

**YANGON UNIVERSITY OF ECONOMICS**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**MBA PROGRAMME**

**CONSUMER ATTITUDE AND PURCHASE INTENTION**  
**TOWARDS HOUSEHOLD WATER PURIFIER IN**  
**MYANMAR**

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**EMBA II – 55**

**EMBA 17<sup>TH</sup> BATCH**

**MARCH, 2022**

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**ACADEMIC YEAR (2018 – 2022)**

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This thesis submitted to the Board of Examiners in partial fulfilment of the requirements for the degree of Master of Business Administration (MBA)

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**MARCH, 2022**

## ACCEPTANCE

This is to certify that the thesis entitled “**Consumer Attitude and Purchase Intention Towards Household Water Purifier in Myanmar**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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**MARCH, 2022**

## **ABSTRACT**

The quality of drinking water is one of the major concerns for Myanmar households today. This study aims to examine the influencing factors on consumer attitude towards using purified drinking water and to analysis the effect of consumer attitude towards purchase intention of household water purifier. Theory of planned behavior (TPB) model is used to examine factors that influence Myanmar households purchase intention of water purifier. The study conducts a questionnaire survey method on 210 respondents from three largest Myanmar health care public groups on Facebook. The study applies analytical methods, including multiple linear regression and simple linear regression. Based on the data analysis, the variable of health consciousness, environmental concern, consumer knowledge, personal norms, subjective norms and consume attitudes were found to have a positive relationship. Environmental concern, personal norms and subjective norms have positive effect on consumer attitude. Finally, it is found that attitude has positive effect of consumer attitude on purchase intention. These results confirm that household water purifier is most potential products for home appliances especially for targeting the family who live in Urban. However, the marketers should increase the social awareness of their products by distributing the products into various markets, to increase consumer's knowledge of household water purifier technologies, classes, types, cost and effectiveness. Important fact is the marketers have to support before and after sales services properly, consumer should satisfy and think that using water purifier is wise decision for health.

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## **LIST OF ABBREVIATIONS**

POE	Point-of-entry (POE) Water Purifiers
POU	Point-of-use (POU) Water Purifiers
RO	Reverse Osmosis
TPB	Theory of Planned Behavior
TRA	Theory of Reason Action
UF	Ultrafiltration
UV	Ultraviolet

# **CHAPTER (1)**

## **INTRODUCTION**

Safe drinking water is one of the basic requirements for human life. Life cannot be sustained beyond a few days without water and the lack of access to sufficient water supplies leads to the spread of disease (WHO, 2019). Some 2.2 billion people around the world do not have safe drinking water (UN-Water, 2019). Therefore, access to safe water is a crucial requirement in developing countries, including Myanmar. The water infrastructure needs to be developed for the country's further economic development (Sakai, Kataoka, & Fukushi, 2013).

As an agro-base country of Myanmar, water utilization for agricultural sector stands for 90% while industry and domestic use is only about 10% of the total water use. The total utilization of the nation's water resources is only about 5 percent of the potential. The percentage of people cover by safe drinking water is still very low in the country compared to the global status. The water supply activities began in 1952 to provide safe drinking water for urban and rural populations. Several water supply projects are currently being implemented with the support of international organizations (WEPA, 2004).

Water treatment at home is estimated to be carried out by 34.5%, of the population, treatment by cloth is carried out by 76.2% , boiling by 1.4%, water filter by 0.6%. It is also estimated that 12.2% of the population do not use water treatment and unsafe drinking-water coverage is 33.1%. These figures show that water treatment is low and Water Safety Plan follow up actions need to be promoted in Myanmar (GLAAS, 2014). According to MIMU (2021), the safety of Myanmar's drinking water, measured countrywide for the first time in 2019, was found to be lower than that globally. Only 41% of Myanmar households used safe drinking water in 2019 compared to 71% of the global population in 2017.

