

Factors influencing purchase intention toward Thai traditional medicine in Chanthaburi, Thailand

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Abstract

The purpose of this research is to obtain a deeper understanding about purchase intention of herb for consumption and actual physiological wellbeing towards Thai traditional medicine in Chanthaburi, Thailand. This research used Simple Linear Regression and Multiple Linear Regression. The independent variables of the study consist of attitude, health consciousness, perceived value, herb knowledge, herb safety concern, perceived consumer effectiveness, and purchase intention of herb for consumption. The dependent variables include purchase intention of herb for consumption and actual physiological wellbeing. The questionnaire was spread out via online There were 385 respondents, collecting adopting convenience sampling and snowball sampling. The findings of this study showed that five out of six of the independent variables significantly affect purchase intention of herb for consumption, which are perceived consumer effectiveness, herb knowledge, attitude, health consciousness, and herb safety concern, excluding perceived value. Moreover, purchase intention of herb for consumption significantly influence actual physiological wellbeing. There are some limitations in this research such as limitations of online survey, target respondents, time and there is few research about Thai traditional medicine that study on purchase intention of herb for consumption. The research is about the important variables that influence purchase intention of herb for consumption and actual physiological wellbeing.

Keywords: Purchase Intention of herb for consumption, Actual Physiological Wellbeing

JEL Classification Code: I10, M30, M31

1. Introduction

To start with, Thai traditional medicine is regarded as part of the country's cultural history, as well as traditional wisdom, a way of life, and a way to treat the country's citizens' health. It has been created and passed down from generation to generation ([Department of Development of Thai Traditional Medicine and Alternative Medicine, 2016](#)). Thai traditional medicine includes Thai traditional pharmacy, Thai traditional doctor, Thai traditional massage, and Thai traditional midwifery ([Chuthaputti, 2016](#)).

The history of Thai traditional medicine in Thailand began after the establishment of the Ramkhamhaeng stone inscription of Thai ethnos of healing describing the royal botanical garden and established over. During World War II there were shortages of medicines in sufficient quantities which forced the government to use to herbal medicine. So, Thai government hired German experts to set up an experimental medicinal garden in eastern Chanthaburi province ([Traditional Thai medicine: history, herbal remedies, diagnoses, treatments, n.d.](#)).

Nowadays, there are fewer Thai traditional medicine drugstores in Chanthaburi than in the past. This is because the Thai traditional doctor or Thai traditional pharmacist pass away, and their descendants are not willing to continue with these practices.

By contrast, Thai traditional medicine is quite popular and get attention in Chanthaburi (Eastern part of Thailand) where it is a commercial hub for commodities such as pepper, rubber, fruits, gems, and jewelry in the area from the past until present. People in Chanthaburi normally use herb in many situations such sickness, pregnancy, accidents etc. It is perceived that Thai traditional herbs are not only useful for healing diseases, but also restore the bold balance thereby reducing the potential to get sick.

In addition, during COVID-19, according to [Herbalgram \(2021\)](#), Thailand approved the use of Andrographis herb or “Fah Talai Jone” to use with COVID-19, so this situation made Thai traditional medicine become more popular. After the announcement, people paid more attention on Thai traditional medicine.

This study aims to find out what factors have an influence on customer purchase intention of Thai traditional medicines. Hence, this may better inform business owners of Thai traditional medicines to assist in improving customer purchase intentions.

2. Literature Review And Hypotheses Development

2.1 Relationship between Attitude and Purchase Intention of herb for consumption

According to [Katpia et al. \(2022\)](#) study, attitude highly and positively influences purchasing intention. [Klaiklung et al. \(2022\)](#) also agree that attitude significantly influence purchase intention. According to [Minh and Nhan \(2019\)](#), consumer organic food purchasing intention is positively affected by consumer attitude. Attitudes toward products indicate a sense that customers are focused on what interests them. Consumers who are positive about the good have more possibility to buy it. Attitudes on organic food are therefore associated with purchase intentions. In other ways, they wouldn't purchase the good. The other study results display that attitudes have a positive influence on consumer purchase intentions of green products ([Sun & Wang, 2020](#)). Therefore, the hypothesis is formulated:

***H1:** Attitude significantly influences purchase intention of herb for consumption toward Thai traditional medicine in Chanthaburi, Thailand.*

2.2 Relationship between Health Consciousness and Purchase Intention of herb for consumption

According to [Katpia et al. \(2022\)](#), health consciousness positively and significantly influences purchase intention toward green food. Health consciousness is the important factors affecting purchase intention in the emerging market of organic food ([Cavite et al., 2022](#)). In addition, [Hsu et al. \(2016\)](#) also agree that health consciousness is an essential determinant in purchase intentions. Hence, the hypothesis is expressed:

***H2:** Health consciousness significantly influences purchase intention of herb for consumption toward Thai traditional medicine in Chanthaburi, Thailand.*

2.3 Relationship between Perceived Value and Purchase Intention of herb for consumption

In accordance with [Klaiklung et al. \(2022\)](#), perceived value significantly influences purchase intention. [Watanabe et al. \(2020\)](#) result also agree on that perceived value directly influences purchase intention. Therefore, the hypothesis is formulated:

H3: Perceived value significantly influences purchase intention of herb for consumption toward Thai traditional medicine in Chanthaburi, Thailand.

