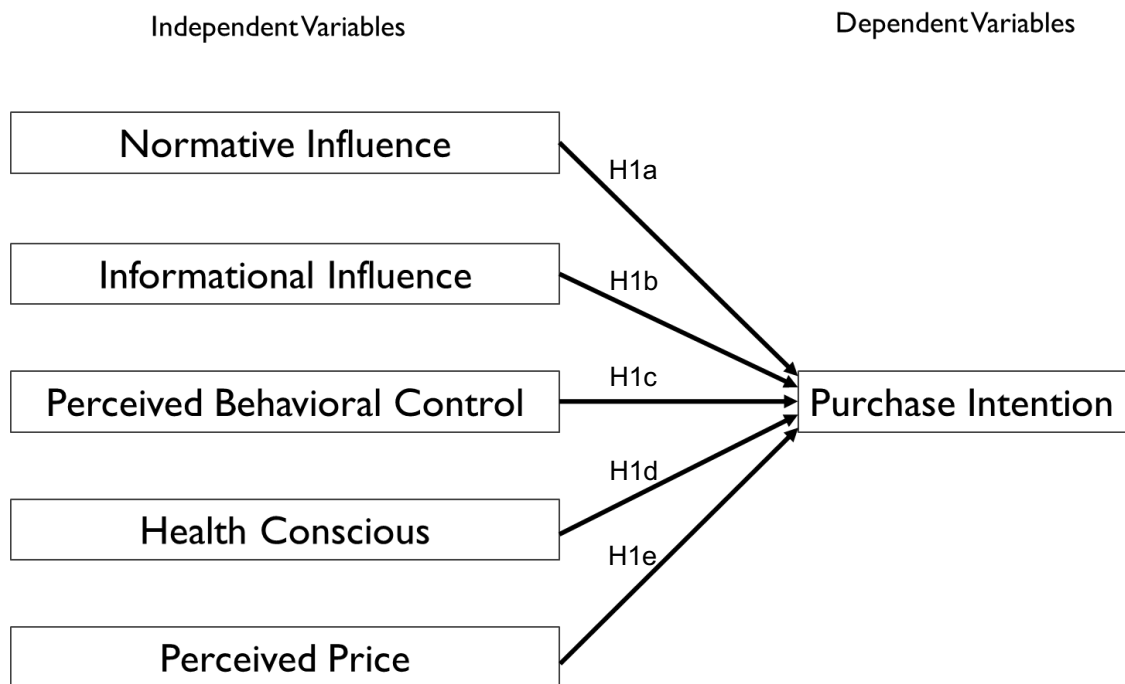


Figure 2.2 Conceptual Framework.

2.6 Hypotheses

This study was conducted to determine the relationship of independent variables, which includes normative influence, informational influence, perceived behavioral control, health conscious and perceived price, and dependent variable, which is purchase intention of health supplement in Malaysia. The hypotheses In this research were defined as below:

H1a: Normative influence has a significant influence on purchase intention of health supplement in Malaysia.

H1b: Informational influence has a significant influence on purchase intention of health supplement in Malaysia.

H1c: Perceived behavioral control have a significant influence on purchase intention of health supplement in Malaysia.

H1d: Health conscious have a significant influence on purchase intention of health supplement in Malaysia.

H1e: Perceived price has a significant influence on purchase intention of health supplement in Malaysia.

2.7 Conclusion

This chapter analysed and abstracted the existed fundamental literatures, where the chapter began with the purchase intention from the global and local perspective, followed by definition and explanation on the independent variables and the relationship between the purchase intention with independent variables . Key constructs under the independent variables, including normative influence, informational influence, perceived behavioral control, health conscious as well as perceived price.

CHAPTER 3 RESEARCH METHODOLOGY

3.0 Overview

In this chapter, the research methodology is explored with detailed discussion on research design, sampling technique and plan, analysis tools and methodology. This is to ensure alignment of framework provided in Chapter 2. This chapter shall also include the study of target population, unit of analysis and data collection process as well as test of reliability to ensure completeness of research findings.

3.1 Research Design

Data collection and the analyzation of data is the framework that involve in the research design, the choices of decision make on research design indicates the priority in the research process, which involves a range of dimensions (Bryman and Bell, 2015). Research design is crucial and significant in a research, this is because it serves as a guide on a direction that a research is concerning and heading to (Wahyuni, 2012). Not only that, it could express the causal connection between variables, and thus understanding the intention and the meaning of intention in a specific social context (Bryman and Bell, 2015). A good research design could promising on the efficiency and function successfully in the component work and causing a lower rate in failure (Maxwell, 2012).

The current study is considered to be a descriptive study to identify whether normative influence, information influence, perceived behavioural control, health conscious and perceived price have influences on the purchase intention in choosing health supplement in Malaysia. Therefore, quantitative study approach is suitable for this research for its deductive nature, by studying at the theory and thus build hypotheses from the theory, which relate to the focus of research and finally proceed to the hypotheses testing (Grenner and Martelli, 2015). This

research will follow the nature of quantitative study, to describe or predict, build and test hypothesized theory.

Furthermore, according to Kumar, Aksoy, Donkers et al. (2010), the correlation design, also known as descriptive research, is commonly practised on the identification and description of the relationship between independent variables and dependent variable in a research. Thus, the correlation design approach is employed in this research to estimate the relationships if exist as well as the strength.

In order to maintain the independency and accuracy of this research, all research activities will be conducted with the minimum interference by the researchers in the natural environment where all events occur normally, or in other words, this research is conducted under non-contrived conditions and not manipulated (Sekaran and Bougie, 2011). Figure 3.1 showed the research design's framework.

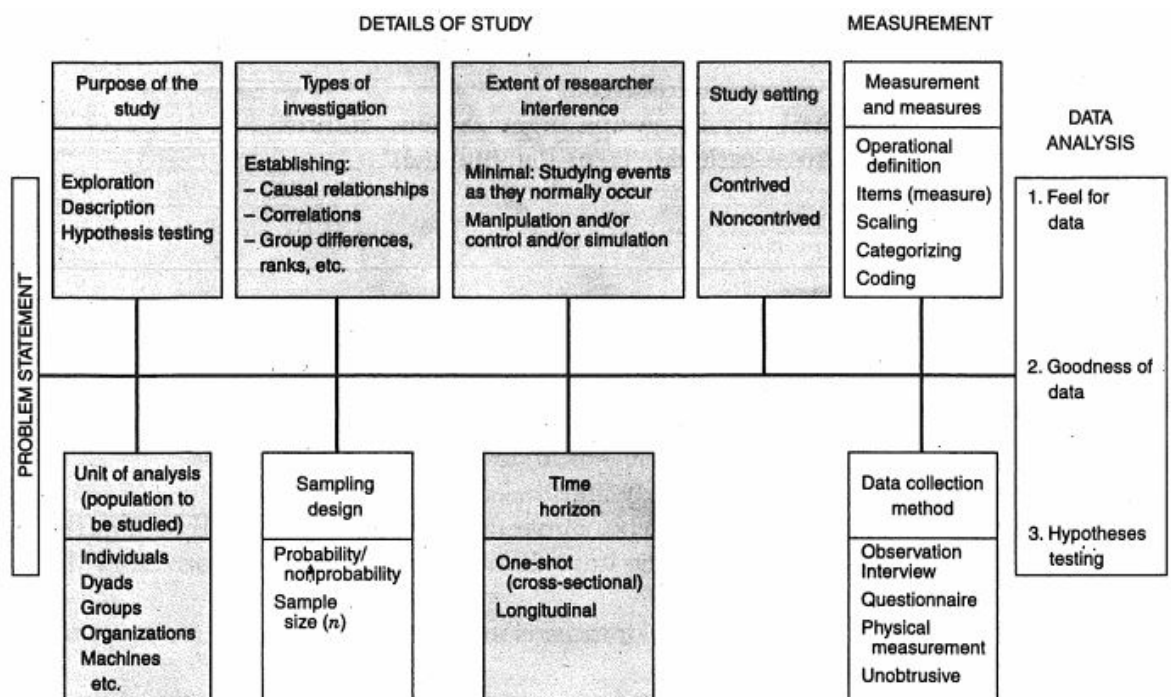


Figure 3.1: Framework of Research Design (Sekaran & Bougie, 2011).

3.2 Unit of analysis

Unit of analysis is explained as a phenomenon of some sort occurring in a bounded text, it is known as a significant procedure in the research once the research method is decided (Massis and Kotlar, 2014). Sekaran and Bougie (2011) stated that any research design needs to include a clear definition and focus on the unit of analysis as the unit of analysis is the determinant of target population in the research.

According to Bernard (2012), there are many unit of analysis needed in a research designed to test the hypotheses, normally a sample from a large population, and data always be collected on the lowest level unit of analysis possible is the rules in choosing unit of analysis. In the case of this study, unit of analysis at the individual level are chosen on the consumer who using health supplement in Malaysia as the data gathered from each respondent is treated as an individual data source through the scores obtained in the questionnaires distributed. Ultimately, a cross-sectional questionnaire is distributed at one-shot to respondents to answer for data collection. This is because marketers ought to know individual-level information such as the number of consumers with different purchase intention to further enhance their decision-making. Hence, variations in the perceptions, attitudes, and intention of respondents are expected.

3.3 Sampling Design

According to Peersman (2014), sampling is a process of determining units (e.g., individual) from the population of interest to further study these units with the purpose of forming conclusion towards the larger populations, hence the information collected from the sample is used to generate the estimation about the population of interest. In addition, sampling is a practical way to study deeper on people and their activities, thoughts, attitudes, relationships etc. in relation to business, and representative of a group population is the sample that chosen in the study, in other words, the findings can be generalised to the whole group (Grenner and Martelli, 2015). Different type of sampling will encountered with

different types of bias when evaluating the results of a programme or policy. As such, it is important to clearly define and figure out the strengths and weaknesses of the sampling strategy that utilise in the study and thus to further address these because appropriate sampling can help to minimize 'selection bias' (Peersman, 2014).