In the recent years, people have witnessed higher consumers' interest in quality water using practices. This is the result of changing attitudes of consumers who became more aware of health concern and environmental issues. Therefore, they demand more precise information about water source, treatment process and quality of the water they consume. Also interest to use water purifiers which are using innovative technologies

provide clean and safe water that can be used directly as drinking water or for any kind of household activity with the assurance that there is no contaminant in the water.

This study aims to increase understanding of the factors affecting consumer attitudes and intention of Myanmar households to purchase water purifiers. Consumer attitude is the learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object (Schiffman & Kanuk, 2010, as cited in Nadarajan, 2014) and to investigate the influence of personal characteristics on consumer attitude. Consumer attitude is a composite a consumer's beliefs, feelings, and behavioral intentions toward some object within the context of marketing. A consumer can hold negative or positive beliefs or feeling toward a product or service (Perner, 2010). Consumer attitude is the part of the consumer behavior which is the actions and decision making process of people who purchase goods and services for personal consumption. This study attempts to use Theory of Planned Behavior (TPB) (Ajzen, 1991) as the basic theory to investigate factors influencing households purchase intention of water purifier.

The study is expected to contribute to the advancement of knowledge by exploring all possible determinants and effect of various constructs on household purchase intention in Myanmar perspective. This study aims to provide households with an understanding of how they think, feel, reason and behave in regards to the purchase of water purifier.

## **1.1 Rationale of the Study**

Drinking water quality has been one of the main concerns of Myanmar households today. An important reason for this is due to the concern of health and pollution conscious public who is no longer willing to consume the arsenic, cadmium, nickel, mercury, chromium, zinc, lead, insecticides and other contaminates which are present in tap water or tube well water (Nadarajan, 2014). The common public complaints regarding municipal water in Myanmar concerned colour, floating debris, odor and taste.

Due to the lack of reliable and publicly available information in Myanmar, it remains unclear to city residents whether it is suitable for drinking tap water. The quality of tap water and bottled water in the central business district of Yangon was investigated to assess compliance with the Myanmar National Drinking Water Quality Standard (MNDWQS). As a result, it was found that 95% of tap water supplied to households is

contaminated with E. coli or coliform bacteria. Only 14% of bottled water was free of E. coli and coliform contamination. (Ko & Sakai, 2021).

Infectious diseases such as cholera, typhoid, and fever, as well as gastroenteritis, diarrhea, vomiting, skin, and renal problems, can all be caused by contaminated water (Juneja & Chauhdary, 2013). Not only that, water pollution can also degrade the nutrition of plants and animals, which are the main sources of food for humans. These problems have led to the innovation of water purifiers. The practices of household water filtration have been recommended as a comprehensive diarrhea control strategy. (WHO/UNICEF, 2011). Household water treatments are common in developing countries, even in urban areas where tap water is readily available (Do et al. 2014; Shrestha et al. 2018, as cited in Ko & Sakai, 2021).

Household water purification products have become a timely topic in consumer products. Concern over tap water quality has led to the expansion of water purification industry in the country today (Nadarajan, 2014). However, there have been limited studies in Myanmar on profiling consumers' intentions regarding the use of healthy water consumption with household water purifiers. Thus, this study intends to investigate the influential factors on consumer attitude towards household water purifier and how the attitude influences consumer purchase intention.

## **1.2 Objectives of the Study**

The two main objectives for the study are as follow:

- 1) To examine the influencing personal characteristics on consumer attitude towards using purified drinking water.
- 2) To analysis the effect of consumer attitude on their purchase intention towards household water purifier.

## **1.3 Scope and Method of the Study**

With regards to the objectives, this study focuses on a better understanding Myanmar households' water purifier interesting and which influencing factors have changed consumer attitude towards purchase intention. In this study, both primary and secondary data were used to achieve the objectives. Primary data are collected from 210

respondents with structured questionnaires designed with 5-point Likert scale by using Google form. Two hundred and ten respondents are randomly selected from 524,000 subscribers of three largest health care public groups (Myanmar) on Facebook by using simple random sampling method.