2.4 Relationship between Herb Knowledge and Purchase Intention of herb for consumption

According to Sun and Wang (2020), product knowledge has a positive influence on consumer purchase intentions towards environmentally friendly products. A consumer's overall rating of a particular good may be determined by product knowledge. As consumers know more data about green goods, it becomes easier for them to realize that “green” goods can conserve resources and energy compared to goods of the same quality. Good product knowledge about environmentally friendly products can help create intentions towards sustainable consumption. In addition, Hsu et al. (2016) also agree that increasing consumers' subjective knowledge about organic foods positively influence on their opinions and purchase intentions. Then, the hypothesis is formulated:

H4: Herb knowledge significantly influences purchase intention of herb for consumption toward Thai traditional medicine in Chanthaburi, Thailand.

2.5 Relationship between Herb Safety Concern and Purchase Intention of herb for consumption

Consumers are paying more attention to the health, quality, and ingredients of the food they eat. Consumers choose organic foods when faced with pregnancy, illness, food poisoning, or other special circumstances. Notwithstanding, food safety concerns are the most essential determinant in forecasting readiness to buy organic food (Hsu et al., 2016). In addition, Hsu et al. (2019) mention the fact that manufacturers provide consumers with complete food safety information creates a positive attitude and increases purchase intention too. According to Minh and Nhan (2019), consumers are also concerned about product composition, production methods, labeling and inadequate data about organic products that can influence consumer purchasing intentions. Consumers in the Asia-Pacific region have more concerned about food safety. Concern has arisen on account of repeated food crises caused by pesticide residues in raw foods, food contamination with chemicals in dairy and seafood, and the unorganized usage of additives in processed foods. Then, the hypothesis is formulated:

H5: Herb safety concern significantly influences purchase intention of herb for consumption toward Thai traditional medicine in Chanthaburi, Thailand.

2.6 Relationship between Perceived Consumer Effectiveness and Purchase Intention of herb for consumption

The study of Amin and Tarun (2022) reveal that perceived consumer effectiveness is an important predictor of consumer purchase intention and environmental behavior. According to Sun and Wang (2020), high perceived consumer effectiveness levels encourage consumers to demonstrate intentions to purchase sustainable products. Whenever consumers notice that they can do some action to help the environment to be better, they develop a positive attitude and willingness to consider social influences and purchase environmentally friendly products. In contrast, their research found out that purchase intention not significantly affected by perceived consumer effectiveness. Then, the hypothesis is formulated:

H6: Perceived consumer effectiveness significantly influences purchase intention of herb for consumption toward Thai traditional medicine in Chanthaburi, Thailand.

2.7 Relationship between Purchase Intention of herb for consumption and Actual Physiological Wellbeing

According to Wee et al. (2014), how consumers perceive organic foods is an essential determinant in their decision to buy and eat food. It leads to actual purchasing behavior of the good. Mohammed (2020) mentions that consumers who are willing to buy a specific good show upper levels of actual purchases than consumers who are not. Then, the hypothesis is formulated:

H7: Purchase intention of herb for consumption significantly influences actual physiological wellbeing toward Thai traditional medicine in Chanthaburi, Thailand.

2.8 Conceptual Framework

The conceptual framework is assembled based on literature review in the previous research, existing literature, and theoretical concepts. The first theoretical framework from Sun and Wang (2020), under the title “Understanding consumers’ intentions to purchase green products in the social media marketing context.” This study provides information between purchase intention and product knowledge, perceived consumer effectiveness and attitude. The study reveals that product knowledge, perceived consumer effectiveness and attitude lead to purchase intention. The second theoretical framework is by Nitchote and Nuangjamnong (2021) named “The New Normal Service Quality and Behaviour Food Purchase Intention During COVID-19.” This study provides data between purchase intention and perceived value and attitude. The research shows that perceived value and attitude lead to purchase intention. The third theoretical framework is by Wee et al. (2014) named “Consumers perception, purchase intention and actual purchase behavior of organic food products” This study provides data between actual purchase behavior and purchase intention. The research shows that purchase intention led to actual purchase behavior. Hence, the conceptual framework of Factors influencing purchase intention toward Thai traditional medicine in Chanthaburi, Thailand has been presented in Figure 1.