In this study, the target population is set to be those consumer who buy health supplement in Malaysia. As there is a lot people concern on health supplement, this study is to clarify whether consumer who buy health supplement have the same behaviour as previous study.

3.3.1 Sampling Plan

There are 2 types of methods on sampling, which including probability method and non-probability method. Probability sampling are known as the gold reference point in methodology of sampling and to ensure the generalisability of the results of study to the targeted population, it mean everyone in the population possess an equalise chance to be selected in the study (Acharya, Prakash, Saxena et al., 2013). Knowledge of the sample in probability sampling is expected to be utilised and intended to be used in order to broaden the initial knowledge of targeted population (Uprichard, 2013).

While for non-probability sampling, the unit utilised in the study is an unknown probability, or, that some of these probabilities are known to be zero (Vehovar, Toepoel and Steinmetz, 2016). In addition, the purpose in non-probability is not necessarily to know extra about the targeted population by using the sample collected, but to simply broaden the existing knowledges about the sample itself (Uprichard, 2013).

After deciding the sample frame, convenience sampling method is applied due to the reason of cost consideration and time limitation (Grenner and Martelli, 2015). Convenience sampling is known as a type of non-probability, where each member in the targeted population which match certain criterions practically, for example the easiness of accessibility, availability in a given time, or the

willingness of engagement are included for the purpose of the study (Etikan, Musa and Alkassim, 2015). Not only that, the focus of this study is to understand the purchase intention on consumer itself, therefore non-probability sampling method are more suitable as compared to probability sampling.

3.3.2 Sample Size

Sample size is an significant role in the planning stage to make sure that the subjects are sufficient to provide accurate and reliable assessment with certain statistical assurance (Chow, Shao, Wang et al., 2017). The number of respondents should be determined appropriately as the selected sample has to be representative of the target population (Patino and Ferreira, 2016). The estimated population of consumer who above 21 years old in Malaysia is approximately 17 million people (Central Intelligence Agency, 2017). Due to time constraint as well as 95% of confident level and 0.7 margin of error, the sample size would be 384 for this population because the population size of Malaysia is more than 1 million (Krejcie and Morgan, 1970). Table below shows the determine sample size from a given population:

Table 3.1: Table of determining sample size from a given population.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size.
S is sample size.

Source: Krejcie & Morgan (1970)

3.4 Questionnaire Design

The questionnaire use in this study is self-developed questionnaire, it includes the Determinant-choice but multiple-grid questions to serve the purpose of the study. According to Cooper and Schindler (2013), administration, classification and target questions should in the questionnaire in order to help to identify respondents, the information to be collected and questions that serve the aims of study. Each variable in the study will be asked at least three similar questions so the questionnaire can collect the necessary data but not too lengthy for respondents, which can help to gain the their trust and satisfaction and avoid emotional disruption.

The survey in this study is conducted in factorial design to examine the interaction of 5 categorical independent variables on a dependent variable, which determine the correlation between normative influence and purchase intention; information influence and purchase intention; perceived behavioural control and purchase intention; health conscious and purchase intention; perceived price and purchase intention.

The first part (Section A) of the questionnaires intended to understand the demographic profile while the second part (Section B) require responses towards the key construct for the proposed conceptual framework. This research adapts Parasuraman et al. (1988) five-point Likert scale where 1= Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree format to detect the attitude of respondents. Likert scale is used to measure how strongly subjects agree and disagree with statements (Eze, Tan, and Yeo, 2012).

Table 3.1: Questionnaire Design

Section	Questions/items	No. of Questions/Items	Adopted/Adopted (References)
A	Demographic Info	7	Moshrefjavadi, Dolatabadi, Nourbakhsh et al., 2012; Boztepe, 2012
B	Independent Variables		
	Normative Influence	3	Noor et al., 2013
	Informational Influence	3	Noor et al., 2013
	Perceived Behavioral Control	3	Noor et al., 2013
	Health Conscious	3	Singh & Verma, 2017
	Perceived Price	3	Jay, 2013; Singh & Verma, 2017
C	Dependent Variable		
	Purchase Intention	3	Jay, 2013; Singh & Verma, 2017; Jain, Mohammed & Mishra, 2017

The pilot test will be conducted with 30 target respondents to improve the questionnaire.

3.5 Pilot test

Pilot test is a small scale of study that carried out to test the reliability of a data collection tool (Peersman, 2014). Not only that, it is known as the small study to test on research protocols, data collection instruments, sample recruitment strategies (Hassan, Schattner and Mazza, 2006). It is important to conduct a pilot test first and then improve the tool before using it more generally in order to maximize the data quality (Peersman, 2014).

In order to measure consistent of scale, a pilot test as suggested by Lavrakas (2008) will be conducted in Malaysia with a smaller group of consumer who buying health supplement. Creswell (2017) had recommended the total number

of sample size in pilot test is approximately 10% of the expected sample size while the sample size for this study is 384 and therefore a total of 50 participants is decided for the pilot test. The aim of conducting a pilot test is to improve or enhance the questionnaires to make sure that the respondents will not face any problem in answering the questions as well as no problems in recording the data (Lewis, Saunders, and Thornhill, 2012).

3.5.1 Factor Analysis

The factor analysis needs to be conducted prior to the reliability to verify whether specific factors or items need to be removed before further tests could be conducted (Zikmund, Babin, Carr et al., 2012).

(a) KMO Bartlett's Test of Sphericity

KMO (Kaiser-Meyer-Olkin) Bartlett's test of Sphericity will be applied to evaluate the data collected from the questionnaires, and determine the level of relevance and appropriateness of data collected and items within the questionnaires (Kumar et al., 2010). The sample adequacy will be undergo EFA to ensure the variables are intercorrelated and sufficiently to produce representative factors (Rusuli, Tasmin, Takala, et al., 2013). KMO is a coefficient which have a range of values between 0 and 1, and the value must be more than 0.5 to prove that the 30 sample data were sufficient to undergo factor analysis (Ariffm Sylvester, Zakuan et al., 2014). While Bartlett test of Sphericity is a statistical test for the presence of correlation among variable, a significant Bartlett test of Sphericity (p value < 0.05) suggesting the existence of correlations between variables and thus factor analysis is favourable (Rusuli et al., 2013; Hauben, Hung, and Hsieh, 2017). The results obtained will affect whether the data collected can be taken to the next steps.

(b) Factor Loading

A factor loading for a variable is a measure of how much the variable contributes to the factor; thus, high factor loading scores indicate that the dimensions of the factors are better accounted for by the variables (Yong and Pearce, 2013).

According to Bryman and Bell (2015), the rules of thumbs of factor loading should be greater than 0.6 to make sure that the independent variables extracted from specific factor is significant. The rotation method define the factor loading under the Rotated Component Matrix, which indicate the strength of correlation of the variables and factor, the higher loadings, the more that variable can represent the factor, usually the loading should be greater than 0.6 to ensure the independent variables extracted from specific factor (Zikmund, Babin, Carr et al., 2013). The literature suggests that choosing to retain more factors that are needed is less critical to the analysis than eliminating factors that are needed; however, too many factors retain in the analysis will in result in the weak factor loading because it can deplete the solution erroneously (Beavers, Lounsbury, Richards et al., 2013).

(c) Eigenvalues

Eigenvalues greater than one mean that particular factor is containing more variance than a single variable, which is desire for dimensionality reduction (Hauben et al., 2017). Therefore, all the factors with eigenvalues greater than 1 is acceptable for further analysis (Taherdoost, Sahibuddin, and Jalaliyoon, 2014). The eigenvalues that link with each factor serve as the variance explained by that particular linear component (Field, 2013). Eigenvalues can be meaningful and explained if interpreted with an understanding of their conceptual meaning regardless of the quantity of variance extracted in the study; however, the “cut value” should also reflect this consideration (Beavers et al., 2013).

3.5.2 Reliability Test

The reliability of a measure is explaining and defining the extend it is without bias and thus consistent measurement across time is required (Bajpai and Bahpai, 2014). Bryman and Bell (2011) on the other hand define reliability that is measuring the consistency on a concept based on data collected. Reliability is an essential pre-requisite for validity, even though it is possible to have a reliable measure that is not valid (Swanson, 2014). Gidengil, Parker and Zikumund-Fisher (2012) recommended that reliability is required to run on the data collected

to ensure its consistency of data to measure the proposed research model. The reliability test is conducted after factor analysis and will be conducted for both preliminary test data and full scale data collection in this study.

Cronbach's Alpha is calculated and checked against the data where, according to Tavakol and Dennick (2011), the recommended range is between 0.70 to 0.95, where the higher the value, the more reliable the data is in the SPSS.

3.5.3 Correlation Matrix

Correlation is measured by a statistic called the correlation coefficient, which represents the strength of the putative linear association between the variables in question (Mukaka, 2012). It is a dimensionless quantity that takes a value in the range -1 to $+1$ (Schober, Boer and Schwarte, 2018). This research is using Spearman's rank -order correlation as it is more valid and reliable than Pearson's test because parametric assumptions are violated (Bishara and Hittner, 2012). A correlation coefficient with zero means that there is no linear relationship between two continuous variables, the closer the correlation coefficient goes to ± 1 , the stronger the correlation, however, if the coefficient is a positive number, the variables is shown that they are directly related, on the other hand, if the coefficient is a negative number, it is showing that the variables are inversely related (Mukaka, 2012). The significance of p value should be less than 0.05 (Bryman and Bell, 2015).

According to Blalock (1963), if two or more independent variables are correlated significantly, the evaluation on the importance without running the risk of making faulty inference will become extremely difficult due to the increase sampling error. Therefore independent variable in this study must not interrelated to each other.

3.6 Measurements

Measurement instruments are tools used commonly in research to study the evaluation of subjects or phenomena in a particular research setting (Gidengil et. al., 2010). Measurement is the quantify of phenomena by assigning the numbers to observations, it involves the construction of variables, and quantify these variables by the development and application of instruments (Mohajan, 2017).