Secondary data is collected from published thesis, research papers, reference books, internet websites and academic journal. Analytical research method is conducted in this study. The questions were divided into two parts, the first part were designed in the light of demographic factors which includes age, gender, education level, size of the family and income. The second part were related to the concept of different factors, attitude and purchase intention. The results will be indicated that the Myanmar consumers level of intention towards the use of household water purifier.

#### **1.4 Organization of the Study**

This study is organized into 5 chapters in total. As mentioned, chapter one presents the introduction, the rationale of the study, the objectives of the study, the methods of the study, scope and limitation of the study and organization of the study. Literature review, consumer attitude, Factors influencing households purchase intention of water purifier and attitude influences on purchase intention are included in chapter two. In chapter three, profiles and background of household water purifier industry in Myanmar. The analysis of influencing factors on consumer attitude towards household water purifier and the effect of consumer attitude and purchase intention of household water purifier in Myanmar are presented in chapter four. Conclusion which consists of finding, suggestions, limitation and needs for further research are described in chapter five.



## **CHAPTER (2)**

### **LITERATURE REVIEW**

This chapter, theory and concepts of the households' intention to use purified drinking water, consumer attitude and intention to purchase water purifier result from a complex interaction of diverse factors. The role and relevance of these factors are discussed in detail. The underlying consumer behavior theories related to this study are also identified and discussed. The final part is the conceptual framework of the study.

#### **2.1 Consumer Attitude**

Attitude is defined as a psychological path of evaluating a specific object with favor or disfavor (Eagly & Chaiken, 2007, as cited in Yang, Al-Shaabani & Nguyen, 2014). Attitude developed through experiences may change when new experiences are obtained (Ajzen, 2001). Consumers have attitude to specific product behavior, for example which type of drinking water the person prefers to use. Attitude towards the behavior refer to the level of which a person has a positive or negative evaluation or assessing of the behavior in question. The more positive the attitude is regard to a behavior, the stronger is the individual's intention to perform the behavior under consideration (Tarkiainen & Sundqvist, 2005, as cited in Yang et al., 2014).

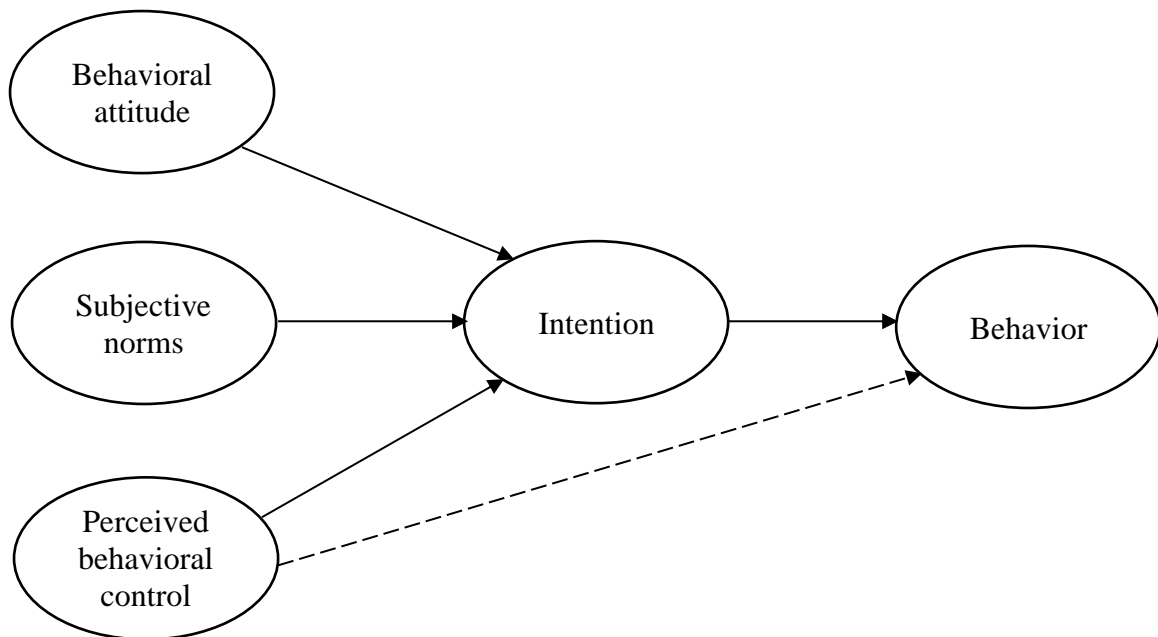
In order to measure consumer attitude, studies have concluded that it could be measured by using the theory of planned behavior (TPB) (Tarkiainen & Sundqvist, 2005, as cited in Yang et al, 2014). The TPB is an extension of the theory of reason action (TRA) (Ajzen & Fishbein, 1980, as cited in Ajzen, 1991). The TPB is one of the most influential conceptual frameworks for studying human action and it is widely used for a variety of topics (Ajzen, 2002, as cited in Recker and Saleem, 2014). The theory is designed to explain and predict behavior in a specific context.