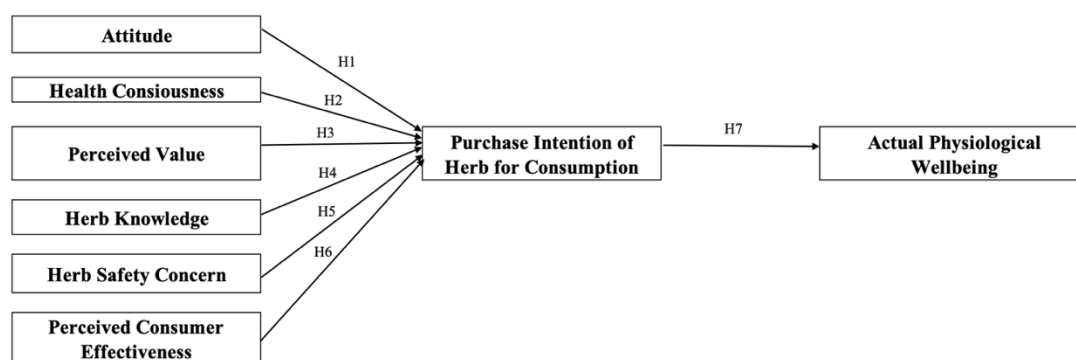


Figure 1. The Conceptual Framework

Source: Constructed by authors.

3. Methods And Materials

For this research, the researcher adopted two non-probability sampling methods by using the convenience sampling and snowball sampling methods. These two methods were chosen to collect data from target respondents. Firstly, the respondents were screened based on the research objectives of residents of Chanthaburi, Thailand who had purchased Thai traditional medicine or were aware of them. An online survey was used due to time restriction and also it was more convenient for the respondents. The questionnaire was based on the main determinants and the correlation between the variables. There were three sections with

altogether thirty-three questions in the questionnaire for this study. The first part was the screening questions which help researcher to consider the respondents who live in Chanthaburi and have purchased Thai traditional medicine before. The following section was the demographic information of the respondents. The last section was questions regarding independent and dependent variables. The target population in this study were citizens that live in Chanthaburi and have had purchasing experience of Thai traditional medicine. According to Chanthaburi Province Office (2019), the population of Chanthaburi is 533,500. Notwithstanding, the number of people has had purchasing Thai traditional medicine and living in Chanthaburi is doubtful. So, the target population will be used as unknown. Hence the appropriate sample size had to be determined. The formula from Cochran (1977) was used in this study to compute the sampling size when the population number is unknown. The 95 percent confidence level, 50 percent standard deviation, and 5 percent margin of error were used in this research. The Cronbach's Alpha Cronbach (Cronbach, 1951) was to determine and evaluate reliability. In addition, it was used to evaluate and define if there are any inconsistencies or errors of variables in the questionnaires. The researcher elected to use 50 respondents in the pilot test survey. According to Wim *et al.* (2008), the acceptable value of Cronbach's Alpha is above 0.6. The analysis outcome of the study pointed out Cronbach's Alpha levels as demonstrated in the following *Table 1*.

Table 1 Result from Pilot Tests – Cronbach's Alpha (n=50)

Variables	Cronbach's Alpha	Number of Items	Strength of Association
Attitude	0.799	3	Acceptable
Health Consciousness	0.657	3	Questionable
Perceived Value	0.782	3	Acceptable
Herb Knowledge	0.866	3	Good
Herb Safety Concern	0.903	3	Excellent
Perceived Consumer Effectiveness	0.819	3	Good
Purchase Intention of herb for consumption	0.925	3	Excellent
Actual Physiological Wellbeing	0.888	3	Good
Overall	0.942	24	Excellent

Source: Constructed by authors.

4. Results

4.1 Descriptive Analysis of Demographic Data

Descriptive statistics were employed in this study to examine the demographic data of the 385 respondents using the JAMOVI program. This may assist companies in creating business strategies that are appropriate for the target consumer. Gender, age, income, marital status, educational attainment, and the frequency of purchasing Thai traditional medicine are among the demographic questions included by this study. The details of statistical results are shown below.

Gender; From 385 respondents, the majority of respondents were females with a valid percentage of 69.40% which is higher than male and prefer not to say, at 26.20%, and 4.40% respectively. For frequency part, the result of female respondents is 267, males are 101, and prefer not to say are 17 sequentially.

Age; From 385 respondents, most of the respondents are in between 16-30 years old with 222 respondents with a valid percentage of 57.70%. Followed by people aged between 31-45 years old with 65 respondents with a valid percentage of 16.90%, age between 46-60 years old with 56 respondents with a valid percentage of 14.50%, age more than 61 years with 39 respondents with a valid percentage of 10.1%, and lastly, people age under 15 years old with 3 respondents with a valid percentage of 0.80%.