Data collected from the questionnaires in this study will undergo data analysis methods including preliminary tests, hypothesis testing and other supporting and confirmatory tests by using Statistical Package for the Social Sciences System (SPSS) (Sekaran and Bougie, 2011). This questionnaire collected from sample size of 384 respondents will be analyze by using SPSS.

3.6.1 Preliminary Analysis

A preliminary test is done to check authenticity of the preliminary questionnaires by internal consistency of the measurement scales within the questionnaire, it assessed by using SPSS to calculate Cronbach's alpha value for each variables and scale within the instrument, alpha value that greater than 0.6 is acceptable to check for reliability of the preliminary test (Habib, Pathik and Maryam, 2014). Not only that, Lewis (2015) stated that preliminary test is significant in descriptive and quantitative correlation researches to ensure that the data is relevant and reliable to proceed for further data analyses such as hypotheses test.

According to Perneger, Courvoisier, and Hudelson et al. (2015), the recommended samples size in preliminary test is 30 participants in order to cover even common problems, therefore a total of 30 sample size is chosen for the preliminary test. Factor analysis is commonly used by researcher to conduct a survey in the research, to group a series of long questions into shorter sets of questions, in which each of them represent an aspect of the phenomena under study (Babin, Carr, Griffin et al., 2013).

By using Kaiser-Meyer-Olkin (KMO) test which belongs to the SPSS would carry out factor analysis that will help to assure the appropriateness of the variable used. Moreover, in order to verify each variable, the Total Variance, MSA and

Barlett's Test would be needed. These correlation coefficients are called loadings (Cooper and Schindler, 2008). The factor analysis is finding out irrelevant construct and the factor which is lower than the requirement has to remove from the subsequent data collection in order to enhance the validity and appropriateness of the construct (Creswell, 2013). This is rule of thumb for loadings should be more than 0.6 (Bryman and Bell, 2015). Besides that, factor analysis done in SPSS software should be more than 0.6 and the items that have factor loading of less than 0.6 should be deleted in order to continue the analysis (Field, 2005). The factor analysis is to be conducted before the reliability tests to ensure that any items that do not meet the rule of thumb will be removed in for further analyses (Zikmund et. al., 2013).

Cronbach's Alpha should be adopted when examining the reliability of each factors under the questionnaire and to determine whether the constructs are suitable for further analysis, a composite reliability will be conducted (Quinlan, 2011). According to Babin et al. (2013), 0.7 would be the cut-off point for Cronbach's Alpha. Hair et al. (2010) also stated that any factors which is below 0.7 should be disregarded as it indicates a poor reliability.

3.6.2 Descriptive Information

The descriptive analysis of this research will emphasize on demographic information from the respondents. Besides, data analysis will be performed by SPSS, because, SPSS is capable for demonstrating data in various format, table, chart, and graph (IBM, 2012). Descriptive statistics also provide simple graphic analysis in effort to make the data comprehensible (Thing, Evon, Thye et al., 2014). According to Francis, Lee, Lin et al. (2012), descriptive statistic provides the first step in data analysis and helps to interpret and identify the summarized sets of sample data.

The demographic information of this research consists four simple items: gender, age, and income level. As the consideration of ethics of this research, all personal information of the respondents will be collected anonymously and will not be

disclosed. Furthermore, a multiple choice question method will be applied for designing the relevant items. After final data collection, the respondents profile will be presented by frequencies format in Chapter 4.

3.6.3 Hypotheses Testing

Both factor analysis and reliability test are vital as they are inter-related to the implementation of hypotheses testing which aims to determine the suitability of data collected in regards to further analysis (Babin et al., 2013). After undergoing the factor analysis and reliability test on all the data obtained from questionnaire, the data is ready for subsequent analyse (Quinlan, 2011). The hypotheses testing will be conducting using the SPSS software. Multiple regression will be conducted to examine and understand the simultaneous effect of independent variables on a dependent variable (Sekaran and Bougie, 2016).

A research hypothesis is the statement created by researchers when they expect upon the outcome of a research or experiment and every true experimental design must have this statement at the core of its structure, as the final aim of any experiment (Mourougan and Sethuraman, 2017). Statistical tools are so formulated that study is started by assume a null hypothesis and later trying to disprove the null hypothesis because they usually disprove a hypothesis rather than to prove them (Krithikadatta and Valarmathi, 2012). It is commonly on adopting levels of significance at 0.05 (5/100) standards (Ralla, 2014). In this study, if assuming that significance level at 5 per cent, then this indicate that null hypothesis will be rejected if the sampling result (i.e., observed evidence) has a probability that less than 0.05.

3.6.3.1 Multiple Regression

Multiple regression involves forming a self-weighting estimating equation that derive predicted variable of a dependent variable out of multiple independent variables (Goldstein, 1986). Multiple regression aid in determining the overall fit of the relative contribution of each of the independent variables to the dependent variable (Krugman et al, 2012).

The multiple correlation is presented in the form of "R", where it represent the measure of the quality of the prediction of the dependent variable; whereas, the R^2 value is the coefficient of determination, which is the proportion of variance in the dependent variable that can be explained by the independent variables (Sekaran and Bougie, 2013). The R^2 value is representing how much can be explained by the variation in the independent variable, R^2 is required to be close to 1 to ensure the regression model is significant (Saunders, Lewis, and Thornhill, 2015).

On the other hand, statistical significance of each of the independent variables is measured by p-value, where any p-value less than 0.05 will be considered to be significant as the general acceptance conventional level (Cooper and Schindler, 2008). In multiple regression model, Beta coefficient is a partial coefficient that reflects the influence of all predictor variables and the value nearer to 1 is indicating the higher influences on phenomenon of the study (Peterson and Brown, 2005).

3.6.3.2 One-Way ANOVA

ANOVA method is used to compare the mean differences for two or more groups (Neog and Barua, 2015). One-way ANOVA is used in a situation in which a researcher wishes to examine whether there is a significant relationship between one categorical variable with two or more categories and one quantitative variable (Harris, Sheean, Gleason et al., 2012). Besides, homogeneity of variance test is also conducted to examine the equality of variance assumption in which the equal variance is not assumed if the p-value is less than 0.05 and vice versa (French et al., 2015). In addition, if there is no difference between group means then the between-group and within-group variances are equal, yielding $F=1$; if there are

statistically significant differences between groups, then the between-group variance is greater than within, yielding an $F > 1$ (Harris et al., 2012). In this study, Tukey's post-hoc test will be used to compare the differences between the means of all of the group in the study (Anuar and Udin, 2013). Tukey's post hoc tests is used at the significant at 0.05 level (Serensits and McNitt, 2014).

Therefore, one-way ANOVA is conducted to examine the significant difference in purchase intention for different factor in this study. If the p-value is less than 0.05, it shows that there is a difference between factors against purchase intention.

3.7 Ethical Consideration

Eathough (2007) states the importance to gather data in an ethical manner in order to maintain integrity and quality of the research. This research collects data ethically where participants of survey are allowed to share opinions freely and voluntarily without any confusion. Participants of the survey are given a briefing sheet to understand the research topic and reason of conducting the research before questionnaire were distributed. Questionnaires were prepared in simple English language based on the research framework. Questionnaires distributed are reviewed to ensure no information other than the research topic is asked. The researcher also assured the privacy and confidentiality of data collected that it will not be shared publicly and exploited in the future without any consent. Confidence was provided to the participants based on the assurance procedure mentioned. Since the questionnaires were adopted from past researches, it helped to enhance internal validity and the external validity is also catered for ethically (Eze et al, 2012). Besides that, secondary data obtained in the literature review are from authentic sources and appropriately referenced based on the Harvard Referencing Method.

3.8 Conclusion

This chapter explains and emphasis the research methods that are applied in order to achieve the proposed research objectives. A self-administered survey will be distributed via online questionnaire to the consumer that use health supplement in Malaysia. A preliminary test of 50 respondents will be conducted so as to improve the questionnaire design and ensure all items are relevant, reliable and understandable for this research. Various data analysis methods will be applied based on the academic research requirements and existed researches.

CHAPTER 4 RESEARCH FINDING

4.1 Overview

This chapter presents the outcomes of analysis performed on all the data collected from 386 usable responses. This study applied SPSS to test and analyse the obtained data. Before analysing the full data, pilot test was done to ensure the reliability and factor analysis are supported in order to proceed for further analysis. Then, descriptive analysis was also conducted to analyse the characteristics of the respondents. The preliminary data analyses were then analysed to ensure that the items of the questionnaires were appropriate for the study. The hypothesis testing and multi regression was also done to assess the inner model and investigate the relationship and prediction between independent variables and dependent variable.

4.2 Pilot Test

Since the questionnaire of this research was designed based on some previous studies, pilot test was conducted in order to ensure that the adapted questions are suitable for this research. Creswell (2017) had recommended the total number of sample size in pilot test is approximately 10% of the expected sample size while the sample size for this study is 384 and therefore a total of 40 participants is appropriate for the pilot test. Therefore, based on the above, a total of 50 respondents in Malaysian were taken to answer the proposed questionnaire for pilot test. Pilot test was done by analysing the factor analysis and reliability test.

4.2.1 Factor Analysis

SPSS was used to analyse the factor analysis by looking at the factor loading and the values must be above 0.6. The items with communalities values which are lower than 0.6 should be removed from the questionnaire in order to ensure the items are relevant for the further analysis (Field, 2005).

Table 4.1 Original Data of Factor Loading in Pilot Test - Rotated Component Matrix.

