

FACTORS INFLUENCING PURCHASE INTENTION OF WATER PURIFIER IN MALAYSIA**Wong CheeHoo*¹, SengTeck Tan¹, Alex Hou Hong Ng¹, ToongHai Sam¹, Tan Wai Sung¹, Alvin LiauChee How²**¹Faculty of Business, Communication and Law (FOBCAL) INTI International University, Malaysia.²Department of Marketing, Deakin Business School, Deakin University, Melbourne Burwood Campus, Australia.

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ABSTRACTS

The water purifier has become a necessity in every household these days due to accessing to clean water is a vital for everyone health. The water purifier companies are facing intense competition and thus, it is very difficult for the companies to maintain an advantageous position by offering good products at a reasonable price and with consumer-centric in mind. They have to better understand on purchase intention of consumers to be able to reap better profits. This research aimed to understand the purchase intention of consumers on water purifier in Malaysia. In this paper, four factors influencing purchase intention of consumers had been examined based on Theory of Planned Behaviour (TPB). The data on purchase intentions on water purifier had been collected through an online survey in Malaysia. Data were successfully collected from 200 respondents and was analysed descriptively. For hypotheses testing, it was tested by using SPSS-regression analysis. The results showed that consumers were influenced by the factors of conveniences, security, social influence and speed. This study suggested that for the company to be more competitive in the market, these factors should be taken into consideration in enhancing their business performance.

Keywords: Conveniences, Security, Social Influence, Speed, Purchase Intention and Water Purifier in Malaysia**INTRODUCTION****Background of study**

In this new era, customer orientation has forced producers to produce goods and services based on customer needs (Bello and Sze, 2016). It is crucial that managers need to understand purchase intention of consumers because understanding consumers' purchase intentions are essential in planning and programming the marketing system (Manali, 2015). Generally, purchase intentions can be referred to their choices, purchase or consumption of the goods and services to satisfy their wants and purchase intention indicates on how consumer decisions are made, how the goods and services are used (Ali and Ramya, 2016).

To date, many researchers believe that purchase intention of consumers has been diverse and extensive due to the changing of society, trends, economics and technology (Solomon, 2013). Many companies are struggling for their business success and its presence in this very competitive market, those innovations, advancing technology, globalization and increase in economic are driving the company for sustainability and achieving their business success (Manali, 2015). Profitability is the only sustainable element for companies that using effective marketing strategies in getting appropriate consumer insights to prospective consumers for its products (Patikar and Thangasamy, 2014).

With increasing technological advancement and easily accessible to the online information, consumers have now become more conscious of health and therefore, many products' development is designed and innovated according to the consumer's everyday lifestyle needs (Chang, Hsu and Lin, 2016).

Problem Statement

As mentioned, the water purification industry is a growing business. The lucrative business had drawn in many new players. Thus, the need to understand the factors that can significantly predict the purchase intention of water purifiers are very much sought after especially by the new entrants. The review of the literature found that there is a

gap in this area such as what are the factors that can significantly predict the purchase intention of water purifier in Malaysia. Thus, this study was carried in closing the gap.

LITERATURE REVIEW

Purchase Intention

Deshpande and Saxena (2017) defined that purchase intention is the study of consumers and the processes they use to select, consume and dispose of the goods, services were studied in depth including how the process influence the world because purchase intention of consumers incorporates with few sciences ideas which including psychology, biology, chemistry and economics. Srinivas (2015) also stated purchase intention is the result of the attitudes, preferences, intentions and decisions made by the consumer on the market before purchasing a product. This is an interdisciplinary subject area that draws heavily on sociology, psychology, anthropology, economics (Kabir, Rahman and Yusufzada, 2019). Srinivas (2015) said that such research has a large influence on how the products being marketed and sold.

The main focus of the study of purchase intention is to find out why some people make such purchase and not others (Srivastava and Tiwari, 2014). According to Srinivas (2015), upon completing the findings, the next step is to identify particular factors that influencing consumers to make such purchasing decisions. This was also supported by Menaka and Shobana (2015) that understanding the factors and the reasons behind consumer's purchasing trends is an important part of working on a concrete and effective marketing strategy. According to Das (2013), purchase intention is always out of expectation and dynamic because consumers know what their choices are about and they will benefit when they have more product information.

Al-Mamun, Muniady, and Permarupan et al. (2014) also Point out that understanding consumer buying intentions is essential for companies and marketers to work out on effective marketing strategies to target the right consumer group. Therefore, many works of literature have been recognized that personal factors are a significant aspect of learning consumers' purchase intention.

Factors Influencing Purchase Intention

This section discusses the four factors such as conveniences, security, social influences and speed which will be influencing consumer's purchase intention.

Conveniences

According to Maliva, Mbilinyi, B., and Mkwizu et al. (2018) stated that the term 'convenience' has reformed from a descriptor of products into its unique concept due to the evolution of meaning, the concept of time purchase or time-saving is emphasized with a more thorough definition of convenience is now includes a general element -the reduction of non-monetary costs is associating with a product. Prinsloo (2016) also referred to Conveniences becomes more and more popular and convenient which driven by the frequency of shopping and convenience is related to way-finding, parking, trading hours, access, easy movement, etc.