A central factor in this theory is an intention to perform certain behavior. In accordance with this approach, the intention captures motivational factors that influence behavior. The motivational factors are indications of how much effort are people planning to exert, how much are willing to try in order to perform behavior. There is a general rule

and the stronger the intention to engage in behavior, the more likely should be its performance (Ajzen, 1991).

“TPB is one of the most widely applied expectancy-value models used to predict and explain human behavior in the area of product choice” (Dean et al., 2008, as cited in Yang et al., 2014). Moreover, human behavior is also a function of behavior intention that is formed by the combination of attitude toward the behavior, subjective norms and the person’s attitude of behavior control (Dean et al, 2008, as cited in Yang et al., 2014).

**Figure (2.1) Theory of Planned Behavior Model**



Source: Ajzen (1985, cited in Hasbullah, Mahajar & Ithnin, 2014)

Studies have found that health is strongly connected to the notion of safe drinking water and that it is the strongest purchasing motive when purchasing households’ water purifiers. Purified water is also perceived to have fresh and safer than other kinds of drinking water and it is also perceived to be healthy drinks. Consumption of water packaged in single-use plastic bottles may present moral dilemmas concerning the harm that the waste does to the environment (Borusiak, Szymkowiak, Piera & Szalonka, 2021). The fact that consumers perceive purified water as more environmental-friendly can be connected to the value of universalism and it is said to be the dominant value when consumers purchase water purifier (Thøgersen, 2007, as cited in Yang et al., 2014).

## **2.2 Antecedents of Consumer Attitude**

Consumer attitudes are formed based on the perception and belief of the consumers. Based on the review from theories and literatures related to consumer behaviors, the factors have been found to have a certain influence on consumer attitude are health consciousness, consumer knowledge, environmental concern, personal norms and subjective norms.

### **2.2.1 Health Consciousness**

Health consciousness is defined as an attitude in which people is aware of the healthiness in their diet and lifestyle (Oxford Dictionaries, 2014, as cited in Yang, 2014). In particular health conscious people, meaning people who aware and concerned about their wellness in addition to being motivated to improve or maintain their health, and to prevent any ill health by involvement in health behaviors and being self- conscious about health (Titterington & Cochrane, 2018). The more health-conscious people are, the more likely they are to have healthy habits (Chen & Lin, 2018, as cited in Pu, Zhang, Tang & Qiu, 2020) which is the basis for individuals to take health measures. Health consciousness contains multiple aspects, which divided into four dimensions: health self-consciousness, health involvement, health alertness, and health self-monitoring (Gould, 1988, as cited in Pu et al., 2020). Hong (2009, as cited in Pu et al., 2020) believes that health consciousness encompasses three potential dimensions: healthy self-awareness, personal responsibility, and motivation for health.