	Component					
	1	2	3	4	5	6
IV1A - When buying health supplements, I generally purchase those brands that I think others will approve of.	0.685					
IV1B - Most people who are important to me would support me to take health supplements.	0.560					
IV1C - It is expected of me that I take health supplements.	0.825					
IV2A - When buying health supplements, I often consult my friends or family to help choose the best alternative available.		0.821				
IV2B - If I have little experience with a particular health supplement, I often ask family or friends before consuming it.		0.876				
IV2C - I frequently gather information from friends and family about health supplement.		0.542				
IV3A - There are factors outside my control that could prevent me from taking health supplement.						0.661
IV3B - I have complete control over whether or not I take health supplements from now on.					0.910	
IV3C - Overall, I have high control over taking health supplements.					0.868	
IV4A - I am concerned about the type and amount of nutrition in the health supplement that I consume daily.			0.751			
IV4B - Health supplement is beneficial for the health.			0.754			
IV4C - I am prepared a lot to eat as healthy as possible.			0.720			
IV5A - Price is the most important factor when purchasing health supplements.				0.871		
IV5B - Health supplements are expensive.				0.705		
IV5C - The price of health supplement is accordance with benefits.				0.583		
DVA - I have been a regular buyer of health supplement.	0.829					
DVB - I never mind paying higher price for health supplement.	0.624					

DVC - I willing recommend my friend to buy health supplement.	0.650					
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Source: SPSS

Based on the Table 4.1, all factor loading were more than 0.6 except for IV1B, IV2C and IV5C which highlighted in yellow. The item was removed from the lowest to higher, so the first item to be removed is IV2C which equal to 0.542, and the data was re-run again. There was first lowest detected after the second run of data which is IV3A which equal to 0.567. IV3A had been removed and data was undergo the third run. Eventually, all the items were above 0.6 with their factor loading as shown in table 4.2 below. Hence, the results for factor analysis are accepted and the remaining items are all relevant for further analysis. The data also indicated that the factors were deemed to be appropriate for the purpose of the study.

Table 4.2 Final Data for Factor Loading In Pilot Test– Rotated Component Matrix.

	Component				
	1	2	3	4	5
IV1A - When buying health supplements, I generally purchase those brands that I think others will approve of.	0.744				
IV1B - Most people who are important to me would support me to take health supplements.	0.602				
IV1C - It is expected of me that I take health supplements.	0.851				
IV2A - When buying health supplements, I often consult my friends or family to help choose the best alternative available.			0.819		
IV2B - If I have little experience with a particular health supplement, I often ask family or friends before consuming it.			0.883		
IV3B - I have complete control over whether or not I take health supplements from now on.					0.894
IV3C - Overall, I have high control over taking health supplements.					0.873
IV4A - I am concerned about the type and amount of nutrition in the health supplement that I consume daily.		0.749			
IV4B - Health supplement is beneficial for the health.		0.786			
IV4C - I am prepared a lot to eat as healthy as possible.		0.728			

IV5A - Price is the most important factor when purchasing health supplements.				0.848	
IV5B - Health supplements are expensive.				0.751	
IV5C - The price of health supplement is accordance with benefits.				0.668	
DVA - I have been a regular buyer of health supplement.	0.818				
DVB - I never mind paying higher price for health supplement.	0.611				
DVC - I willing recommend my friend to buy health supplement.	0.603				

Source: SPSS

4.2.2 Reliability Test

SPSS was used to analyse the reliability of the questionnaire by looking at the Cronbach's alpha in order to ensure the internal consistency. According to Hair et al. (2010), the Cronbach's alpha must be above 0.7 in order to ensure that the questions are reliable and make sure the respondents understand all the questions precisely. Table 4.3 shows the results of reliability test for the pilot study. Based on Table 4.3, the Cronbach's alpha for the pilot studies were 0.827 for normative influence, 0.802 for informational influence, 0.854 for perceived behavioural control, 0.750 for health conscious, 0.710 for perceived price, and 0.792 for purchase intention. All the values of Cronbach's alpha were higher than 0.7 and this shows that the constructs for this study have high level of internal consistency.

Table 4.3 Cronbach's Alpha

Construct	Cronbach's Alpha	Items
IV1 – Normative Influence	0.827	3

IV2 – Informational Influence	0.802	2
IV3 - Perceived Behavioral Control	0.854	2
IV4 – Health Conscious	0.750	3
IV5 – Perceived Price	0.710	3
DV – Purchase Intention	0.792	3

Source: SPSS

Based on the table above, all the items were reliable for this study based on the reliability test for the pilot study. In short, all the questions were appropriate for further study after analysing the factor analysis and reliability test for pilot test. Data collection could now proceed.

4.3 Descriptive Statistic/Demographic of Respondents

In this research, the respondent's gender, age, ethnicity, monthly income, education level, profession, frequency of buying health supplement were examined in the demographic section. A total of 386 questionnaires were collected online by using Google Form. Based on the received responses, all 386 responses were usable.

Table 4.4: Gender

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	183	47.4	47.4	47.4
Female	203	52.6	52.6	100.0
Total	386	100.0	100.0	

Source: SPSS

Based on Table 4.4, majority of respondents were female, which consisted of 52.6% and 47.4% were male.

Table 4.5: Age

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 21-25	162	42.0	42.0	42.0
26-30	172	44.6	44.6	86.5
31-40	31	8.0	8.0	94.6
41-50	13	3.4	3.4	97.9
51-60	8	2.1	2.1	100.0
Total	386	100.0	100.0	

Source: SPSS

Based on Table 4.5, majority of the respondents were from the age group of 21-25 years old which consisted of 42% of them and age group of 26-30 which consisted of 44.6%. Age group 31-40 years old consisted 8% out of 100%, age group 41-50 years old consisted 3.4% out of 100% while age group of 51-60 years old having the least percentage which is 2.1%.

Table 4.6: Ethnicity

Ethnicity				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Chinese	353	91.5	91.5	91.5
Indian	11	2.8	2.8	94.3
Malay	22	5.7	5.7	100.0
Total	386	100.0	100.0	

Source: SPSS

Based on Table 4.6, most of the respondents were Chinese which represented 91.5%, the second higher are Malay which were 5.7% and followed by Indian which represented only 2.8%.

Table 4.7: Monthly Income

MonthlyInc					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM 3,000	103	26.7	26.7	26.7
	RM 3,001 - RM 7,000	216	56.0	56.0	82.6
	RM 7,001 - RM 12,000	57	14.8	14.8	97.4
	More than RM 12,001	10	2.6	2.6	100.0
	Total	386	100.0	100.0	

Source: SPSS

Based on Table 4.7, 56% of respondents were holding the monthly income range from RM 3,001 to RM 7,000, the second highest income range was below RM 3,000 which represented 26.7%. There are 14.8% of respondents were holding a monthly income about RM 7,001 to RM 12,000 followed by 2.6% of respondents which more than RM 12,001 per month.

Table 4.8: Education Level

EduLevel					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Illiterate	13	3.4	3.4	3.4
	High School	4	1.0	1.0	4.4
	Intermediate	16	4.1	4.1	8.5
	Degree	327	84.7	84.7	93.3
	Master Degree	17	4.4	4.4	97.7
	PhD	9	2.3	2.3	100.0
	Total	386	100.0	100.0	

Source: SPSS

From Table 4.8, result showed that 84.7% possess education level in degree, and the education level in PhD were only represented 2.3% of them.

Table 4.9: Profession

Profession					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government Employee	10	2.6	2.6	2.6
	Private Employee	302	78.2	78.2	80.8
	Self-Employed	38	9.8	9.8	90.7
	Student	36	9.3	9.3	100.0
	Total	386	100.0	100.0	

Source: SPSS

From the Table 4.9, more than half of the respondents worked with private sector which were 78.2%, government employee represented 2.6%, self-employed and student were approximately the same which represented 9.8% and 9.3% respectively.

Table 4.10: Frequency of Buying Health Supplement

FreBuySupp					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 times per month	342	88.6	88.6	88.6
	4-6 times per month	44	11.4	11.4	100.0
	Total	386	100.0	100.0	

Source: SPSS

Based on Table 4.10, 88.6% of respondents buy health supplement 1-3 times per month, while 11.4% of respondents buy health supplement about 4 to 6 times per month.

4.4 Preliminary Test Results

The preliminary data analyses were done using SPSS software by analysing the factor analysis which include KMO and Bartlett's Test of Sphericity, factor loading, eigenvalue, Cronbach's alpha, correlation and multiple regression. The preliminary data analyses were done to ensure that the items for the full data of 386 respondents were appropriate for the hypothesis testing.

4.4.1 Factor Analysis

Table 4.11: Final Data for Factor Loading of Actual Test– Rotated Component Matrix

	Component				
	1	2	3	4	5
IV1A - When buying health supplements, I generally purchase those brands that I think others will approve of.	0.642				
IV1B - Most people who are important to me would support me to take health supplements.	0.626				
IV1C - It is expected of me that I take health supplements.	0.829				
IV2A - When buying health supplements, I often consult my friends or family to help choose the best alternative available.				0.831	
IV2B - If I have little experience with a particular health supplement, I often ask family or friends before consuming it.				0.879	
IV3B - I have complete control over whether or not I take health supplements from now on.					0.865
IV3C - Overall, I have high control over taking health supplements.					0.859
IV4A - I am concerned about the type and amount of nutrition in the health supplement that I consume daily.		0.765			
IV4B - Health supplement is beneficial for the health.		0.686			
IV4C - I am prepared a lot to eat as healthy as possible.		0.780			
IV5A - Price is the most important factor when purchasing health supplements.			0.824		
IV5B - Health supplements are expensive.			0.809		

IV5C - The price of health supplement is accordance with benefits.			0.677		
DVA - I have been a regular buyer of health supplement.	0.741				
DVB - I never mind paying higher price for health supplement.	0.669				
DVC - I willing recommend my friend to buy health supplement.	0.606				

Source: SPSS

Table 4.12: KMO and Bartlett's Test of Sphericity

Factors	KMO	Bartlett's Test of Sphericity
IV1 – Normative Influence	0.716	Sig p-value = 0.000
IV2 – Informational Influence	0.501	Sig p-value = 0.000
IV3 – Perceived Behavioral Control	0.502	Sig p-value = 0.000
IV4 – Health Conscious	0.702	Sig p-value = 0.000
IV5 – Perceived Price	0.700	Sig p-value = 0.000
DV – Purchase Intention	0.657	Sig p-value = 0.000

Source: SPSS

Table 4.13: Summary Table Total Variance Explained for Factors

Factor	Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
Normative Influence	2.286	76.191	76.191
Informational Influence	1.694	84.716	84.716
Perceived Behavioral Control	1.740	86.979	86.979
Health Conscious	2.123	70.763	70.763
Perceived Price	2.149	71.647	71.647

Source: SPSS

From Table 4.12 , the KMO Bartlett's test of Sphericity result are all greater than 0.5, which indicated that there's sampling adequacy. There were 5 factors which

had the Eigenvalues are greater than 1 and variance percentage are over 70%, which indicated that each construct of items can be extracted to one component for further analysis (Hair et al. 2010), it also indicates that these five factors extracted in this study retain enough information and have high ability to explain (Zhang, 2017).

