FACTORS INFLUENCING PURCHASE INTENTION TOWARD DAIRY PRODUCTS IN GENERATION Y IN BANGKOK, THAILAND

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Abstract

The study aims to determine the effect of purchase intention in dairy products in generation Y consumers. Attitude, brand loyalty, perceived value, health consciousness, subjective norm, and purchase intention are investigated in the study. The sample (384 respondents) was collected from an online survey using a non-probability sampling method by using convenience sampling technique and snowball sampling technique. The data were analyzed by descriptive analysis, simple linear regression, and multiple linear regression to examine the hypotheses with a five-point Likert scale analysis. The study revealed that attitude, brand loyalty, perceived value, and subjective norm significantly influence purchase intention. Health consciousness has a significant influence on attitude. The finding found that perceived value and attitude are the key factors that impact customer purchase intention. Additionally, the study proposes that to increase customer purchase intention is to understand the attitude and perceived value of generation Y customers. The study's weakness is the small sample size, and the sample size is in Bangkok, Thailand. In conclusion, form research may not be like other locations and does not represent Thai customers.

1. INTRODUCTION

This paper examines what factors affect purchase intention toward dairy products in Generation Y in Bangkok, Thailand. Because During the COVID-19 pandemic, there were rapid changes in consumer's behavior from going out to have a meal to reserving their essential product at home to supply in their daily consumption, including dairy products, for instance, milk, yogurt, and products made by cow's milk (Sookmano, 2020). Dairy products are a primary food containing milk and are considered essential for all creatures. The milk contents are proteins, vitamins, minerals, fats, and carbohydrates. Moreover, milk supplies amino acids critical to the human body and keeps internal organs functioning (Kurajdova & Táborecka-Petrovicova, 2015). Thailand is the largest manufacturer and exporter of milk-related products among the Association of Southeast Asian Nations and the largest exporter to Cambodia; confirmed to the United States Department of Agriculture, raw milk production of 1,398,700 domestic consumption 1,302,729 tons. The peak exported value was 425,000,000 dollars. Instead, Thailand relies on importing dairy products from other countries (Sirikeratikul et al., 2020).

According to DIMOCK (2019), Generation Y is defined as young customers born between the years 1981 to 1996. The characteristic of people in Generation Y tends to be self-awareness. They monitor themselves to look cool to reach a desirable self-image (Soh et al., 2017). They are well-educated and familiar with the internet, so Generation Y is searching for the best product that fits their needs. Purchase intention is the possibility of an individual purchasing the product and service, and a higher intention means a higher potential. Intention indicates the will of each people. Hence, purchase intention describes the possibilities and prediction of consumer behaviors in purchasing dairy products (Sookmano, 2020). The previous study showed the relationship between related variables that the researcher proposed. The relationship of factors that influence purchase intention will be described as follows. Firstly, the researcher found that attitude positively influences purchase intention. Attitude occurs when a consumer experiences products and services based on behaviors-relevant information, leading to future behavior. Moreover, the researcher found other variables that influence purchase intention. The following variables are Brand loyalty, Perceived Value, and subjective norm (Sookmano, 2020). The second study reveals that subjective norms significantly influenced purchase intention, and the relationship of health consciousness as an attitude as a moderator positively affects purchase intention (Nguyen et al., 2020).

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT
2.1 Health consciousness, attitude, and purchase intention

Health consciousness has a positive relationship with consumers' attitudes toward purchasing dairy products (Mei Fang Chen, 2011; Nguyen et al., 2020). In addition, health consciousness affects consumers' attitudes, so consumers who are recognized to benefit from the intake of milk products lead a positive attitude toward milk products (Ghoochani et al., 2018). The study by Nystrand and Olsen (2020) revealed that the impact in the attitude, thus increasing attitude and mindset, is likely to affect the consumer purchasing decision of milk-related products. Support studies by Fadilla et al. (2018) and Ham et al. (2015) found