Health-conscious people tend to have a better understanding of their own health, pay attention to individual health issues, and then take healthy actions for their personal health (Piko, 2006, as cited in Pu et al., 2020). There are many kinds of health behaviors, such as healthy eating, healthy drinking and exercising. There are different types of health behaviors, such as healthy eating, healthy drinking, and exercise. During the COVID 19 pandemic in the face of the virus, people deeply feel the importance of personal health and their health awareness is greatly improved, so they adopt health behaviors to protect their health. These health behaviors often occur in the home, as activities are restricted in the home (Pu et al., 2020).

Magnussen (2003, as cited in Recker & Saleem, 2014) found health consciousness to be the strongest determinant of attitudes towards and purchase intentions of foods. Also regarding the context of organic products, health consciousness has been found to be one

of the main factors influencing purchasing behavior (Intel, 2013, as cited in Recker & Saleem, 2014). Therefore, one can assume that greater health consciousness leads to more favorable attitudes towards purchasing healthy products and stronger purchase intentions (Recker & Saleem, 2014)

### **2.2.2 Environmental Concern**

Environmental concern is defined as a “strong attitude to protect environment” by Crosby (1981). Up to five trillion single-use plastic bags are consumed every year and one million plastic water bottles are sold each minute globally (UNEP, 2018). However, due to the lack of used considerations and the high costs of recycling, plastics have caused a global environmental crisis and are at the expense of their own success. Plastics are at the center of social debate about sustainability, and even more so during the ongoing COVID-19 pandemic. (Blasio & Fallon, 2021).

Dunlap and Van Liere (1978, as cited in Recker & Saleem, 2014) defined environmental issues as the general attitude of people. It can refer to their emotional, motivated levels, and factual knowledge that can lead to behavioral intent, including intent to purchase organic and natural products. The increased environmental consciousness is reflected in the market as more and more environmental friendly products emerge and consumers realize that their buying behavior directly impacts the environment (Laroche et al., 2001, as cited in Recker & Saleem, 2014).

Grunert and Juhl (1995, as cited in Recker & Saleem, 2014) also supposed that an individual who is extremely involved regarding the environment is more likely to purchase organic products. Laroche et al. (2001, as cited in Recker & Saleem, 2014) pointed out that environmentally concerned people are willing to pay more for environmental friendly products because they know that the premium price charged is due to good reasons and environmental safety. Yadav & Pathak (2017, as cited in Zhang et al, 2019) concluded that environmental concerns not only influenced attitudes toward specific products, but also influenced purchase intentions for such products.

### **2.2.3 Consumer Knowledge**

Knowledge refers to facts, experience, and imply deeper understanding of the problem or phenomena (Simpson & Weiner, 1989). Product related knowledge is usually referred to as consumer knowledge. Consumer knowledge is classified into subjective knowledge, objective knowledge and previous experience (Brucks, 1985, as cited in Yang, et al 2014). Subjective knowledge refers to what the consumer understand that they know. In other phrase, it is called as self-assessed knowledge. It represents for the confidence of a person about their knowledge. The less of subjective knowledge results in the low level of confidence (Chryssochoidis, 2000, as cited in Yang et al., 2014). Objective knowledge is an actual knowledge which can be measured by some kind of tests and finally prior experience is defined as what the consumers have experienced before (Brucks, 1985, as cited in Yang et al, 2014).

Regarding the correlation between consumer knowledge and their attitude, Stobbelaar (2007, as cited in Yang et al., 2014) supposed that the more knowledge about of products, results in more effects of attitude. In particular, subjective knowledge have more influence on consumer attitude than objective knowledge (Ellen, 1994, as cited in Yang et al., 2014). In addition, prior experience plays an essential role to determine consumer attitude since the more experienced consumers have, the more confident they would have (Sørensen et al., 1996, as cited in Yang et al., 2014).