Income per Month; The result indicated that the majority income of 385 respondents are having income per month less than 15,000 baht per month for 115 respondents with a valid percentage of 29.90%, follows by income between 15,001 - 20,000 baht per month were 102 respondents with a valid percentage of 26.5%, income more than 30,001 baht per month were 80 respondents with a valid percentage of 20.80%, income between 20,001 - 25,000 baht per month were 77 respondents with a valid percentage of 20.00%. Lastly, income between 25,001-30,000 baht per month were 11 respondents with a valid percentage of 2.90%.

Marital Status; From 385 respondents, 268 respondents with a valid percentage of 69.60% are single, afterward are married that have 105 respondents with a valid percentage of 27.3%, followed by widowed and divorced as both have the same amount of 6 respondents with 1.60%.

Education; Most respondents in this survey have completed bachelor’s degree with 266 respondents with 69.10%, follows by 50 respondents have completed master’s degree with 13.00%, 49 respondents have completed a Secondary school with 12.70%, 12 respondents with 3.1% have completed Primary school, 6 respondents have completed PhD with 1.6%, 2 respondents are no schooling completed with 0.5%.

Frequency of purchasing Thai traditional medicine; From 385 respondents, most respondents purchase Thai traditional medicine yearly with 207 respondents with a valid percentage of 53.80%, followed by 159 respondents with 41.30% purchase Thai traditional medicine monthly, 15 respondents with a valid percentage of 3.90% purchase Thai traditional medicine, lastly 4 respondents with 1.00% purchase Thai traditional medicine daily.

4.2 Descriptive Analysis with Mean and Standard Deviation

This study applied descriptive analysis to analyze the questionnaires, which the researcher would concentrate on mean and standard deviation of each group of the variables. The variables that are explained in this section included of attitude, health consciousness, perceived value, herb knowledge, herb safety concern, perceived consumer effectiveness, purchase intention of herb for consumption, and actual physiological wellbeing. The specifications of statistical results are shown in *Table 2* below.

Table 2 The result of Mean and Standard Deviation

	Mean	Std. Deviation
Attitude		
A1: I am interested in Thai traditional medicine.	3.76	0.942
A2: I think that purchasing Thai traditional medicine is good for me.	3.88	0.860
A3: I like to buy Thai traditional medicine because it is nonchemical.	3.94*	0.959
Health Consciousness		
HC1: I believe consuming Thai traditional medicine can help nourishing my body.	3.93	0.877
HC2: I carefully purchase the Thai traditional medicine.	3.61	1.03

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HC3: I often think about my health condition first when considered buying Thai traditional medicine.	4.12*	0.854
Perceived Value		
PV1: The quality of Thai traditional medicine is good.	3.60	0.974
PV2: The price of Thai traditional medicine is worth it.	3.79*	0.886
PV3: Compared to drug, Thai traditional medicine is better for health.	3.67	0.991
Herb Knowledge		
HK1: I have knowledge about Thai traditional medicine.	3.17	1.01
HK2: I know how to use Thai traditional medicine.	3.29	0.991
HK3: I am familiar with Thai traditional medicine.	3.45*	1.06
Herb Safety Concern		
HSC1: Thai traditional medicine is safe for my health.	3.81	0.858
HSC2: Thai traditional medicine is chemical free.	3.82*	0.912
HSC3: There is no toxic substance left in the body when taking Thai traditional medicine.	3.71	0.976
Perceived Consumer Effectiveness		
PCE1: Taking Thai traditional medicine can help me cure the disease.	3.96*	0.824
PCE2: Taking Thai traditional medicine can make my health become healthier.	3.90	0.841
PCE3: Taking Thai traditional medicine can help nourishing my body.	3.91	0.838
Purchase Intention of herb for consumption		
PIH1: I am willing to purchase Thai traditional medicine.	4.06*	0.862
PIH2: I intend to purchase Thai traditional medicine.	3.96	0.913
PIH3: I plan to purchase Thai traditional medicine.	3.80	1.05
Actual Physiological Wellbeing		
APW1: After taking Thai traditional medicine, my health cured.	3.86	0.863
APW2: I will continue purchasing Thai traditional medicine.	4.01*	0.858
APW3: After taking Thai traditional medicine, my health condition become better.	3.93	0.853
Note: * The highest mean		

Regarding *Table 2*, the highest mean of attitude was “I like to buy Thai traditional medicine because it is nonchemical” which is equal to 3.94. The highest mean of health consciousness was “I often think about my health condition first when considered buying Thai traditional medicine” which is equal to 4.12. The highest mean of perceived value was “The price of Thai traditional medicine is worth it” which is equal to 3.79. The highest mean of herb knowledge was “I am familiar with Thai traditional medicine” which is equal to 3.45. The highest mean of herb safety concern was “Thai traditional medicine is chemical free” which is equal to 3.82. The highest mean of perceived consumer effectiveness was “Taking Thai traditional medicine can help

me cure the disease” with the means of 3.96. The highest mean of purchase intention of herb for consumption was “I am willing to purchase Thai traditional medicine” which is equal to 4.06. Lastly, the highest mean of actual physiological wellbeing was “I will continue purchasing Thai traditional medicine” with the means of 4.01.