a significant correlation between attitude and purchase intention. The literature revealed the relationship between attitude toward purchase intent in the milk products category; the more positive attitude, the more likely customers to purchase the products (Sookmano, 2020). Researchers such as Nguyen et al. (2020), Rezai et al. (2017), and Sookmano (2020) concluded that the attitude toward consuming functional foods affects intentions to purchase such dairy products. Other studies by Chen (2009), Ghoochani et al. (2018), and Wu (2003) mentioned that attitude is the first phase of consumers developing their purchase process. Despite some studies about health consciousness toward attitude, the study includes the hypothesis to examine the other relationship. Previous findings from Huang et al. (2019) and Nguyen et al. (2020) revealed a positive relationship between health consciousness and consumer purchasing intention in dairy products. Lastly, Ruby et al. (2019) illustrated that attitude is positively significant to purchase intent in dairy products. Therefore, the author hypothesizes that:

Hypothesis 1 (H1): *Health consciousness significantly influences attitude toward dairy products.*
Hypothesis 2 (H2): *Attitude significantly influences purchase intention toward dairy products.*

2.2 subjective norm, Brand loyalty, Perceived value, and purchase intention

Previous research shows that subjective norms positively impact purchase intention (Ruby et al., 2019; Sookmano, 2020). To support the relationship of the subjective norm with purchase intention, the studies by Fadilla et al. (2018) and Rezai et al. (2017) demonstrated that the subjective norm directly affects consumer purchase intention. In addition, the study by Nystrand and Olsen (2020) reported that subjective norms strongly impact purchase intention. The study by Ham et al. (2015) argued that subjective norms could be an inconsistent relationship to consumer behavior based on the social structure or individual characteristics such as individualism, and collectivism played an essential role in determining the effect of the subjective norm on individual behavior. The statistical result of the previous study confirmed that perceived value has a relationship with customer purchase intention (Sookmano, 2020). Supporting a study supports the perceived value as a related factor that positively affects purchase intention (Kwon et al., 2007; Pan et al., 2021). In addition, a study by Chen and Chang (2012) stated that perceived value is an essential factor in affecting consumers' purchase intention. According to Amarukachoke (2015), brand loyalty affects consumers' purchase intention and suggests that increasing loyalty could increase purchase intention. A recent study from Jirasathit (2020) discovered brand loyalty, perceived value, and intent to purchase as crucial success factors in the dairy products industry. Support with another study reveals the correlation of brand loyalty and perceived value to consumer purchase intention and has a direct causal relationship (Jalilvand et al., 2011). Therefore, the author hypothesizes that:

Hypothesis 3 (H3): *Brand loyalty significantly influences purchase intention toward dairy products.*

Hypothesis 4 (H4): Perceived value significantly influences purchase intention toward dairy products.

Hypothesis 5 (H5): Subjective norm significantly influences purchase intention toward dairy products.

2.3 Conceptual Framework

The conceptual framework is constructed based on literature review, finding in the previous article, theoretical concepts, and previous research. The first theoretical framework is the article "*Factors influencing consumer's purchase intention of milk product in a subscription business model in Bangkok*" by Sookmano (2020). The second theoretical framework is the article " *Some Key Factors Affecting Consumers' Intentions to Purchase Functional Foods: A Case Study of Functional Yogurts in Vietnam*" by Nguyen et al. (2020). Thus, the conceptual framework representing the influence of factors including health consciousness, attitude, brand loyalty, perceived value, and the subjective norm was constructed to be this study's conceptual framework. Therefore, the conceptual framework for Factors influencing purchase intention toward dairy products in Generation Y in Bangkok, Thailand, is exhibited in figure 1 below.
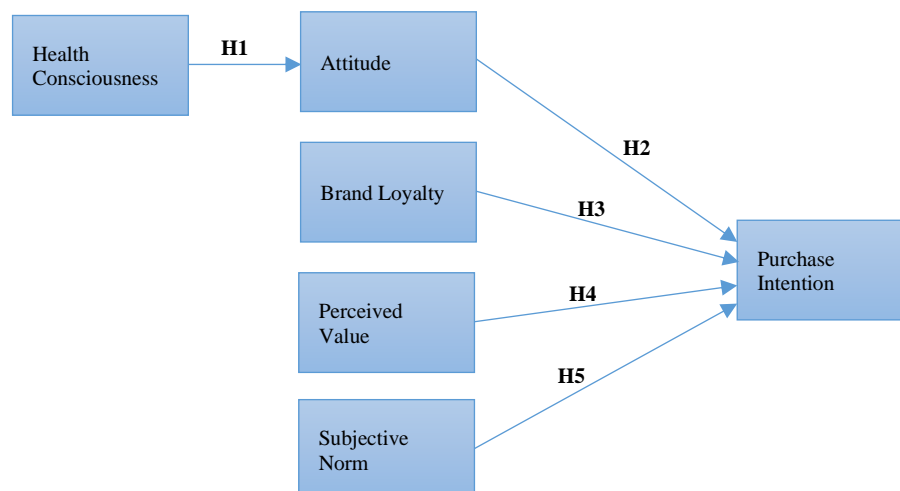
Figure 1. *The Conceptual Framework*