Based on the tables above, normative influence as a factor seemed to have the highest predictive value for the specified data, however, further analyses are still needed before confirming the strength of the relationships between the dependent variable and the independent variables.

4.4.2 Reliability Test

Table 4.14: Summary Table of Reliability Result

Variables		Cronbach's Alpha	Number of Items
Independent Variables	Normative Influence	0.840	3
	Informational Influence	0.819	2
	Perceived Behavioral Control	0.845	2
	Health Conscious	0.789	3
	Perceived Price	0.801	3
Dependent Variables	Purchase Intention	0.772	3

Source: SPSS

Based on the above table, the value of Cronbach's alpha are all more than 0.7, which means a high level of internal consistency for the scale. The research Bland and Altman (1997) also showed that Cronbach's Alpha of 0.70 and above would show high internal consistency, the items are now considered to be relevant. The findings from this study from the final data collection was reflective of the pilot test reliability test.

4.5 Correlation Matrix

Table 4.15: Relationship between IV1 (Normative Influence) and DV (Purchase Intention).

Correlations		
	IV1Me	DVMe
Pearson Correlation	1	.706**
IV1Me Sig. (2-tailed)		.000
N	386	386
Pearson Correlation	.706**	1
DVMe Sig. (2-tailed)	.000	
N	386	386

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

Source: SPSS

Table 4.16: Relationship between IV2 (Informational Influence) and DV (Purchase Intention)

Correlations		
	IV2AB	DVMe
Pearson Correlation	1	.281**
IV2AB Sig. (2-tailed)		.000
N	386	386
Pearson Correlation	.281**	1
DVMe Sig. (2-tailed)	.000	
N	386	386

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

Source: SPSS

Table 4.17: Relationship between IV3 (Perceived Behavioral Control) and DV (Purchase Intention).

Correlations		
	IV3BC	DVMe
Pearson Correlation	1	.468**
IV3BC Sig. (2-tailed)		.000
N	386	386
Pearson Correlation	.468**	1
DVMe Sig. (2-tailed)	.000	
N	386	386

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

Source: SPSS

Table 4.18: Relationship between IV4 (Health Conscious) and DV (Purchase Intention).

Correlations		
	IV4Me	DVMe
Pearson Correlation	1	.760**
IV4Me Sig. (2-tailed)		.000
N	386	386
Pearson Correlation	.760**	1
DVMe Sig. (2-tailed)	.000	
N	386	386

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

Source: SPSS

Table 4.19: Relationship between IV5 (Perceived Price) and DV (Purchase Intention)

Correlations		
	IV5Me	DVMe
Pearson Correlation	1	.441**
IV5Me Sig. (2-tailed)		.000
N	386	386
Pearson Correlation	.441**	1
DVMe Sig. (2-tailed)	.000	
N	386	386

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

Source: SPSS

The correlation value of 1.00 means two variables are correlated, the correlation value of 0.00 means there is absolutely no correlation (Pyrzczak, 2006). Table 4.15 to Table 4.19 showed that most of values for the different constructs or independent variables are much smaller than 1.00 which means that these independent variables are not correlated with one another.

4.6 Hypothesis Testing

In this section, the researcher used the multiple-regression analysis to check the relationships between independent variables and dependent variable for this structure. The table 4.20 shows the Hypotheses in this study as follows:

Table 4.20 Summary of Research Hypotheses

H1a	There is a significant relationship between normative influence and purchase intention of health supplement in Malaysia.
H1b	There is a significant relationship between informational influence and purchase intention of health supplement in Malaysia.
H1c	There is a significant relationship between perceived behavioral control and purchase intention of health supplement in Malaysia.
H1d	There is a significant relationship between health conscious and purchase intention of health supplement in Malaysia.
H1e	There is a significant relationship between perceived price and purchase intention of health supplement in Malaysia.

4.6.1 Model Fit – Multiple Regression

Table 4.21 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.805 ^a	.648	.643	.56206	1.716

a. Predictors: (Constant), IV5Me, IV2AB, IV3BC, IV1Me, IV4Me

b. Dependent Variable: DVMe

Source: SPSS

Table 4.22 Multiple Regression ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	220.696	5	44.139	139.719	.000 ^b
	Residual	120.047	380	.316		
	Total	340.743	385			

a. Dependent Variable: DVMe

b. Predictors: (Constant), IV5Me, IV2AB, IV3BC, IV1Me, IV4Me

Source: SPSS

Table 4.23 Result from Detailed Multiple Regression

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.799	.185		-4.316	.000		
	IV1Me	.428	.052	.375	8.151	.000	.438	2.283
	IV2AB	-.028	.032	-.029	-.872	.384	.816	1.226
	IV3BC	.109	.039	.099	2.781	.006	.726	1.377
	IV4Me	.676	.064	.521	10.614	.000	.385	2.599
	IV5Me	-.134	.046	-.116	-2.893	.004	.578	1.731

a. Dependent Variable: DVMe

Source: SPSS

According to the table 4.22, F test of 139.719 (sig. = 0.000) shows that the overall regression is significant. The R² of 0.648 in table 4.21 shows that 64.8% of the variation in rating of purchase intention is explained by the regression model or the research constructs. The fit of the regression is deemed to be moderate to high, thereby indicating that the framework and hypotheses for this study, has a moderate to high level of predictive fit when taken as a whole.

Table 4.23 indicates the main results of the structural relationships among the dependent and the independent variables. T-value can be used to evaluate the relationship (Hair et al., 2014). Further, all of the factors had the VIF value less than 10, means they do not inter-correlated (Yahya, Torong and Muda, 2017). Based on the Table 4.23, it shows that four hypotheses (H1,H3, H4, H5) were significant based on the results and H2 is not significant.

The detailed test finding can be shown as following:

Hypothesis 1a: There is a significant relationship between normative influence and purchase intention of health supplement in Malaysia.

The relationship between normative influence and purchase intention health supplement was evaluated. The table shows that it had a positive significant relationship for the variable at 5% significant level (T=8.151, sig. = 0.000)

Therefore, Hypothesis 1a was significant.

Hypothesis 1b: There is a significant relationship between informational influence and purchase intention of health supplement in Malaysia.

The relationship between informational influence and purchase intention of health supplement was evaluated. The table shows that it does not has a positive significant relationship (T=0.872, sig. = 0.384).

Therefore, Hypothesis 1b was not significant.

Hypothesis 1c: There is a significant relationship between perceived behavioral control and purchase intention of health supplement in Malaysia.

The relationship between perceived behavioural control and purchase intention of health supplement was evaluated. The table shows that it had a positive significant relationship at 5% significant level (T=2.781, sig. = 0.006).

Therefore, Hypothesis 1c is significant.

Hypothesis 1d: There is a significant relationship between health conscious and purchase intention of health supplement in Malaysia.

The relationship between health conscious and purchase intention of health supplement was evaluated. The table shows that it had a positive significant relationship at 5% significant level (T=10.614, sig. = 0.000).

Therefore, Hypothesis 1d is significant.

Hypothesis 1e: There is a significant relationship between perceived price and purchase intention of health supplement in Malaysia.

The relationship between perceived price and purchase intention of health supplement was evaluated. The table shows that it has a negative significant relationship at 5% significant level (T=-2.893, sig. = 0.004).

Therefore, Hypothesis 1e is significant.

Finally, the output table can be shown in the table as:

Table 4.24 Summary of Research Hypotheses Result

Hypotheses	Accept/Reject/Predicted/Not Predicted
H1a	Significant
H1b	Not Significant
H1c	Significant
H1d	Significant
H1e	Significant

4.7 Conclusion

To conclude the chapter, the data analyses are completed by the findings obtained as provided above. In this chapter, pilot test is conducted before the full scale distribution to check the data suitability. The data was sequentially tested by factor analysis, reliability test and correlation test to be ensure the adapted items are appropriate and relevant for this study. Separately preliminary test and multiple regression were tested to test the hypotheses and obtain the required findings. The next chapter, which is chapter 5, will further explore the discussion of the findings shown in this chapter, and to generate managerial recommendations as well as implications to support the findings obtained.

CHAPTER 5 CONCLUSION AND RECOMMENDATIONS

5.0 Chapter Overview

This chapter will discuss the results obtained from the study, contributions to both industry and academic. Also, the limitation of this study will also be discussed where further research focus are identified to address the limitation of this study. Lastly, a personal reflection is explained from the researcher's point of view in relation to the personal research experience of this study.

5.1 Result Discussion

This research focuses on investigating whether there are relationships between normative influence, informational influence, perceived behavioral control, health consciousness, perceived price, and the purchase intention of health supplements in Malaysia. Hypotheses were developed to answer the research questions and obtain the research objectives as per demonstrated in chapter 2. The results of the hypotheses testing were presented in chapter 4 using the data analysis methods performed and discussed in chapter 3. This section intends to provide detailed and critical discussion towards each of the hypotheses and connect with the point of views of existing literature and researches.

H1a: There is a significant relationship between normative influence and purchase intention of health supplement in Malaysia.

Hypothesis 1a intends to determine whether normative influence will positively influence purchase intention of health supplement in Malaysia. According to the statistical results presented in Table 4.10, the hypothesis was significant by the statistical result in the research.