According to social learning theory, consumers able to get both by direct experience and by information from the experience of others (Bandura, 1991, as cited in Nadarajan, 2014). Households in Myanmar obtain information about home appliances products from various sources such as mass media, friends and relatives, advertising agencies and marketers. Based on Nadarajan (2014), information lead to changes in knowledge and emotions, having a potential effect on consumer behavior such as purchase intention.

### **2.2.4 Personal Norms**

Personal norms as an individual's beliefs that acting or behaving in a certain way is right or wrong was defined by Schwartz (1973, as cited in Yang, 2014). The term personal norms is used to signify self expectations based on internalized values, personalities, and habits, for particular activities in certain situations developed by individuals, as a feeling of a moral obligation to behave (Schwartz, 1973, as cited in Yang, 2014).

Studies suggest that personal norms have a strong impact on consumer choice between various types of products, also influence on their attitude. In other words, consumer attitude towards an object is deemed to be influenced by consumer self-beliefs (Thøgersen, 2002, as cited in Yang, 2014).

### **2.2.5 Subjective Norms**

Subjective norms are defined as the social pressure for an individual to engage or comply with a group behavior such as family and friends. These norms refer to the belief that an important person or group of people will approve and support a particular behavior. (Ajzen, 1991). In relation to attitude, Tarkianien and Sundqvist (2005, as cited in Yang, 2014) concluded that subjective norms have an influence on consumer attitude towards specific product. It is aligned by Bamberg (2007, as cited in Yang, 2014), who claimed an indirect effect of social norms on consumer attitude.

### **2.3 Consumer Purchase Intention**

Referring to intention, it has been deemed as the “conative component of attitude”, while behavioral intention refers to an individual’s subjective likelihood of performing some certain behavior (Fishbein & Ajzen, 1975, as cited in, Ajzen, 1991). They also stated that intentions are related to affect attitude components to some extent. Ajzen (1991) claimed that the behavioral intention which is known as the purchase intention.

Younus, Rasheed and Zia (2015) described that purchase intention is the consumer's preference for purchasing the product or service. In other words, there is another aspect to purchase intention, which is that consumer would buy a product based on the rating. Many factors influence the consumer's intention when choosing the product, and the final decision bases on the consumers' intention with large external factors. (Keller, 2001, as cited in Younus et al., 2015). According to TPB theory, purchase intention is mainly determined by three factors. One of the factors is the individual's attitude towards involving in the behavior that is perceived as purchasing attitude (Ajzen, 1991).

Fishbein and Ajzen (1975, cited in Ajzen 1991) entailed that an individual’s attitude towards the behavior and subjective norms concerning that behavior will determine his/her intention to perform a behavior. In another words, this intention is deemed as the direct

determinants of the corresponding behavior. Preliminary research found that consumer attitude towards eco-friendly products and healthy food has a positive impact on their intention to purchase food (Dean et al., 2008, as cited in Yang, 2014). It is commonly found that the attitude towards buying hygiene product is related to believing that product is healthier, tastes better, and is better for the environment. And the reasons for not buying hygiene products are high prices and limited availability (Yin et al., 2010, as cited in Yang, 2014).