3. METHODS AND MATERIALS

In the article, the researcher aims to determine the factors affecting purchase intention in dairy products in generation Y. Moreover, this study will assess the impact of attitude, subjective norms, perceived value, and health consciousness. This study's target population in Bangkok, Thailand, consumes and purchases dairy products. Age between 26 years to 41 years. According to Worldometer (2020), people who live in Bangkok are 5,104,476 people. The estimated generation Y population is 28% of the Thai population (Siam Commercial Bank, 2017). So, the estimated generation Y population is 1,429,253.28 people. The study uses the table of Krejcie and Morgan (1970) for defining the sample size for a definitive population. For statistical execution data in this study, multiple linear regression (MLR) was used to analyze the effect of attitude, brand loyalty, perceived value, health consciousness, and subjective norms on purchase intention. Then, simple linear regression (SLR) was used to analyze the effect of health consciousness on attitude.

As the Bangkok population was documented to be approximately 1.4 million people, the sample size of this study is 384 Bangkok province respondents who have purchased dairy products at least once. The researcher uses convenience sampling and snowballs sampling methods to collect data. The respondents will be screened in the first part. The researcher decides to use non-probability sampling due to the time frame limitation and the COVID-19 pandemic. The questionnaire is composed of 3 parts with 29 questions. The first part is the screening questions that will only allow generation Y who live in Bangkok and people who have even purchased dairy products. The second part is the questions on the demographic information of respondents. The last part is the questions for dependent, moderating, and independent variables. From table 1, the research can conclude that Cronbach's Alpha of each variable is Purchase Intention is reliable with $\alpha = .888$, attitude is reliable with $\alpha = .912$, brand loyalty is reliable with $\alpha = .959$, Health Consciousness is reliable with .920, Perceived Value is reliable with $\alpha = .878$, and Subjective norms are reliable with $\alpha = .870$. All factors are above 0.6, which means they are reliable. The variables are ranked from the highest reliability to the lowest reliability.

Table 1. Result from Pilot Test – Cronbach's Alpha

(n = 50)

Variables	Cronbach's Alpha	Number of Items
Attitude	0.912	4
Brand Loyalty	0.959	3
Health Consciousness	0.920	3
Perceived Value	0.878	3
Purchase Intention	0.888	3
Subjective norms	0.870	3

4. RESULTS

4.1 Descriptive data for demographic profile

Demographic data of 384 respondents were analyzed by descriptive analysis. The researcher used the SPSS program to analyze the data. The demographic profile consists of gender, age, monthly income, job, education, number of people in a household, and frequency of consuming dairy products.

Gender; in terms of gender, a male is 32.80%, and a female is 67.20%. Therefore, the respondents were 126 males and 258 females.

Age; among all the respondents was not equally distributed between each group. The age of respondents is between 26-year-olds to 41-year-olds. The reason is that the researcher would like to find the effect of generation Y groups on purchase intention. Therefore, there are 289 respondents (75.30%) age 26 – 30, 58 respondents (15.10%) 31 – 35 years, and 37 respondents (9.60%) 36 – 41 years.