4.3 Hypothesis Testing Results

Researchers use Multiple Linear Regression to estimate the influence level between attitude, health consciousness, perceived value, herb knowledge, herb safety concern and perceived consumer effectiveness towards purchase intention of herb for consumption. The information of the results is shown in *Table 3* below.

Table 3 Summary of Multiple Linear Regression Analysis for Hypothesis 1,2,3,4,5 and 6

Hypothesis	Variables	B	β	t >1.96	p	VIF	Result
H1	Attitude	0.1541	0.1411	2.846	0.005*	2.90	Supported
H2	Health Consciousness	0.1526	0.1295	2.534	0.012*	3.08	Supported
H3	Perceived Value	0.0552	0.0519	0.919	0.358	3.76	Not supported
H4	Herb Knowledge	0.1489	0.1585	4.088	<.001*	1.78	Supported
H5	Herb Safety Concern	0.1184	0.1134	2.285	0.023*	2.91	Supported
H6	Perceived Consumer Effectiveness	0.4328	0.3779	8.181	<.001*	2.52	Supported

Note. $R^2 = 0.680$, Adjusted $R^2 = 0.675$, $*p < .05$, Dependent Variable = Purchase Intention of herb for consumption

Table 3 are shown the casual relationship between attitude (H1), health consciousness (H2), perceived value (H3), herb knowledge (H4), herb safety concern (H5), perceived consumer effectiveness (H6) and purchase intention of herb for consumption regarding Thai traditional medicine by using multiple linear regression. R-square was 0.680 at 95% of confidence level, meaning that the independent variables (attitude, health consciousness, perceived value, herb knowledge, herb safety concern and perceived consumer effectiveness) can justify dependent variables (purchase intention of herb for consumption) by approximately 68.0%. According to the result on Table 4-11 above, H1, H2, H4, H5 and H6 were supported since p-value were lower than 0.05. Therefore, attitude (A), health consciousness (HC), herb knowledge (HK), herb safety concern (HSC), and perceived consumer effectiveness (PCE) have significant influences on purchase intention of herb for consumption toward Thai traditional medicine. Besides, VIFs of H1, H2, H3, H4, H5 and H6 were lower than 5 which means there was no multicollinearity problem. Moreover, perceived consumer effectiveness has the most influence among other variables, showing the standardized coefficient (β) of 0.3779, followed by herb knowledge, attitude, health consciousness, herb safety concern, and perceived value with 0.1585, 0.1411, 0.1295, 0.1134 and 0.0519 respectively, meaning perceived consumer effectiveness has superior influence than other variables over Thai traditional medicine. On the other hand, H3 was not supported as p-value was higher than 0.05 (p-value = 0.358) which means perceived value (PV) has no significance on purchase intention of herb for consumption.

For the second part, researcher use Simple Linear Regression to estimate the influence level between purchase intention of herb for consumption and actual physiological wellbeing. The details of the results are presented in *Table 4* below.

Table 4 Summary of Simple Linear Regression Analysis for Hypothesis 7

Hypotheses	Variables	B	β	t >1.96	p	VIF	Result
H7	Purchase Intention of herb for consumption	0.714	0.719	25.22	<0.001*	1.00	Supported

Note. $R^2 = 0.624$, Adjusted $R^2 = 0.623$, $*p < .05$, Dependent Variable = Actual Physiological Wellbeing

Table 4 are shown the casual relationship between purchase intention of herb for consumption (H6) and actual physiological wellbeing regarding Thai traditional medicine by using simple linear regression. R-square was 0.624 at 95% of confidence level, meaning that the independent variables (purchase intention of herb for consumption) can justify dependent variables (actual physiological wellbeing) by approximately 62.4%. H7 were supported since p-value was lower than 0.05. Therefore, purchase intention of herb for consumption (PIH) has a significant influence on actual physiological wellbeing regarding Thai traditional medicine. VIF was lower than 5 which means there was no multicollinearity problem. In addition, customer satisfaction has influence because purchase intention of herb for consumption has the standardized coefficient (β) of 0.719, meaning purchase intention of herb for consumption has superior influence over actual physiological wellbeing toward Thai traditional medicine. The results of structural model shown in *Figure 2*.