In Mehmood and Najmi (2017) study, it was examined that a direct correlation exists between customer satisfaction and service Conveniences which means that companies must consider in providing service convenient to customers, not only consider the logistics of providing the physical distribution of the product to customers and for this reason, they must develop the Conveniences strategies to let them build a long term relationship with their customers and achieve the competitive advantage to the highest level.

Maliva et al. (2018) also point out the essentiality of customer service elements about store image, such as providing of premium-quality customer services has been long considered as a basic condition in retailing strategy because high-quality customer services are very much required by current customers who are well-informed of some offerings by other retail stores in worldwide, therefore, excellent customer services will have a positive image and influence about the shopping experience and this will lead to improvements in consumer's satisfaction, perceived value and customer loyalty.

According to Prinsloo (2016), convenient is one of the mechanisms that marketers could use to retain and attract customers especially during this new era of industrialization because customers would prefer accessible location shopping and service Conveniences to save time their time, therefore, in this aspect, the company should have strategically positioned location and service convenience as their asset because once these strategies are employed, it will enhance customer buying experience and satisfaction.

Security

According to Gopalakrishna, Kassa, and Getnet (2018), trust on the products will lead to loyalty with heart share of consumers is called security where the consumers determine that the product of yesterday, today, tomorrow is either the same or upgraded time to time. Security refers to a set of procedures and programs used to verify the source of information and to ensure privacy and integrity to avoid network and data problems (Junadi and Sfenrianto, 2015).

Jukariya and Singhvi (2018) said the availability of online information about product services, the convenience of comparing with other products when shopping online, and the delivery time spent by agents to ensure the safety of customer identities and ensure a smooth transaction are important factors that may affect consumers' willingness to buy. To build consumer trust online effectively, it requires the Security and privacy concerns to be addressed, and for consumers to perceive that this to be a matter (Johnson, Blythe and Manning et al. 2020).

Social Influence

Kumar (2019) argued that social is a factor that will influence others in their purchase intention and decision-making process and it is including family, friends, reference group and opinion leaders. Varshneya, Pandey and Das (2017) stated Social Influence occurs when individuals change their thoughts, feelings or behaviours in response to their society or surroundings and it has been observed that people manipulate or modify their thoughts and actions to conform to the other groups or society, its root lies in the concept of homophily which can be considered as the social dynamics in which individuals try to affiliate with others by displaying similar behaviour.

Kumar (2019) further explained that family members are greatly influencing the purchasing behaviour of individuals, and an individual member representing individual social groups will also serve as role models for other members in their discussions, therefore affecting the purchasing behaviour of other members in the group, friends always affect the consumer buying pattern, people usually do not discuss topics with family members, but discuss topics with friends.

In Xu, Li and Peng et al. (2017) study, celebrity endorsements can enhance the perceived quality of goods, such as products, events, brands, stores, all of which are related with intention-to-adopt. Therefore, people want to imitate the behaviour of spokespersons because people think they have better information and make the right decisions than the general public.

Speed

The speed of the Internet is an indicator of service quality, especially in an e-commerce environment, internet marketing has become very important for assessing the influence of speed as a variable on customer evaluation of service quality (Dey, Al-Karaghoul and Minov et al. 2019). Ma (2017) stated that operationalize customer service in the logistics industry as delivery speed and product support because customer service can improve the financial performance of the organization, and the timeliness of orders will have a greater impact on satisfaction.

In Sharma and Garga (2020) study, consumers perception regarding the product in terms of quality, size and design and online experience in terms of website interactivity in terms of speed, design and technology had a positive significant impact on purchase intentions. Girsang, Rini, and Gultom (2020) also supported that one of the dimensions for product quality which is the ability of the product to meet consumer needs and provide satisfaction to consumers is serviceability which is related to speed.

Research Framework

The proposed research framework for this study was depicted as per below:

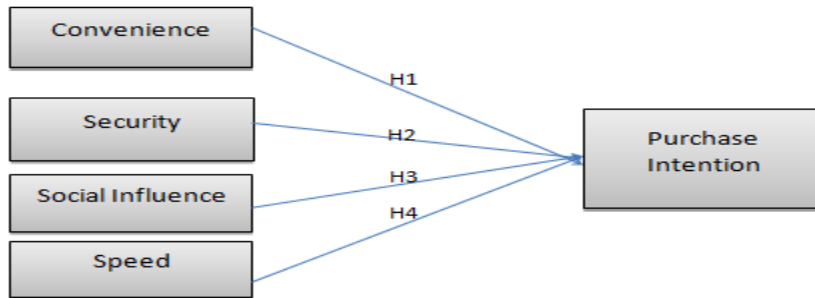


Figure 1: Research Framework

METHODOLOGY

Research Design

The unit of analysis of this study was at the individual level in finding out consumer's purchase intention in choosing water purifier in Malaysia, where data will be collected and treated as an individual data source through a questionnaire distributed.