Monthly income; Among all the 384 respondents, 169 respondents earn a monthly payment of 20,000 to 30,000 Baht (44.00%), followed by a monthly income of 30,001 to 40,000 Baht with 122 respondents (29.20%), followed by a monthly payment of less than 20,000 Baht with 70 respondents (18.20%), and lastly a monthly income over 40,000 Baht with 33 respondents (8.60%).

Occupation; among all the 384 respondents, 276 respondents were employees or freelance (71.90%), followed by the student with 57 respondents (14.20%), followed by

business owners with 42 respondents (10.90%), and lastly other by nine respondents (2.30%).

Education; among all the 384 respondents, 205 respondents have completed a bachelor's degree (51.2%), followed by a lower bachelor's degree with 95 respondents (23.8%), followed by master's degree with 93 respondents (23.3%), and lastly Ph. D. Degree with 7 respondents (1.8%).

Number of people in the household; Among all 384 respondents, 166 respondents live with 2 to 3 people (43.20%), followed by 166 respondents who live with more than 3 people (31.00%), followed by 99 respondents who live alone (25.8%).

Frequency of consuming dairy products; among all 384 respondents, 188 respondents consume dairy products every day (49.00%), 142 respondents consume dairy products once a month (37.00%), followed by 54 respondents consume dairy products once a week (14.10%).

4.2 Descriptive analysis with a mean and standard deviation

The article was analyzed by descriptive analysis. Using mean and standard deviation to describe variables in the report. The variable consists of health consciousness, attitude, perceived value, purchase intention, brand loyalty, and subjective norm. The statistical detail is demonstrated in Table 2 below.

Table 2. Mean and Standard Deviation

	Mean	Std. Deviation
Attitude (AT)		
AT1: I am intending to consume dairy products regularly as I think it would be good for my health.	4.026	1.167
AT2: I love to consume dairy products because I think I like the taste of them is good.	4.130*	1.160
AT3: I am interested in maintaining consuming daily products for myself.	3.995	1.094
AT4: I exalt the fact of buying daily products for my daily consuming household.	3.911	1.164
Brand Loyalty (BL)		
BL1: I always buy daily products from the same brand, although the everyday products in the market are available in several options.	3.628*	1.452
BL2: I think I am loyal to this daily product of this same brand.	3.615	1.439
BL3: I intend to continue buying this daily product in the same brand whenever I have a chance to go shopping to consume household products.	3.500	1.363
Health Consciousness (HC)		
HC1: When I purchase dairy products, I settle for a healthy choice	3.729	1.237
HC2: I believe often consuming dairy products improves my health	3.750*	1.278
HC3: I often consume dairy products to help me prevent disease.	3.453	1.393
Perceived Value (PV)		
PV1: The quality of dairy products is worth the price.	4.029*	1.080
PV2: I believe the dairy products; I always purchase more worthily than normal food.	3.617	1.166
PV3: Compared to alternative dairy products, this dairy product offers an appealing quality of nutrition product costs.	3.799	1.213
Purchase Intention (PI)		
PI1: I intend to purchase dairy products.	4.143*	1.073
PI2: The probability I consider buying dairy products is high.	3.917	1.008

PI3: I predict that I will purchase dairy products in the future.	4.099	1.129
Subjective Norm (SN)		
SN1: My friend's opinion is one of concern when I purchase a dairy product.	3.107	1.444
SN2: My family's opinion is one of my concerns when purchasing dairy products.	3.445	1.419
SN3: I am willing to recommend others to the dairy product I purchase myself.	3.734*	1.240

Note. * *The highest mean*

According to table 2, the highest mean of attitude was "*I love to consume dairy products because I think I like their taste is good,*" which equals 4.130. The second variable, the highest mean of Brand loyalty, was "*I always buy the daily products from the same brand, although the daily products in the market are available in some options,*" which equals 3.615. The third variable, the highest mean of Health consciousness, was "*I believe often consume the dairy product improves my health,*" which equals 3.750. Next, the highest mean of Perceived value was "*The quality of dairy products is worth the price,*" which equals 4.029 and the highest mean of purchase Intention was "*I intend to purchase dairy products,*" which equals 4.143. The last variable, the highest mean of the Subjective norm, was "*I am willing to recommend others to the dairy product I purchase myself,*" which equals 3.734.