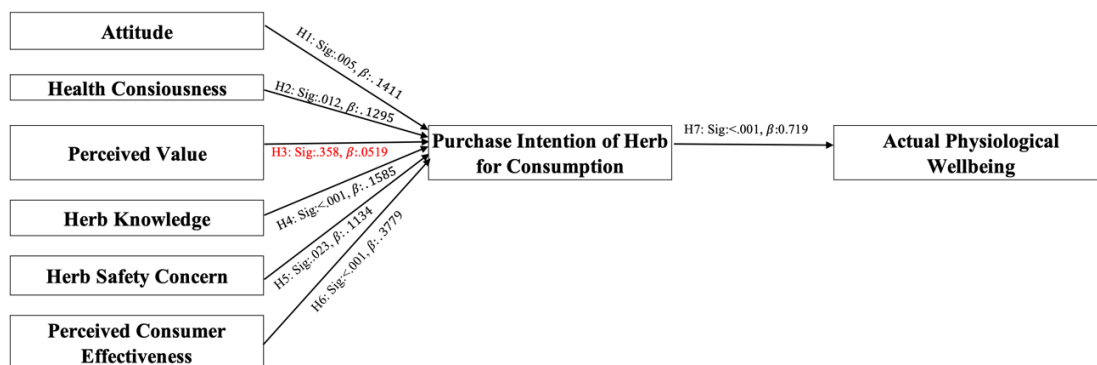


Figure 2. The result of structural
Source: Constructed by author.

5. Discussion

There are five independent variables which are perceived consumer effectiveness, herb knowledge, attitude, health consciousness, and herb safety concern that influence purchase intention of herb for consumption in this research. There is one variable which are purchase intention of herb for consumption that influence actual physiological wellbeing. Each relationship will be illustrated beneath.

5.3.1 Perceived Consumer Effectiveness and Purchase Intention of Herb for Consumption

Referring to research question, “Does perceived consumer effectiveness significantly influence purchase intention of herb for consumption?” The research result revealed that perceived consumer effectiveness had a significant influence on purchase intention of herb for consumption. The significant value between perceived

consumer effectiveness and purchase intention of herb for consumption was less than 0.001, meaning the effectiveness of the herb for consumption in Chanthaburi had a significant contribution to purchase intention of herb for consumption. The result of the relationship between perceived consumer effectiveness and purchase intention of herb for consumption agreed with [Amin and Tarun \(2022\)](#) who revealed that perceived consumer effectiveness is an important predictor of consumer purchase intention and environmental behavior. Moreover, [Sun and Wang \(2020\)](#) also agreed that high perceived consumer effectiveness levels encourage consumers to demonstrate intentions to purchase sustainable products.

In accordance with the three descriptive analysis questions of perceived consumer effectiveness, the results revealed that the mean value of perceived consumer effectiveness was 3.92. Notwithstanding, the means of both “Taking Thai traditional medicine can make my health become healthier.” and “Taking Thai traditional medicine can help nourishing my body.” are slightly lower than average mean (3.90 and 3.91 respectively). For the standard deviation, the highest was “Taking Thai traditional medicine can make my health become healthier.” which is equal to 0.841, meaning that the score of standard deviation of the respondents in this question was spread out. The company should pay attention more on the effectiveness of the herb for consumption such as research more on the herb as much as possible.

5.3.2 Herb Knowledge and Purchase Intention of Herb for Consumption

Referring to research question, “Does herb knowledge significantly influence purchase intention of herb for consumption?” The research result revealed that herb knowledge had a significant influence on purchase intention of herb for consumption. The significant value between herb knowledge and purchase intention of herb for consumption was less than 0.001, meaning the herb knowledge of consumer in Chanthaburi had a significant contribution to purchase intention of herb for consumption. The result of the relationship between herb knowledge and purchase intention of herb for consumption agreed with [Sun and Wang \(2020\)](#) who revealed that Product knowledge has a positive influence on consumer purchase intentions towards environmentally friendly products. In addition, [Hsu et al. \(2016\)](#) also agreed that increasing consumers' subjective knowledge about organic foods positively influence on their opinions and purchase intentions.

In accordance with the three descriptive analysis questions of herb knowledge, the results revealed that the mean value of herb knowledge was 3.30. Notwithstanding, the means of both “I have knowledge about Thai traditional medicine.” and “I know how to use Thai traditional medicine.” are slightly lower than average mean (3.17 and 3.29 respectively). For the standard deviation, the highest was “I am familiar with Thai traditional medicine.” which is equal to 1.06, meaning the score of standard deviation of the respondents in this question was spread out. The company should pay attention more on the herb knowledge of the consumer to make them familiar to the herb product such as set up the event to educate and inform people about the use of the herb.