Normative influence is explained as when an individual, belonging to a certain group, cares about the comments and evaluations of other group members (Bastiaensens et al., 2016)

As expected, this study proved that normative influence positively influence the purchase intention of health supplement in Malaysia, reinforcing the influence of social norms and supporting the application of the TPB. This supports previous findings in the study by Teng and Wang (2015) and Haque, Sarwar, Yasmin et al. (2015). As noted by Teng and Wang (2015), families and friends would be important referral for Malaysian consumers. Accordingly, the positive influence of normative influence on consumer's purchase intention toward health supplement in Malaysia is confirmed by this study.

H1b: There is a significant relationship between informational influence and purchase intention of health supplement in Malaysia.

Hypothesis 1b initiated to ascertain the relationship between informational influence and purchase intention of health supplement in Malaysia. As shown in Table 4.10, this hypothesis was not significant in this study.

Informational influence that explain that a consumer gathers information from other individuals (Renga and Seelhofer, 2017). The individual normally are expertise, they are reliable and their reliability arises due to their knowledge and experience while social approval arises from the visibility of the adopted product (Bekoglu, Ergen and Inci, 2016).

Generally, when comparing between normative influence and informational influence, the correlation coefficients of normative influence is consistently stronger than informational dimension (Bekoglu, Ergen and Inci, 2016). There are some evidence exists to support the relationship between informational influence and the consumption of health supplement. For example, the study from Okleshen Peters et al. (2003) concluded that the advice from a physician dominate most consumer behaviour towards the consumption of vitamins and herbs/flowers/ roots in US. Other literature also found that media utilising a significant influence on purchase intention of consumers on the health supplements (Conner, Kirk, Cade and Barrett, 2003; Rowe and Toner, 2003).

However, the relationship of informational influence and purchase intention of health supplement in this study is not supported. However, there are some

consumers with independent traits are more likely to follow their own thinking and making their own decision which totally opposite from the consumer with dependent traits who conform to the suggestions of others during a purchase, in other words, consumers with low susceptibility to informational influence tend not rely on the other users during a purchase (Chen, Teng, Yu and Yu, 2016). Individual with informational influence may expect the information provided by the others are valuable or trustworthy, this could be accomplished through internalization and the source perceived as credible are the factor lead to internalization (Wen, Bernard and Chang, 2009).

Health supplement means a product (other than tobacco) intended to supplement the diet that bears or contains one or more of the ingredients (DSHEA, 1994). Wen, Bernard and Chang (2009) explained that if the functions of the endorsed product is utilitarian at the first place, it is more likely to evoke the needs of consumer to be right than the need to be liked, this is because products with utilitarian are normally bring functions and cognitive process is required, therefore, internalization process is needed for the evaluation on that particular products. This could also explained why informational influence on the purchase intention of health supplement was not supported and significant.

Hypothesis 1c: There is a significant relationship between perceived behavioral control and purchase intention of health supplement in Malaysia.

Hypothesis 1c initiated to determine the relationship between perceived behavioural control and purchase intention of health supplement in Malaysia. As shown in Table 4.10, this hypothesis was significant in this study.

Perceived behavioural control is referring to the judgement of an individual towards the degree to which they have the capability to engage in a behaviour (Banerjee and Ho, 2019).

Furthermore, the findings for perceived behavioural control were accordant with previous research that collectively supported that perceived behavioural control can predict intention of conducting health related behaviour significantly, for example buying health supplement products (Petraszko, 2013; Yap, Noor,

Marshall, & Liew, 2014; Zhou, Thogersen, Ruan, & Huang, 2013). It might due to the uniqueness of health supplement product towards the youngster, as most of the respondents in this study were consisted of youngster from age group of 21-25 and 26-30 for about 86.5% out of 100%. This also supported by Lee, Lim and Yong (2016) that health supplement as a unique products among youngster, therefore they were rely more on their point of views towards their behavioural control when they purchase the health supplement. Moreover, a study from Chiou (1998) had strengthen the fact that when an individual do not have self-confidence in the evaluation of a product, in other words being low familiarity with them, perceived behavioural control will then significantly influenced their behavioural intention. This could explain perceived behavioural control is significant predict the purchase intention of health supplement in this study.

Hypothesis 1d: There is a significant relationship between health conscious and purchase intention of health supplement in Malaysia.

Hypothesis 1d initiated to determine the relationship between health conscious and purchase intention of health supplement in Malaysia. As shown in Table 4.10, this hypothesis was significant and supported in this study.

Global consumption and the market for health supplement pertain to, in large, consumers' health consciousness and their awareness (Hoque, Alam and Nahid, 2018). Barauskaite, Gineikiene, Fennis et al. (2018) stated that consumer with higher health conscious are aware of and concerned about their health, thus they could motivated to improve or sustain their state of well-being by pursuing healthy behaviours, such as consuming healthy supplements.

A study conducted by Yap et al. (2014) also supported that health consciousness have significant positive effect on the consumer purchase intention on health supplement. Further, consumer which has the health conscious might be more heedful of their health behaviours, it is probable due to the greater health consciousness, they are more positively disposed to health supplements as they are likely to link healthy attitudes and behaviours as prevention oriented actions such as taking health supplements (Willis and Royne Stafford, 2016). So from

this study, the hypotheses that health conscious significantly influence the purchase intention of health supplement is supported.

Hypothesis 1e: There is a significant relationship between perceived price and purchase intention of health supplements in Malaysia.

Hypothesis 1e initiated to determine the relationship between perceived price and purchase intention of health supplement in Malaysia. As shown in Table 4.10, this hypothesis was significant in this study, however, they are negatively correlated, means perceived price increased, the purchase intention decreased.

Perceived price can be explained as consumers determine the perceived value of a product based on their personal perceptions of relative price as their observed reality, which will subsequently affect purchase intention of a product (Oosthuizen, Spowart and De Meyer-Heydenrych, 2015).

Evidence exists to support the notion that a number of consumers tend to use price as a sign to indicate higher product quality (Mhlophe, 2016). However, pricing have two different functions and this dual was modeled by Erickson and Johansson (1985) where price could have a negative effect directly on purchase intentions while at the same time it could have a positive effect indirectly on purchase intentions if the perceptions on product quality is emphasized.

Therefore, price can play a negative or positive role in influencing the purchase intention of consumer towards health supplement. Based on the fact that health supplement is normally higher in price and also premised on the fact that a higher price raises the 'affordability issue', which ultimately results in a negative effect on price sensitive consumer, especially the consumer in this study were mostly consisted by youngster who have the monthly income below RM 3,000 or from RM 3,001 to RM 7,000.

5.2 Recommendation

Understanding the relationship between each independent variable discussed earlier and purchase intention and how different independent variables influence purchase intention in different perspective, it is crucial for health supplement marketers to start engage the values of each of them as a core marketing tool and strategy to enhance competitive advantage in today's fast moving business world. Based on findings identified in chapter 4, this section offer several recommendations to health supplement marketers, whom may be benefited from this study by obtaining better understanding on how to design marketing strategies based on different platforms.

In this study, health conscious have a stronger positive relationship with the purchase intention of health supplement in Malaysia, followed by the normative influence and lastly the perceived behavioural control. As a part of the healthcare industry, marketers who involve in the healthcare industry has the responsibility to raise the health consciousness and also the awareness towards a health lifestyle.

Consumer with greater health conscious believing dietary supplements can help to prevent illness or adverse health events (Kraft, 2009). Health conscious consumers have positive intention toward the health supplement products, thus more health conscious consumers should be better educated about the potential risk which associate with the health supplement products, including the awareness and knowledgeable about their own health.

From a marketing standpoint, the results suggest that health supplement marketers would do more research or effort to target more on the consumer who have greater health conscious. Marketers could have some events such as health campaign which offer lower cost for body check up or blood test package, free health talk in order to educate consumer on the health issues in the recent years and also the prevention actions in daily life to avoid chronic illness. This could improve the interaction between consumer, and at the same time, building the trust with the consumer by applying and passing the correct healthy and nutrition knowledge to consumer. When consumer conceive a valuable experience and

giving a positive feedback, consumer feel comfortable to further interact with you in future, and eventually influence positively their purchase intention.

5.3 Contribution

5.3.1 Contribution to Industry

This study helps to provide a better analysis of the impact of normative influence, informational influence, perceived behavioural control, health conscious and perceived price on the purchase intention of health supplement in Malaysia. Based on the findings, normative influence, perceive behavioural control and health conscious had the positive significant relationship on the purchase intention of of health supplement in Malaysia, perceived price had a negative significant relationship with purchase intention of health supplement in Malaysia, while informational influence is not significant and supported. This result will help health supplement marketers to choose the marketing platforms more effectively in order to reach out to the target audience at a greater impact. Health supplement marketers could customize marketing strategies to ensure marketing messages are reached out more effectively to boost purchase intention.

5.3.2 Contribution to Academy

Based on the findings of this study, the results can aid academicians to gain knowledge about significant relationship between the variables. The findings of this research would be useful to other researchers whom may have interest in conduct related studies in the future, serving as a frame of reference. As many prior researchers are much focused on health supplement products and health supplement industry, this study would be able to provide better understanding on purchase intention in the context of health supplement.

5.4 Limitation of Study

This study used a convenience sampling method which the respondents were selected because of their availability and proximity. Therefore, the findings could not be generalized to all population ranging from age 21 and above in the whole Malaysia region because the respondent were mostly from age 21-25 and 26-30, the data from age group 30 and above are lesser. Further, the ethnicity of the respondents in this study are mostly Chinese which represented 91.5%. For instance, half of the questionnaires were restrictedly distributed only to friends and family members over the social media. In addition, some respondents provided feedback regarding misunderstanding of questions in the survey due to being not familiar with English which was the language used in the survey, as majority of them were Chinese (94.34%). This misinterpretation of questions may generate incorrect data. In addition, there are only 3 questions in each variable, it could cause the study to be not representative enough to understand and describe the factors that influencing the purchase intention of health supplement in Malaysia.