4.3 Hypothesis Testing Results
4.3.1 Simple linear regression

The statistical analysis methods are simple and multiple linear regression, which determine the level of influence of health consciousness towards attitude. The detail of the finding is illustrated in table 3 below.

Table 3. Summary of simple linear regression analysis for variable prediction

Hypothesis	B	SE B	Beta	Sig.	VIF	Result
H$_1$: Health consciousness → Attitude	.362	.040	.416	.000*	1.000	supported

Note. $R^2 = .671$, Adjusted $R^2 = .670$, $F(1,383) = 80.056$, $0.000 < .05$, *$p < .05$.

Referring to table 3 and figure 2, the result of R square was .416 at a 95% confidence level, which means that Health consciousness can explain attitude by 41.6%, and the significant level is Significant, $F(1,383) = 80.056$, $0.000 < .05$. It was found that health consciousness significantly predicted attitude (B=.362, $0.000 < .05$). It has no problem with multicollinearity because the VIF indicator is less than 5. The result of VIF is 1.000.

**Table 4**. Summary of multiple linear regression analysis for variable prediction

Hypotheses	B	SE B	Beta	Sig.	VIF	Result
H$_2$: Attitude → Purchase intention	0.336	0.044	.352	.000*	1.533	supported
H$_3$: Brand loyalty → Purchase intention	0.121	0.034	.166	.000*	1.523	supported
H$_4$: Perceived value → Purchase intention	0.349	0.046	.360	.000*	1.628	supported
H$_5$: Subjective norm → Purchase intention	-0.074	0.036	-0.090	.044*	1.400	supported

Note. $R^2 = .463$, Adjusted $R^2 = .458$, $F(4,383) = 81.837$, $0.000 < .05$,*$p < .05$

As illustrated in table 4 and figure 2, multiple linear regression carried out to test attitude (H_2), brand loyalty (H_3), perceived value (H_4), and subjective norm (H_5) significantly influence purchase intention. In the null hypothesis, all hypotheses (H_2, H_3, H_4, and H_5) are rejected. The result of the multiple regression indicates the R square was .463 at a 95% confidence level, which means that independent variables attitude, brand loyalty, perceived value, and subjective norm can explain the dependent variable, purchase intention, by about 46.3%. Moreover, the result of the significant level is Significant, $F(4,383) = 81.837$, $0.000 < .05$.

Attitude (H_2) significantly influence purchase intention (B = 0.336, $0.000 < 0.5$). It was found that brand loyalty (H_3) significantly influence purchase intention (B = 0.121, $0.000 < 0.5$). Perceived value (H_4) significantly influences purchase intention (B = 0.349, $0.000 < 0.5$). Lastly, subjective norms (H_5) significantly influence purchase intention (B = - 0.072, $0.000 < 0.5$).

Therefore, attitude (H_2), brand loyalty (H_3), perceived value (H_4), and subjective norm (H_5) significantly influence purchase intention in dairy products in generation Y., and all variables have VIF less than 5, which means they are not overlapping. The independent variables had no problem with multicollinearity. The VIF value of attitude (H_2) of 1.533, brand loyalty (H_2) of 1.523, perceived value (H_3) of 1.628, and subjective norm (H_4) of 1.400.
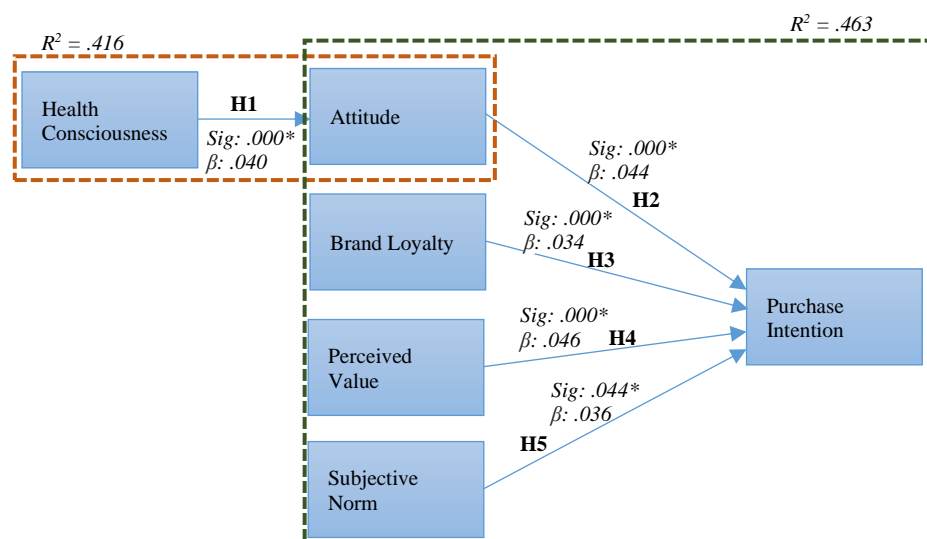
Figure 2. *The results of the structural model*