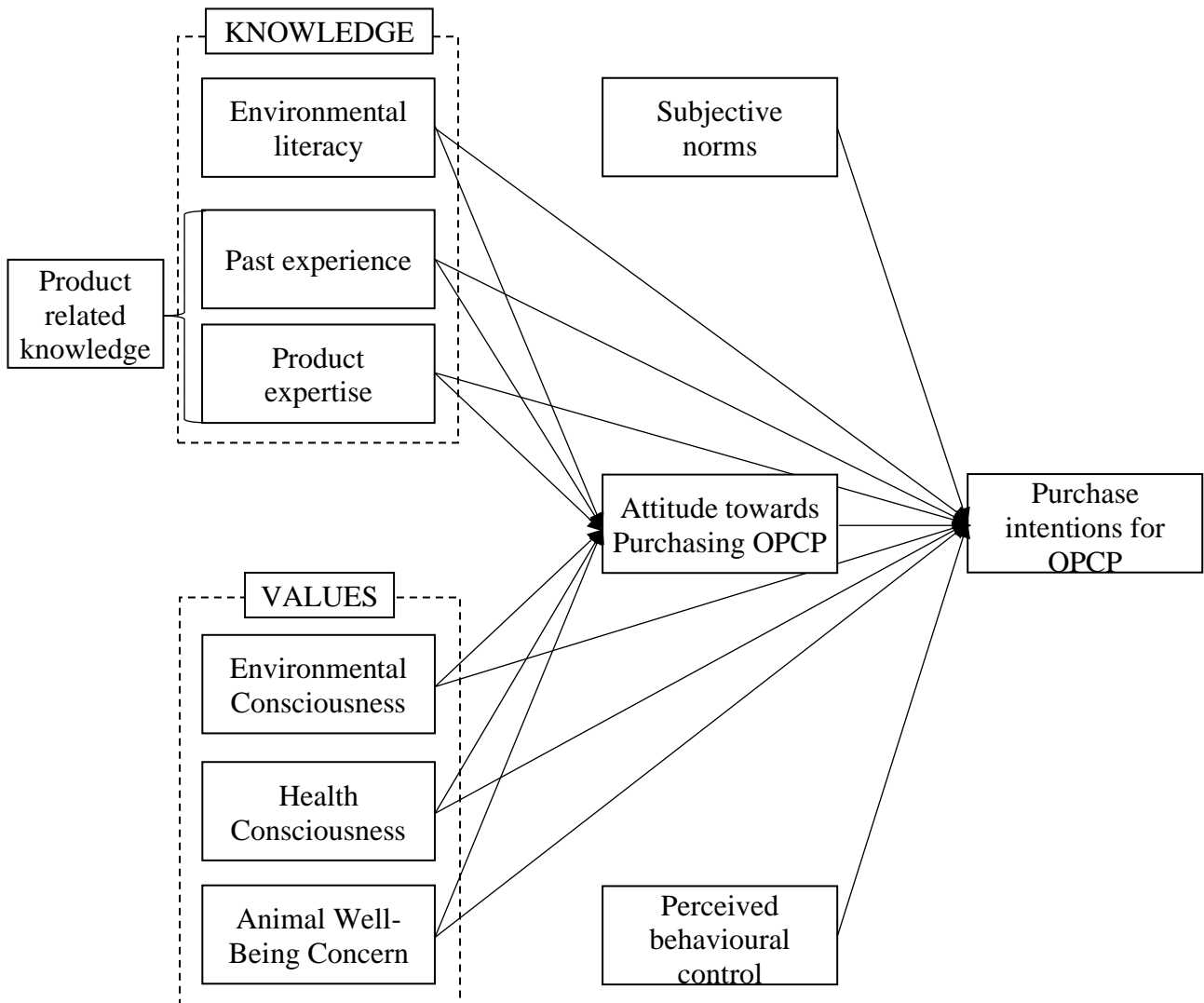
According to Thøgersen (2007, as cited in Yang, 2014) it has been discovered that attitude has been regarded as a crucial predictor towards intention of using hygiene products for daily life. Gracia and Magistris (2007) presented the positive impact of attitude towards hygiene product in regard to health and environmental benefits, higher levels of income and education, on that product purchases intention. Moreover, Tarkiainen and Sundqvist (2005, as cited in Yang et al., 2014) concluded that there is a significant relation between the attitude of buying hygiene product and the intention to buy.