5.3.3 Attitude and Purchase Intention of Herb for Consumption

Referring to research question, “Does attitude significantly influence purchase intention of herb for consumption?” The research result revealed that attitude had a significant influence on purchase intention of herb for consumption. The significant value between attitude and purchase intention of herb for consumption was 0.005, meaning the attitude of consumer about the herb for consumption in Chanthaburi had a significant contribution to purchase intention of herb for consumption. The result of the relationship between attitude and purchase intention of herb for consumption agreed with [Katpia et al. \(2022\)](#) who revealed that attitude highly and positively influences purchasing intention. In addition, [Klaiklung et al. \(2022\)](#) also agreed that attitude significantly influence purchase intention. Moreover, [Minh and Nhan \(2019\)](#) also agreed that consumer organic food purchasing intention positively affected by consumer attitude.

In accordance with the three descriptive analysis questions of attitude, the results showed that the mean value of attitude was 3.86. Notwithstanding, the means of “I am interested in Thai traditional medicine.” is slightly lower than average mean (3.76). For the standard deviation, the highest was “I like to buy Thai traditional medicine because it is nonchemical.” which is equal to 0.959, meaning the score of standard deviation of the respondents in this question was spread out. The company should pay attention more on the attitude of the

consumer about herb for consumption such as encourage people to try the herb and do more marketing activities.

5.3.4 Health Consciousness and Purchase Intention of Herb for Consumption

Referring to research question, “Does health consciousness significantly influence purchase intention of herb for consumption?” The research result revealed that health consciousness had a significant influence on purchase intention of herb for consumption. The significant value between health consciousness and purchase intention of herb for consumption was 0.012, meaning the health consciousness of consumer in Chanthaburi had a significant contribution to purchase intention of herb for consumption. The result of the relationship between health consciousness and purchase intention of herb for consumption agreed with [Katpia et al. \(2022\)](#) who revealed that Health consciousness positively and significantly influence purchase intention toward green food. In addition, [Cavite et al. \(2022\)](#) also agreed that Health Consciousness is the important factors affecting purchase intention in the emerging market of organic food. Moreover, [Hsu et al. \(2016\)](#) also agree that health consciousness is an essential determinant in purchase intentions.

In accordance with the three descriptive analysis questions of health consciousness, the results showed that the mean value of health consciousness was 3.89. Notwithstanding, the means of “I carefully purchase the Thai traditional medicine.” is slightly lower than average mean (3.61). For the standard deviation, the highest was “I carefully purchase the Thai traditional medicine.” which is equal to 1.03, meaning the score of standard deviation of the respondents in this question was spread out. The company should pay attention more on the health consciousness of the consumer such as educate them to carefully choose the product to consume.

5.3.5 Herb Safety Concern and Purchase Intention of Herb for Consumption

Referring to research question, “Does herb safety concern significantly influence purchase intention of herb for consumption?” The research result revealed that herb safety concern had a significant influence on purchase intention of herb for consumption. The significant value between herb safety concern and purchase intention of herb for consumption was 0.023, meaning the herb safety concern of consumer in Chanthaburi had a significant contribution to purchase intention of herb for consumption. The result of the relationship between herb safety concern and purchase intention of herb for consumption agreed with [Hsu et al. \(2016\)](#) who revealed that food safety concerns are the most essential determinant in forecasting readiness to buy organic food. In addition, [Minh and Nhan \(2019\)](#) also agreed that Health Consciousness is the important factors affecting purchase intention in the emerging market of organic food. Moreover, [Hsu et al. \(2016\)](#) also agree that consumers are also concerned about product composition, production methods, labeling and inadequate data about organic products that can influence consumer purchasing intentions.

In accordance with the three descriptive analysis questions of herb safety concern, the results showed that the mean value of health consciousness was 3.78. Notwithstanding, the means of “There is no toxic substance left in the body when taking Thai traditional medicine.” is slightly lower than average mean (3.71). For the standard deviation, the highest was “There is no toxic substance left in the body when taking Thai traditional medicine.” which is equal to 0.976, meaning the score of standard deviation of the respondents in this question was spread out. The company should pay attention more on the herb safety concern of the consumer such as inform them with the evidence that the herb is safe for the health and can help people to cure the disease.