5. DISCUSSION

In the article, all null hypotheses are rejected, which mean attitude (H_2), brand loyalty (H_3), perceived value (H_4), and subjective norm (H_5) have a significant influence on purchase intention in dairy products. In addition, health consciousness (H_1) significantly influences attitude toward dairy products. The relationship between those variables will be discussed below.

5.1 Health consciousness and attitude

The study showed that health consciousness is significantly related to attitude as a significant value is .000* less than 0.05, indicating that the health consciousness of

generation Y customers has a significant influence on attitude toward dairy products. To support the finding, some previous studies showed similar findings. Referring to Ghoochani et al. (2018), health consciousness impacts customer attitude, and researchers imply that customers who are recognized benefits gained from dairy products will have a positive attitude. Similar to other studies, health consciousness influences attitude (Chen, 2011; Ghoochani et al., 2018; Nguyen et al., 2020).

According to the questions from the descriptive analysis of health consciousness, the result of the descriptive analysis reveals the value of the mean was 3.644, the means of "*When I purchase dairy products, I settle for a healthy choice.*" and "*I believe often consume the dairy product is improve my health.*" were higher than the average mean (3.729 and 3.750, respectively). In opposition to "*I believe often consume dairy product help me prevent disease,*" it was lower than the average mean (3.453). Regarding standard deviation, the highest value is "*I believe often consume dairy product help me prevent from disease.*" equal to 1.393, which means the respondents answered the question varies. The company should educate people about the benefit of dairy products consumption that could help you prevent diseases, such as organizing a campaign or advertising dairy product that aims to prevent infection.

5.2 Attitude, Brand loyalty, Perceived value, Subjective norm, and Purchase intention

The study revealed that attitude, brand loyalty, perceived value, and subjective norm are significantly related to purchase intention as the significant level of attitude, brand loyalty, perceived value to purchase intention is 0.000*, and the considerable level of the subjective norm to purchase intention is 0.044, which are less than 0.05. The finding indicated that attitude, brand loyalty, perceived value, and subjective norm significantly influence purchase intention in dairy products.

The beta coefficient of the Subjective norm in the study was -0.090, which means that if the subjective norm increase, purchase intention will decrease, unlike previous studies that show a positive correlation between attitude and purchase intention (Ham et al., 2015; Sookmano, 2020). The article from Nguyen et al. (2020) states that subjective norms are key components to predict purchase intention in functional foods. To argue with the finding, Gassler et al. (2018) state behavior expectations of family and friends and customer's opinion is motivations purchase intention of pasture-raised milk.

Referring to the questions from the descriptive analysis of attitude, the result of the descriptive analysis reveals the value of the mean was 4.016. the mean of "*I am interested in maintaining consuming daily products for myself.*" and "*I exalt the fact of buying daily products for my daily consuming household,*" were lower than the average mean (3.995 and 3.911, respectively). Regarding standard deviation, the highest was "*I am intending to consume dairy products regularly as I think it would be good for my health.*" equal to 1.167. The company should apply a subscription promotion to encourage customers to consume dairy products regularly.

Referring to the questions from the descriptive analysis of brand loyalty, the descriptive analysis results reveal the value of the mean was 3.581. The mean of "*I intend to continue to buy this daily product in the same brand, whenever I have a chance to go shopping for consuming household products*" was lower than the average mean (3.500).