5.5 Future Direction of Research

Future researches are recommended to enlighten the part which this paper does not offer. Firstly, random sampling method is suggested to ease the generalization of the findings to the general population in Malaysia though sufficient time and resources are required. Second, translation of the questionnaire to Mandarin could be included to avoid misapprehension of questions. Lastly, the study could be conducted in front of the retail pharmacy to target the consumer accurately. This could reduce the misinterpretation of the questionnaire as the respondent could express their problem during the questionnaire section. Third, there were 3 questions that are being applied in each factor that influencing the purchase intention of health supplement in Malaysia. In order to enhance the study, future researches can also remodel the variables and questions to improve the reliability.

5.6 Conclusion

There are five research objectives in this study, and the general research objective is to determine the relationship between the normative influence, informational influence, perceived behavioural control, health conscious, perceived price and purchase intention of health supplement in Malaysia. In this study, five independent variables are chosen which are normative influence, informational influence, perceived behavioural control, health conscious and perceived price.

In the literature review, these variables are explained in-depth in order to gain better understanding of the topic. Besides that, comprehensive explanation on the purchase intention globally and locally is also given in Chapter 2. A conceptual framework is also formed for this study in Chapter 2.

The geographic focus of the study is in Malaysia and the unit analysis for this study is the individual who are 21 years old and above in Malaysia. This research is a cross-sectional study using quantitative methods based on descriptive research. Questionnaires are distributed online to the respondents and there are 386 usable responses which exceeded the required sample size of 384. Convenience sampling is used in this study and the questionnaires are all adapted from the previous studies. There are seven sections in the questionnaires which consist of demographic profile, independent variables and dependent variable sections.

After collecting the data, pilot test of 50 sample size is done and all the findings showed that the pilot test results are reliable for further analysis after removing the invalid items. Then, preliminary testing and hypothesis testing are done in order to achieve the research objectives. The preliminary testing analyses are such as KMO and Bartlett's, factor analysis, correlation matrix, reliability test, while the hypothesis testing analyses are VIF and regression. The results shown that there are four significant variables which are normative influence, perceived behavioural control, health conscious and perceived price, while one non-significant variables which are informational influence. After interpreting the results, some discussions on the findings are being explained in the last chapter and the contributions to the academia and industry are also described. There are

few limitations found in this research and hence, some recommendations for the future researches are provided in order to enhance the understanding of this topic.

5.7 Personal Reflection

As the research approach the final section, this chapter discuss personal experience and feelings of the researcher in the journey of completing this tough final project. The research was given high expectations and requirement along all its journey to be completed within a short timeframe of one quarter. A lot of time was consumed to go through various discipline and emerging topics before ascertaining the right topic that is emerging, practical yet very much connected to the passion the researcher is striving to achieve. Therefore, multiple coaching sessions and mentoring discussions by an experienced supervisor is crucial to be able to guide the researcher yet stretch him beyond the limits to explore any possibilities.

Guidance was crucial, not only in the initial stage, but along the way to address different technical challenges. Research methodology has definitely been one of the most challenging yet crucial sections to contribute to the success of the entire MBA project. The researcher is fortunate to have guidance on the numerous strict rules and regulations of research methodology to ensure statistical knowledge required for the research are mastered within an intense project timeframe.

As said, the research would not have come to a conclusion without proper guidance. The MBA project has been an intense exploration to the academic research world where the researcher has limited knowledge prior to this study. Hence, since appreciation on the multiple coaching, transparent feedbacks and constructive feedbacks provided along the journey.

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APPENDICES

APPENDIX 1 PROJECT PAPER LOG

This is an important document, which is to be handed in with your dissertation. This log will be taken into consideration when awarding the final mark for the dissertation.

Student Name:	Tan Ying Ling
Supervisor's Name:	Dr. Wong Chee Hoo
Dissertation Topic: Factors Affecting Purchase Intention of Health Supplement in Malaysia	

SECTION A. MONITORING STUDENT DISSERTATION PROCESS



The plan below is to be agreed between the student & supervisor and will be monitored against progress made at each session.

Weeks	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Chapter 1 Introduction	■	■												
Chapter 2 Literature Review			■	■										
Chapter 3 Research Methodology					■									
Distribution of Questionnaire						■	■							
Data Analysing								■						
Chapter 4 Result									■	■				
Chapter 5 Conclusion											■			
Viva Presentation												■		
Submission													■	■


SECTION B. RECORD OF MEETINGS

The expectation is that students will meet their supervisors up to seven times and these meetings should be recorded.

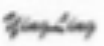

Meeting 1

Date of Meeting	1/2
Progress Made	Filled up ethic form
Agreed Action	Customize keywords further for hotel services for independent and dependent variables
Student Signature	
Supervisor's Signature	

Meeting 2

Date of Meeting	15/2
Progress Made	Looking further on the independent and dependent variables
Agreed Action	Reorganize independent variables and dependent variable
Student Signature	
Supervisor's Signature	

Meeting 3

Date of Meeting	22/2
Progress Made	Done amendment on the literature review
Agreed Action	Prepare proposal defence presentation slides
Student Signature	
Supervisor's Signature	

Meeting 4

Date of Meeting	13/3
Progress Made	Final confirm on the independent and dependent variables
Agreed Action	Discuss on the questionnaire and create questionnaire
Student Signature	
Supervisor's Signature	

Progress Made	Final confirm on the independent and dependent variables
Agreed Action	Discuss on the questionnaire and create questionnaire
Student Signature	<i>WingLing</i>
Supervisor's Signature	

Meeting 5

Date of Meeting	15/3
Progress Made	Final confirm on proposal defence presentation slides
Agreed Action	Finalised questionnaire
Student Signature	<i>WingLing</i>
Supervisor's Signature	

Meeting 6

Date of Meeting	19/3
Progress Made	Proposal defence date
Agreed Action	Amendment made based on the comment of second panel
Student Signature	<i>WingLing</i>
Supervisor's Signature	

Meeting 7



Date of Meeting	5/4
Progress Made	Proceed with pilot test.
Agreed Action	Analyze result obtained from pilot test
Student Signature	<i>WingLing</i>
Supervisor's Signature	

Meeting 8

Meeting 8

Date of Meeting	10/4
Progress Made	Proceed with actual data collection
Agreed Action	Finalize chapter 1 – 3 and data analyzation
Student Signature	
Supervisor's Signature	

Meeting 9

Date of Meeting	17/4
Progress Made	Make amendment based on second panel's comment
Agreed Action	Finalize chapter 1 - 5
Student Signature	
Supervisor's Signature	

APPENDIX 2 APPROVAL LETTER FROM UH

SOCIAL SCIENCES, ARTS AND HUMANITIES ECDA

ETHICS APPROVAL NOTIFICATION

TO Tan Ying Ling
CC Dr. Wong Chee Hoo
FROM Dr Timothy Parke, Social Sciences, Arts & Humanities ECDA Chair.
DATE 10/04/2019

Protocol number: **cBUS/PGT/INTI/04073**
Title of study: Consumer's Buying Behaviour on Choosing Health Supplement in Malaysia.

Your application for ethics approval has been accepted and approved with the following conditions by the ECDA for your School and includes work undertaken for this study by the named additional workers below:

Approval Conditions:

Approved subject to the supervisor's scrutiny of the questionnaire.

This approval is valid:

From: 10/04/2019

To: 30/04/2019

Additional workers: no additional workers named.

Please note:

Your application has been conditionally approved. You must ensure that you comply with the conditions noted above as you undertake your research. You are required to complete and submit an EC7 Protocol Monitoring Form once this study is complete, available via the Ethics Approval StudyNet Site via the 'Application Forms' page <http://www.studynet1.herts.ac.uk/ptl/common/ethics.nsf/Teaching+Documents?Openview&count=9999&restricttocategory=Application+Forms>

If your research involves invasive procedures you are required to complete and submit an EC7 Protocol Monitoring Form, and your completed consent paperwork to this ECDA once your study is complete.

Failure to comply with the conditions will be considered a breach of protocol and may result in disciplinary action which could include academic penalties. Additional documentation requested as a condition of this approval protocol may be submitted via your supervisor to the Ethics Clerks as it becomes available. All documentation relating

to this study, including the information/documents noted in the conditions above, must be available for your supervisor at the time of submitting your work so that they are able to confirm that you have complied with this protocol.

Any necessary permissions for the use of premises/location and accessing participants for your study must be obtained in writing prior to any data collection commencing. Failure to obtain adequate permissions may be considered a breach of this protocol.

Approval applies specifically to the research study/methodology and timings as detailed in your Form EC1A. Should you amend any aspect of your research, or wish to apply for an extension to your study, you will need your supervisor's approval (if you are a student) and must complete and submit form EC2. In cases where the amendments to the original study are deemed to be substantial, a new Form EC1A may need to be completed prior to the study being undertaken.

Should adverse circumstances arise during this study such as physical reaction/harm, mental/emotional harm, intrusion of privacy or breach of confidentiality this must be reported to the approving Committee immediately. Failure to report adverse circumstance/s would be considered misconduct.

Ensure you quote the UH protocol number and the name of the approving Committee on all paperwork, including recruitment advertisements/online requests, for this study.

Students must include this Approval Notification with their submission.

APPENDIX 3 QUESTIONNAIRES



FACTORS AFFECTING PURCHASE INTENTION OF HEALTH SUPPLEMENT IN MALAYSIA

Dear Sir/Madam,

You are invited to participate in this survey with regards to "Factors Affecting Purchase Intention Of Health Supplement in Malaysia". The purpose of this study is to determine the factors affecting the purchase intention of health supplement in Malaysia. Targeted respondents for this survey are 21 years old and above. I shall be grateful if you could spare some of your valuable time to fill in this questionnaire.

The study has ethical approval from University of Hertfordshire, Social Science, Arts and Humanities, ECDA (Protocol Number: cBUS/PGT/INTI/04073). Participant in this study is entirely voluntary, you can withdraw from this survey at any point of time without giving reason and implication. Please be assured that the information you provide will remain strictly confidential and anonymous. Answer will be only be reported in aggregate so that no individual or organization will be identifiable from any publication presenting the result of the survey. By responding to the questionnaire, your consent to take part in the study is assumed.

Thank you very much for your cooperation. Your valuable response will be very helpful in the analysis of the research topic. Thank you once again for taking time to assist in my education endeavors.

