

Factors Affect Purchase Intention of Retail Pharmacy in Malaysia

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Abstract: Retail pharmacy industry in Malaysia is expanding rapidly. The growth is driven by the rising income, lifestyle changes and increased need for medicines. The strong competition in this industry had posed a threat to the survival of Malaysian pharmacy business. The study of purchase intention is important because a positive intention allows retailers to gain increased sales and revenues as purchase intention is strong predictor with consumer's actual purchase behaviour. Consumer's purchase intention in choosing a retail pharmacy in Malaysia can be influenced by several factors. It is observed that consumer's purchase intention has been discussed in multiples researches in Malaysia. However, there are limited studies undertaken on consumer's purchase in choosing a retail pharmacy in Malaysia. Therefore, this study narrowed the literature gap by ascertaining the factors influencing consumer's purchase intention in choosing a retail pharmacy in Malaysia. Social media marketing, store environment, sales promotion, perceived value and CSR were identified as the five independent variables of this study. The objective of this study is to investigate the impact between the factors and consumer's purchase intention in choosing a retail pharmacy in Malaysia. This study adopted multiple regression analysis (SPSS) as the major statistical method and a total of 385 subjects recruited in this study were selected conveniently through the distribution of self-administered questionnaire in Malaysia. This study reported that social media marketing, store environment, sales promotion, perceived value and CSR were found to have a significant relationship with consumer's purchase intention in choosing retail pharmacy in Malaysia. Store environment had shown to impact the most on consumer's purchase intention followed by perceived value.
Keywords: Consumer's Purchase Intention, Store Environment, Perceived Value, Retail Pharmacy, Malaysia.

I. INTRODUCTION

Retail pharmacy industry in Malaysia had recently experienced a healthy increase in growth [1]. The number of retail pharmacies has increased by 2.2% in the year 2016 since the year 2011 [2]. This is supported by a report published by [1], showing that there are a total number of 2,889 of retail pharmacy outlets in Malaysia in the year 2018, with that Caring Pharmacy is dominating retail pharmacy market with over 124 pharmacy outlets, followed by Guardian Pharmacy (98 outlets) and Watsons Pharmacy (87 outlets).

There are limited researches done in investigating the factors influencing consumer's purchase intention, specifically in choosing retail pharmacy in Malaysia, despite that there were few researchers conducted on factors influencing consumer's purchase intention toward retail store in Malaysia [3],[4],[5]. This has resulted in the lack of clear concepts and strategies in determining consumer's purchase intention in choosing a retail pharmacy. It is

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important to understand the factors that influence consumers during choosing retail store due to that this may assist in the viability of the business[6]. Retail managers need to have a clear mindset and the ability in foresee how consumers behave during the purchase of products or services as understanding consumer's purchase behaviour can be challenging because many factors can influence their purchase intention [5].

The current study is aiming at providing marketers with comprehensive knowledge in this area. There is a need in filling the gap to determine the factors influencing consumer's purchase intention in choosing retail pharmacy in Malaysia. The current study could serve and contribute to the retail pharmacy market in Malaysia. The determinants of the factors influencing consumer's purchase intention during their selection of retail pharmacy might be helpful for future advertisement and marketing team to better understand consumer's purchase intention and act strategically and can compete more effectively.

In short, this study attempts to achieve these two research objectives;

Research Objective 1: To examine the impact of individual purchase intention factors toward purchase intention.

Research Objective 2: To examine the overall impact of individual purchase intention factors toward purchase intention.

Purchase Intention

Purchase intention of consumers has long been studied by researchers with the attempt to effectively influence purchase intention [7]. Purchase intention is defined as a decision making and a situation where consumer intend to buy a particular brand of product or service in a certain condition [8]. The term "intention" acts as an antecedent that drives and stimulates the purchasing of certain products and services of the customers [9]. This is supported by another study stating that purchase intention is related to consumer's preference during the purchase of a certain product or service and will purchase the product or service again after evaluation [10].

Factors Affecting Purchase Intention

Below are the factors affecting purchase intention in the present study.

Social Media Marketing

The study confirmed that social media marketing through careful planning enabled retail networks to build customer loyalty and thereby positively influenced on consumer purchase intention [11]. It assists in discovering consumer's needs and retailers are expected to answer, creatively and proactively [12]. Effective use of social media allows retailers to learn about the consumer's wants and expectations [5] In [13], it was reported that with the support of social media, retail marketers are allowed to build a committed and profitable customer by influencing their perceptions on the products and services and at the same time sharing that information with others. In the study by [12], they also emphasized that retail marketers need to pay attention to developing and enhancing social networking web page as this is the place that influences on consumer purchase intention.

Store Environment

Researchers in [14], conceptualized store environment as the physical environment of a retail store (lightning, music, store layout and product arrangement) which is a critical aspect of retail marketing. The characteristic of an atmospheric environment such as space layout, scent, sound, colour, ambience and space is an important cue to customers [5]. An appealing physical environment found to be a key competitive tactic to retail marketers due to its ability in attracting attention from customers [15].