A convenient sampling was utilised during data collection of which questionnaire was used in collecting data as subjects will be conveniently and randomly selected. Total of 400 questionnaires were distributed through online Google Form via various social media platforms. Finally, 200 data collected are usable and valid thus a response rate of 50% was achieved.

FINDINGS

The finding of this study is as per the tables shown below:

Table 1: Simple Regression for Hypothesis 1

Conveniences		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	1.419	0.223		6.363	0.000		
	Conveniences	0.638	0.059	0.611	10.864	0.000	1.000	1.000

a. Dependent Variable: Dependent

Table 2: Simple Regression for Hypothesis 2

Security		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	2.728	0.234		11.660	0.000		
	Security	0.261	0.055	0.319	4.728	0.000	1.000	1.000

a. Dependent Variable: Dependent

Table 3: Simple Regression for Hypothesis 3

Social Influence		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	2.851	0.157		18.185	0.000		
	SocialInfluences	0.311	0.049	0.411	6.342	0.000	1.000	1.000

a. Dependent Variable: Dependent

Table 4: Simple Regression for Hypothesis 4

Speed		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	2.123	0.136		15.575	0.000		
	Speed	0.463	0.036	0.671	12.732	0.000	1.000	1.000

a. Dependent Variable: Dependent

Based on Table 1,2,3 and 4 above, all the independent variables have p-value below 0.05. This means that conveniences, security, social influences and speed have a significant relationship with consumer purchase intention in the water purifier industry. Also from the tables, conveniences (0.638)and speed (0.463)have the highest beta-coefficients. This means that both variables have a higher influence on consumer purchase intention as compared to social influences (0.311) and security (0.261).

Conveniences significantly influence the purchase intention among consumers in Malaysia ($\beta = 0.638$; p-value = 0.000). In other words, this shows that conveniences are a significant influence on consumer purchase intention. Therefore, **H1 is supported**. This result is aligned with the findings of a previous study (Maliva, Mbilinyi and Mkwizu et al., 2018) by which convenience is significantly influenced by consumer purchase intention.

Security is found that it has a significant relationship with consumer purchase intention ($\beta = 0.261$; p-value = 0.000). Thus, **H2 is supported**. This result is also consistent with the findings by Gopalakrishna, Kassa, and Getnet et al. (2018) which security has a positive effect on purchase intention because consumers are feeling more secured and believe that what kind of products, they buy today will be consistent enough to satisfy their needs. Occasionally, security is meant for consumers who shop and search online. However, most of them may just want to obtain information online and then purchase the item at another channel.

Social Influence also shows that it has a significant influence on consumer purchase intention in Malaysia ($\beta = 0.311$; p-value = 0.000). Thus, **H3 is supported**. The result contradicts with the previous study that not supported on the significance of social influence is influencing on consumer purchase intention (Varshneya, Pandey and Das, 2017) because in the previous study, social influence does not play a role in influencing consumers for the products which are yet to penetrate among mass consumers and it takes time for a new product to develop a social norm.

The result of speed also shows that it has a significant influence on consumer purchase intention in Malaysia ($\beta = 0.463$; p-value = 0.000). Thus, **H4 is supported**. This result is aligned with the findings of the previous study (Dey, Al-Karaghoul, and Minov et al., 2019), by which speed is one of the significant factors which has a positive impact on consumer purchase intention in Malaysia.

Table 5: Summary of the Findings

Hypothesis	Description	Result
H1	Convenience has a significant relationship with purchase intention of water purifier in Malaysia.	Supported
H2	Security has a significant relationship with purchase intention of water purifier in Malaysia.	Supported
H3	Social Influence has a significant relationship with purchase intention of water purifier in Malaysia.	Supported
H4	Speed has a significant relationship with purchase intention of water purifier in Malaysia.	Supported

DISCUSSION AND CONCLUSIONS

This study highlighted consumers purchase intention of purchase water purifier which is has the awareness on the importance of clean water on health. The lack of understanding consumer purchase intention effectively on water purifier could lead to the loss of business in the competitive market. A marketer needs to understand the factors which influencing consumer purchase intention for water purifier which indeed to identify the factors in attracting consumers, especially who are yet to purchase the water purifier and perhaps to convert regular consumers into loyal consumers for the company.

This research study is focused and replicated the earlier studies on the relationship between the consumer purchase intention and the factors which influenced the purchase intention such as conveniences, security, social influences and speed in the context of water purifier industry in Malaysia. However, there are some areas which have not been covered on consumer purchase intention in the water purifier industry.

From the information gathered in this research, it is important that understanding consumer purchase intention is crucial for marketers to improve their business by formulating better marketing strategies. This research aims to understand the consumer purchase intention on water purifier by examining four factors: Conveniences, Security, Social Influences and Speed in Malaysia context. Three factors were aligned with previous studies and one factor was inconsistent with the previous study. The results support previous studies that show conveniences, security, social influence and speed are all having a positive relationship with purchase intention.

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