Your Sincerely,
Ying Ling Tan
Email: 117012977@student.newinti.edu.my
INTI International University
Master of Business Administration (MBADI)

* Required

The survey is carried out on a voluntary basis. Please select your choice below and proceed with questionnaire if you agree to take this survey. *

Yes

No

NEXT



FACTORS AFFECTING PURCHASE INTENTION OF HEALTH SUPPLEMENT IN MALAYSIA

* Required

Demographic Information

Please read the statement that best describe you.

Gender *

- Male
- Female

Age *

- 21-25
- 26-30
- 31-40
- 41-50
- 51-60
- 61 and above

Ethnicity *

- Chinese
- Indian
- Malay

Monthly Income *

- Below RM 3,000
- RM 3,001 - RM 7,000
- RM 7,001 - RM 12,000
- More than RM 12,001

Education Level *

- Illiterate
- High School
- Intermediate
- Degree
- Master Degree
- Option 6
- PhD

Profession *

- Government Employee
- Private Employee
- Self-Employed
- Retired
- Student
- Option 6

Frequency of Buying Health Supplement *

- 1 - 3 times per month
- 4 - 6 times per month
- 7 - 9 times per month
- 10 times and above per month

BACK

NEXT

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Google Forms





FACTORS AFFECTING PURCHASE INTENTION OF HEALTH SUPPLEMENT IN MALAYSIA

* Required

Normative Influence on Purchase Intention of Health Supplement

Please read the statement that best describe your normative influence on purchase intention of health supplement.

1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= Strongly Agree

When buying health supplements, I generally purchase those brands that I think others will approve of. *

1 2 3 4 5

Strongly Disagree Strongly Agree

Most people who are important to me would support me to take health supplements. *

1 2 3 4 5

Strongly Disagree Strongly Agree

It is expected of me that I take health supplements. *

1 2 3 4 5

Strongly Disagree Strongly Agree



FACTORS AFFECTING PURCHASE INTENTION OF HEALTH SUPPLEMENT IN MALAYSIA

* Required

Informational Influence on Purchase Intention of Health Supplement

Please read the statement that best describe your informational influence on purchase intention of health supplement.

1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= Strongly Agree

When buying health supplements, I often consult my friends or family to help choose the best alternative available. *

1 2 3 4 5

Strongly Disagree Strongly Agree

If I have little experience with a particular health supplement, I often ask family or friends before consuming it. *

1 2 3 4 5

Strongly Disagree Strongly Agree

I frequently gather information from friends and family about health supplement. *

1 2 3 4 5

Strongly Disagree Strongly Agree



FACTORS AFFECTING PURCHASE INTENTION OF HEALTH SUPPLEMENT IN MALAYSIA

* Required

Perceived Behavioral Control on Purchase Intention of Health Supplement

Please read the statement that best describe your perceived behavioral control on purchase intention of health supplement.

1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= Strongly Agree

There are factors outside my control that could prevent me from taking health supplement. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I have complete control over whether or not I take health supplements from now on. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Overall, I have high control over taking health supplements *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree



FACTORS AFFECTING PURCHASE INTENTION OF HEALTH SUPPLEMENT IN MALAYSIA

* Required

Health Conscious on Purchase Intention of Health Supplement

Please read the statement that best describe your health conscious on purchase intention of health supplement.

1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= Strongly Agree

I am concerned about the type and amount of nutrition in the health supplement that I consume daily. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Health supplement is beneficial for the health. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I am prepared a lot to eat as healthy as possible. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

BACK

NEXT



FACTORS AFFECTING PURCHASE INTENTION OF HEALTH SUPPLEMENT IN MALAYSIA

* Required

Perceived Price on Purchase Intention of Health Supplement

Please read the statement that best describe your perceived price on purchase intention of health supplement.

1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= Strongly Agree

Price is the most important factor when purchasing health supplements. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Health supplements are expensive. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

The price of health supplement is accordance with benefits. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

BACK

NEXT



FACTORS AFFECTING PURCHASE INTENTION OF HEALTH SUPPLEMENT IN MALAYSIA

* Required

Purchase Intention on Health Supplement

Please read the statement that best describe your purchase intention of health supplement.

1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= Strongly Agree

I have been a regular buyer of health supplement. *

1 2 3 4 5

Strongly Disagree Strongly Agree

I never mind paying higher price for health supplement. *

1 2 3 4 5

Strongly Disagree Strongly Agree

I willing recommend my friend to buy health supplement. *

1 2 3 4 5

Strongly Disagree Strongly Agree

BACK

NEXT



FACTORS AFFECTING PURCHASE INTENTION OF HEALTH SUPPLEMENT IN MALAYSIA

Thank You for the Participation!

BACK

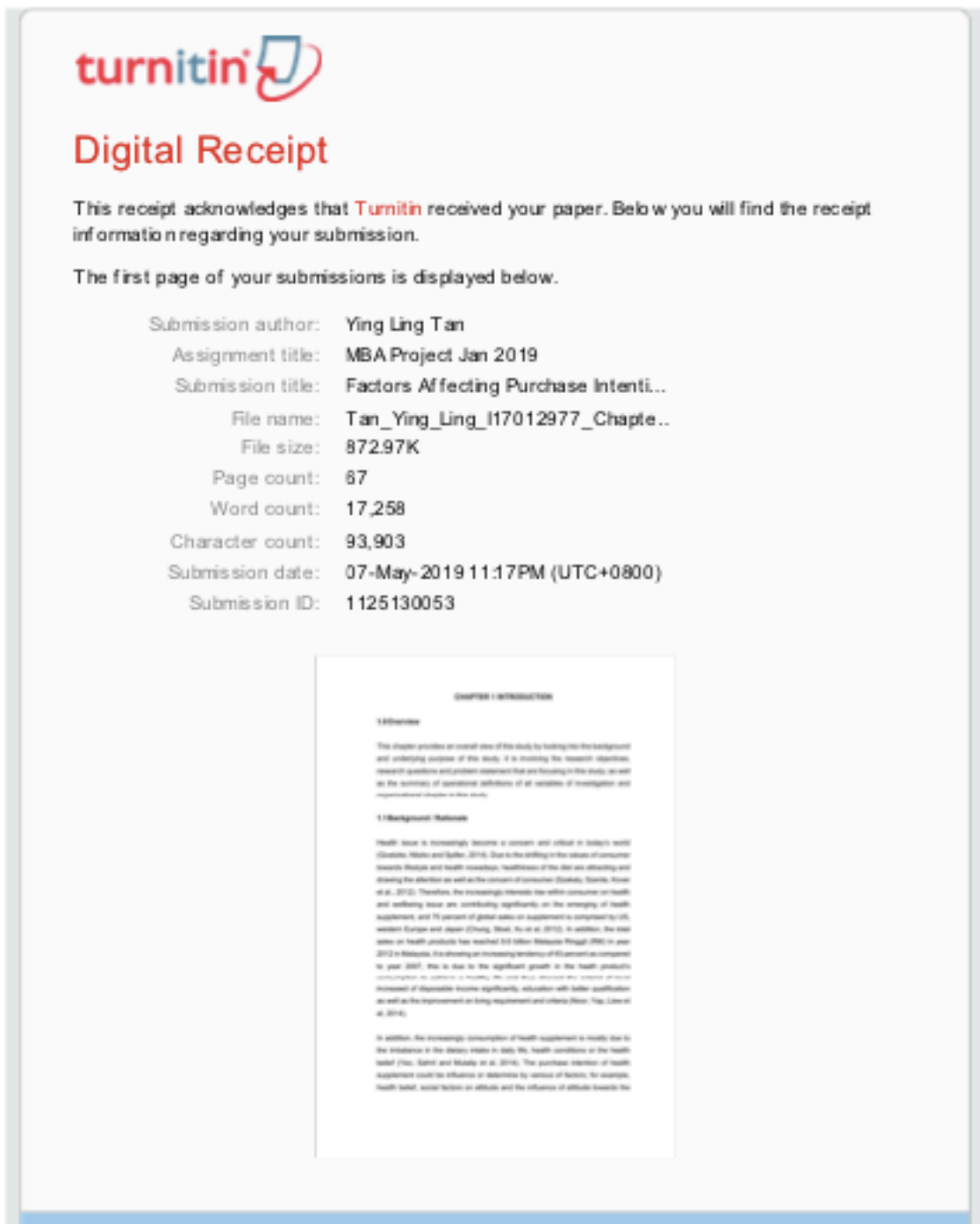
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CHAPTER 1 INTRODUCTION

1.1 Introduction

This chapter provides an overall view of the study by looking into the background and underlying purpose of the study. It is including the research objectives, research questions and problem statements that are focusing in this study as well as the summary of operational definitions of all variables of investigation and experimental design in this study.

1.1 Background/ Rationale

Health issue is increasingly become a concern and critical in today's world (Gardner, Moku and Saffer, 2016). Due to the shifting in the status of consumer towards health and health awareness, healthiness of the diet are attracting and drawing the attention as well as the concern of consumer (Sakshi, Sanku, Kaur et al., 2012). Therefore, the increasingly interests for within consumer on health and wellness issue are contributing significantly on the emerging of health supplement and 75 percent of global sales on supplements compared to all western Europe and Japan (Cheng, Shiu, Ho et al., 2012). In addition, the total sales on health products has reached 32 billion Malaysia Ringgit (RM) in year 2012 in Malaysia. It is showing an increasing tendency of 15 percent as compared to year 2007. This is due to the significant growth in the health products consumption in various of country, who also increase the interest of social development of disposable income significantly, education with better qualification as well as the improvement on living equipment and culture (Rao, Yoo, Lim et al., 2014).

In addition, the increasingly consumption of health supplement is mostly due to the influence in the dietary habits in daily life, health conditions or the health belief (Yoo, Sakhi and Moku et al., 2016). The purchase intention of health supplement could be influence or determine by various of factors, for example, health belief, social factors on attitude and the influence of attitude towards life

Factors Affecting Purchase Intention of Health Supplement In Malaysia

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