The study reported that a pleasant atmospheric retail environment may stimulate consumer purchase behaviour which could lead to an increase in retail sales volume [16]. The previous research study also confirmed that the physical environment of the store allows retail marketer in differentiating themselves from their business rivals in influencing consumer's retail store choice [17].

Sales Promotion

It was reported that sales promotion positively induced consumer's purchasing behaviour through the stimulation toward the purchase of a promoted product which led to an increase in retailers' sales and profits [18]. Undoubtedly, consumers tend to have higher price sensitivity and awareness and frequently look for promotional deals [5].

Moreover, a study was done in the fashion industry in Pakistan also reported that consumer's purchase intention was positively influenced by sales promotion [19]. Sales promotion with comparative price between regular price and sale price display in-store shown to increase consumer's purchase intention[20]. This statement is in line with the study done by [21] stating that retailers were favouring in utilising sales promotion by presenting discounted items on the retail shelf as it effectively influences consumers' purchase intention who are prone to have higher price sensitivity.

Nevertheless, the study done by [22] does not support sales promotion as an influencing factor of consumer purchase intention. This is supported the previous study done in China stating that consumer purchase intention is negatively influenced by sales promotion toward online purchasing [23].

Perceived Value

Research done showed that consumer's perception of value depended on a few factors like the place where the product or service being bought or enjoyed, the moment consumer makes the purchase and consume the product [24]. The study by [5] also proposed that there are a few elements that determine consumer's perceived value which include acceptable products or services for the price paid, satisfaction on a want, lower price as compared to the competitors and consumer gets what they had paid for. About this, the study affirmed the association between perceived value and consumer's purchase intention [24].

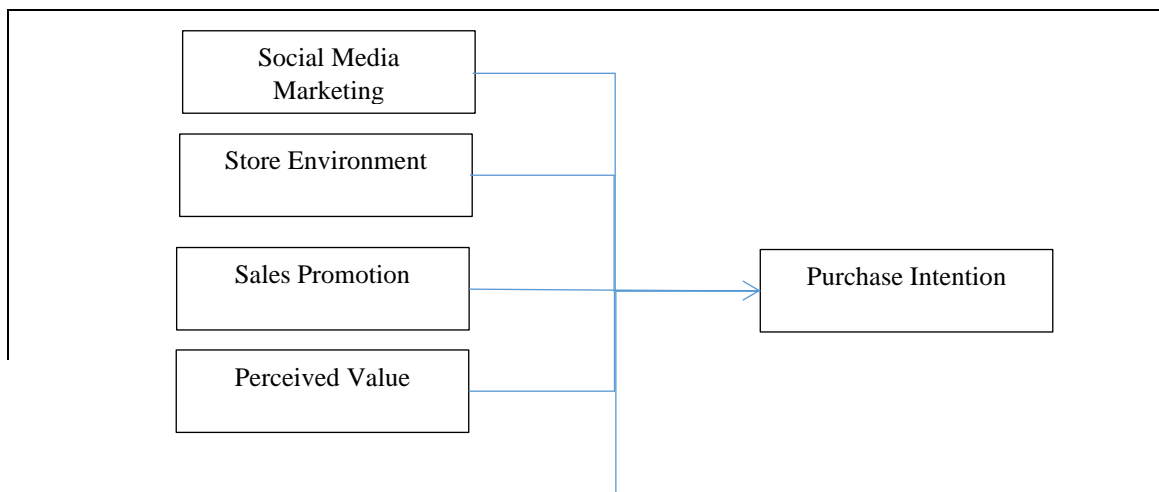
Another study was done in Europe on store brands also concluded that purchase intention is strongly influenced by consumer's perceived value where an added value product or service enabled the building of consumer's satisfaction and loyalty [25]. This result is consistent with another study done stating that consumer's perceived value positively and significantly influenced their purchase intention toward organic private label food in Istanbul [26].

Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) is referred to as an action taken by an organization aiming to improve social and environmental conditions voluntarily [27].

Various studies have demonstrated a positive association between CSR and consumer's purchase intention [5], [27]. The rising of CSR awareness among consumers through various channels like media and education had motivated the organization to be more obliged in their CSR practices [28]. They, [28] also reported a significant and positive relationship between CSR and consumer purchase intention in India's retail market. Furthermore, [29] also revealed consumers embraced CSR and it is a key factor that influences their purchase intention in luxury retail context.

Research Framework





Source: Authors

Figure above shows the research framework of this study.

Hypotheses

The present research study is to investigate the impacts between social media marketing, store environment, sales promotion, perceived value, CSR and consumer's purchase intention in choosing retail pharmacy in Malaysia. The hypotheses of this research are stated as per below:

H1: All factors have a significant impact on consumer's purchase intention.

H2: At least two factors can significantly predict the overall consumer's purchase intention model.