Regarding standard deviation, the highest was "*I always buy the daily products from the same brand, although the daily products in the market are available in several options,*" equal to 1.452. The company should create a strong brand image and retention to remind customers about the brand and place the product at an eyesight location where customers will easily notice the effect.

Referring to the questions from the descriptive analysis of perceived value, the result of the descriptive analysis reveals the importance of the mean was 3.815. The mean of "*Compared to alternative dairy products, this dairy product offers an attractive quality of nutrition product costs*" and "*I believe the dairy products; I always purchase is more worthily than normal food*" is lower than the mean. Each means equals 3.799 and 3.617, respectively. Regarding standard deviation, the highest value was "*Compared to alternative dairy products. This dairy product offers an attractive quality of nutrition product costs.*" equal to 1.213, the company should improve product nutrition by increasing protein or fiber content in the products.

Referring to the questions from the descriptive analysis of purchase intention, the result reveals that the mean value was 4.053. The mean of "*The probability I consider buying dairy products is high*" equals 3.917, lower than the average mean. Regarding standard deviation, the highest value was "*I predict that I would purchase dairy products in the future,*" equal to 1.129. The company should remind customers to buy the product through a continuous advertising schedule to remind the customer to purchase the product.

Referring to the questions from the descriptive analysis of subjective norm, the descriptive analysis results reveal the value of the mean was 3.429. The mean of "*Friend's opinion is one of concern when I purchase dairy product*" was lower than the average mean, equal to 3.107. Regarding standard deviation, the highest value was "*Friend's opinion is one of concern when I purchase the dairy product,*" equivalent to 1.444. The company should understand the characteristic of generation Y customers. Each may have different individual factors, such as level of independence or collectivism. Word mouth strategy might not fit the element of this type of customer. The company could use influencers for advertising because influencers could be seen as experts, so customers tend to trust them more than friends.

6. RECOMMENDATIONS AND SUGGESTIONS

The studies' findings illustrate that dairy product consumers' purchase intention is impacted by perceived value, attitude, brand loyalty, and subjective norm. The attitude toward dairy products is affected by health consciousness. Thus, the research suggests that the Thai manufacturing, retailer, and interested parties who want to understand the key factors of purchase intention in dairy products should follow the recommendation listed below. The most significant factor that influences purchase intention is perceived value. Followed by attitude, brand loyalty, and last is the subjective norm.

First, perceived value is the factor that influences purchase intention in dairy products the most. According to the finding, customers do not believe the nutrition in dairy products in terms of nutrition per cost compared to other types of food may not be worth it. Therefore, the manufacturer could add on protein or nutrition to attract customers and make the product perceived as a higher value in terms of nutrition contents.

Next is attitude, the second key factor influencing purchase intention in dairy products. The company should use continuous advertisement to raise retention from customers, remind them to buy the products, and make a subscription program to increase customers' consumption rate.

In addition, health consciousness is used to predict the attitude of customers. The characteristic of customers trends to prefer healthy choices for themselves when they buy dairy products and believe that consuming dairy products regularly will enhance customer health. However, they are not considering that consuming dairy products could prevent them from disease. The company should understand the importance of calcium and the disease cause by lack of calcium to promote consumption and develop a good attitude toward dairy products.

The third rank of factors that influence purchase intention is brand loyalty. The company should create brand value and uniqueness of product to differentiate the product apart from other brands. Place the product in eyesight for customers to easily recognize the brand because customers may ship their interest to other brands available to them.

7. FURTHER STUDY

The study demonstrated the variables that influence purchase intention in dairy products consist of attitude, perceived value, brand loyalty, health consciousness, and subjective norm. Therefore, the researcher suggests the necessity for Thai manufacturing, retailers, and marketers, including those who want to learn more, to understand the essential factors of purchase intention in dairy products. The study didn't include marketing factors such as 4Ps (Product, price, place, promotion), Loyalty programs to understand further purchase intention in consumer's generation Y. Lastly, subjective norms could be investigated future as an injunctive norm and descriptive norm.

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