5.3.6 Purchase Intention of Herb for Consumption and Actual Physiological Wellbeing

Referring to research question, “Does purchase intention of herb for consumption significantly influence actual physiological wellbeing?” The research result revealed that purchase intention of herb for consumption had a significant influence on actual physiological wellbeing. The significant value between purchase intention of herb for consumption and actual physiological wellbeing was less than 0.001, meaning the purchase intention of herb for consumption in Chanthaburi had a significant contribution to actual physiological wellbeing. The result of the relationship between purchase intention of herb for consumption and actual physiological wellbeing agreed with [Wee et al. \(2014\)](#) who revealed that how consumers perceive organic foods is an essential determinant in their decision to buy and eat food. It leads to actual purchasing

behavior of the good. In addition, [Mohammed \(2020\)](#) also agreed that consumers who are willing to buy a specific good show upper levels of actual purchases than consumers who are not.

In accordance with the three descriptive analysis questions of purchase intention of herb for consumption, the results showed that the mean value of purchase intention of herb for consumption was 3.94. Notwithstanding, the means “I plan to purchase Thai traditional medicine.” is slightly lower than average mean (3.80). For the standard deviation, the highest was “I plan to purchase Thai traditional medicine.” which is equal to 1.05, meaning the score of standard deviation of the respondents in this question was spread out. The company should pay attention more on the purchase intention of herb for consumption such as do more marketing activities.

However, for the research regarding “Does perceived value significantly influence purchase intention of herb for consumption?” - The finding in this study revealed that there is insignificant influence of perceived value on purchase intention of herb for consumption.

6. Conclusion And Suggestions

According to the findings of this study, there are five variables that influence purchase intention of herb for consumption such as perceived consumer effectiveness, herb knowledge, attitude, health consciousness, and herb safety concern respectively. However, perceived value has no significant influence on purchase intention of herb for consumption. On the other hand, there is one variable that effect purchase intention of herb for consumption which is actual physiological wellbeing.

First of all, perceived consumer effectiveness has the most significant influence on purchase intention of herb for consumption. The researcher would like to suggest that the Thai traditional medicine company should do more research and development about the herb and the effect of each herb to the body. So that when consumer use the herb, they will notice that it really helps curing the disease and nourishing the body.

For herb knowledge, the research revealed that herb knowledge had a significant influence on purchase intention of herb for consumption. The researcher would like to suggest that the Thai traditional medicine company should pay attention to the knowledge about the herb of the consumer such as set up the event to inform and educate people about history, the use of the herb in order to make them know more about the herb and familiar with it. In addition, the art print can be made in order to post in the social media platform about the herb as a content for people to read and learn more about the herb.

For attitude, the research revealed that attitude had a significant influence on purchase intention of herb for consumption. The researcher would like to suggest that Thai traditional medicine company should encourage people to try the herb in order to make them trust and change their thought about Thai traditional medicine.

For health consciousness, the research revealed that health consciousness had a significant influence on purchase intention of herb for consumption. The researcher would like to suggest that Thai traditional medicine company should inform them to carefully choose the product to consume.

For herb safety concern, the research revealed that herb safety concern had a significant influence on purchase intention of herb for consumption. The researcher would like to suggest that Thai traditional medicine company should inform them that the Thai traditional medicine is safe but should have evidence and research to support also.

For purchase intention of herb for consumption, the research revealed that purchase intention of herb for consumption had a significant influence on actual physiological wellbeing. The researcher would like to suggest that Thai traditional medicine company should do more marketing activities to make people interested in Thai traditional medicine and want to buy the product. For example, can have the influencer review content about the herb on social media platform such as Facebook, Instagram, TikTok, and Twitter.

7. Further Study

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For this research, the factors that influence purchase intention of herb for consumption consist of attitude, health consciousness, herb knowledge, herb safety concern, and perceived consumer effectiveness. On the other hand, the factor that influence actual physiological wellbeing is purchase intention of herb for consumption. The researcher provides only one variables for the factor that influence actual physiological wellbeing with a scope area of study, in Chanthaburi, because the limitation of time. In order to improve the further study, for the similar research, it should have the expansion of the area for the target population to be the bigger size such as for the whole country to understand more about Thai traditional medicine consumers for the whole scope of Thailand. Wherewith the variable of perceived value result in as a non-significant factor that influence on purchase intention of herb for consumption. Notwithstanding, perceived value should not be rejected because it is also an important factor toward purchase intention of herb for consumption. A greater sample size could yield different results and improve the research's credibility in the long run. Second, the research in the future should determine other relevant factors to obtain more comprehensive information and understand more about the factors that influence purchase intention of herb for consumption and actual physiological wellbeing, such as a factor of price and quality of the herb. Finally, as the result revealed that perceived consumer effectiveness influence on purchase intention of herb for consumption, the further research can arrange more specific questionnaires on this variable. Now, many people in Thailand seem to pay more attention to their health and Thai traditional medicine. It would be interesting to find out if those factors really influence purchase intention of herb for consumption or not.

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