II. RESEARCH DESIGN

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

The targeted population will be those employed individuals, aged 21 and above, who have visited the retail pharmacies currently or in the past 3 months in Malaysia. A convenient sampling will be utilised during data collection of which questionnaires was administered through social media and e-mail in collecting data as subjects will be conveniently and randomly selected.

The sample size is determined using RAOSOFT[30]. RAOSOFT is the software for sample size calculation [31]. The estimated employed individual in Malaysia is approximately 15 million people [32]. Thus, the recommended sample size for this research is 385.

III. RESULTS AND DISCUSSION

This research study undergoes data analysis methods such as preliminary tests, hypothesis testing and other supporting tests using Statistical Package for Social Sciences (SPSS)

Table 1: ANNOVA of factors and consumer's purchase intention

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.647	5	6.529	35.704	.000(a)
	Residual	69.311	379	.183		
	Total	101.958	384			

a Predictors: (Constant), IV5Me, IV3Me, IV2Me, IV1Me, IV4Me

b Dependent Variable: DVMe

Source: SPSS

Based on the result of Table 1, all five predictors namely social media marketing (IV1), store environment (IV2), sales promotion (IV3), perceived value (IV4) and corporate social responsibility (IV5) are included in the model as predictors for pharmacy purchase intention. Besides, the significance level (i.e. sig) of ".000" suggested there is sufficiently evident to conclude that all the five factors are statistically significant to predict pharmacy purchase intention, thus, hypothesis 1 (H1) is supported.

Table 2: Coefficients of factors and consumer's purchase intention

Coefficients(a)

Mode		Unstandardize		Standardiz	t	Sig.	Collinearity	
		Coefficients		coefficients			Toleran	VIF
		B	Std. Error	Beta				
1	(Constant)	2.46	.173		14.270	.000		
	IV1Me	.024	.021	.050	1.118	.264	.889	1.125
	IV2Me	.238	.031	.368	7.670	.000	.777	1.287
	IV3Me	-.009	.031	-.013	-.282	.778	.877	1.141
	IV4Me	.195	.034	.280	5.740	.000	.754	1.327
	IV5Me	.018	.023	.035	.782	.435	.875	1.143

Source: SPSS

Table 2 above showed that only 2 independent variables which are store environment (IV2) and perceived value (IV4) were significant predictors at the 0.05 level ($p < 0.05$). This indicated that the model is significant (with at least one variable has the predictability power on consumer's purchase intention). Thus, hypothesis 2 is support

Table 3: Model summary of factors and consumer's purchase intention

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.566(a)	.320	.311	.42764	1.759

a Predictors: (Constant), IV5Me, IV3Me, IV2Me, IV1Me, IV4Me

b Dependent Variable: DVMe

Source: SPSS

From Table 3, the derived R-square was 0.320 which indicated that 32.0% variations in consumer's purchase intention in choosing retail pharmacy were explained by the 2 predictors as highlighted in the table. Besides, the VIF value of the factors was analysed and had demonstrated at less than 10, which means there was no inter-correlated issue. The prediction equation from the analysis is as per below:

<p>Consumer's purchase intention = 2.463 + 0.238 store environment + 0.195 perceived value</p>
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From here, out of these 2 variables, store environment (B=.238) had shown to influence more on consumer's purchase intention followed by the perceived value (B=.195).

Table 4: Summary of hypotheses testing result.

Hypotheses	Results
H1	All factors have significant impact on consumer's purchase intention.
H2	At least two factors can significantly predict the overall consumer's purchase intention model.

IV. CONCLUSION AND RECOMMENDATIONS

Pharmacy retailers are recommended to make efforts in marketing activities on social media such as Facebook, Twitter and Instagram with impressive and persuasive messages and not forgetting to target on the right audiences. Moreover, it is recommended that the marketers can put up attractive short-term price deal offers and display the discounted items on the retail shelf as it could effectively influence consumers' purchase intention who are prone to have higher price sensitivity. It is also suggested that pharmacy retailer supports CSR programs such as charitable giving and volunteering campaigns as CSR is one of the influencing factors from the result of this study.

The objective of this study is to investigate the relationship between social media marketing, store environment, sales promotion, perceived value, CSR and consumer's purchase intention in choosing retail pharmacy in Malaysia. The result from multiple linear regression analysis indicated that social media marketing, store environment, sales promotion, perceived value and CSR had a significant relationship with consumer's purchase intention in choosing retail pharmacy in Malaysia. Store environment was found to be the strongest predictive factor on consumer's purchase intention in choosing retail pharmacy followed by perceived value. Therefore, it is recommended that pharmacy retail marketer can put efforts and invest in-store environment design and arrangement, cultivate in marketing programs or campaigns to add value, create persuasive social media advertisements, promote short term price deal offers and constant involved in CSR activities. Furthermore, this study contributed to the retail pharmacy industry in better understanding consumer's purchase intention and filled in the literature gap academically.

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