## **2.4 Previous Studies**

The Theory of Planned Behavior (TPB) was intended to explain all behaviors over which people have the ability to exert self-control. The key element to the current model is behavioral intent; behavioral intentions are influenced by the attitude about the probability that the behavior can have the expected outcome and also the subjective analysis of the risks and benefits of that outcome. TPB has been used effectively to expect and provide an explanation for a huge variety of health behaviors and intentions consisting of health services utilization, smoking, drinking and substance use, among others. (LaMorte, 2019).

Previous study Recker and Saleem (2014) shows the effect of different types of consumer knowledge and values on their attitude towards purchasing Organic Personal Care Products (OPCP) and their purchase intentions of OPCP. Four sub-purposes were developed in order to guide the research and to ensure the fulfilment of the study's main purpose. Also shows the different types of consumer knowledge affect consumers' attitude towards and purchase intentions of organic products. Figure (2.2) was the model of study.

**Figure (2.2) Conceptual Framework of Recker and Saleem**

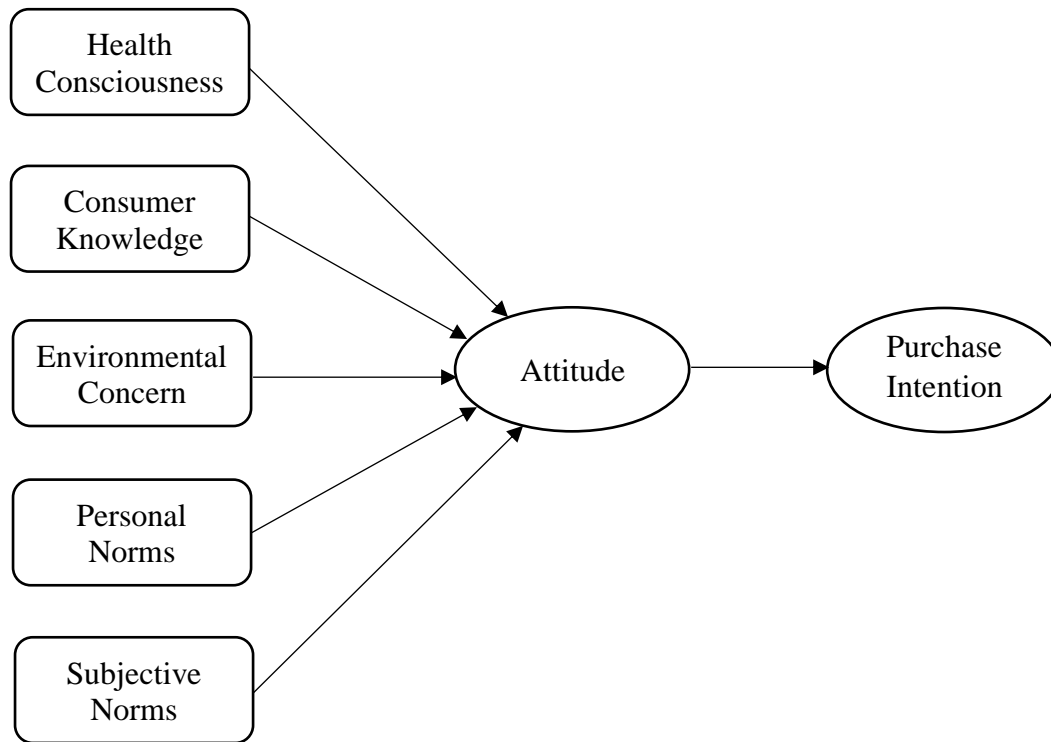


Source: Recker & Saleem (2014)

The result of above study shows that the different types of consumer knowledge – their environmental literacy and their past experience with OPCP – have a strong effect on both their attitudes towards and purchase intentions of OPCP.



**Figure (2.3) Conceptual Framework of Yang, Al-Shaabab and Nguyen**



Source: Yang et al., (2014).

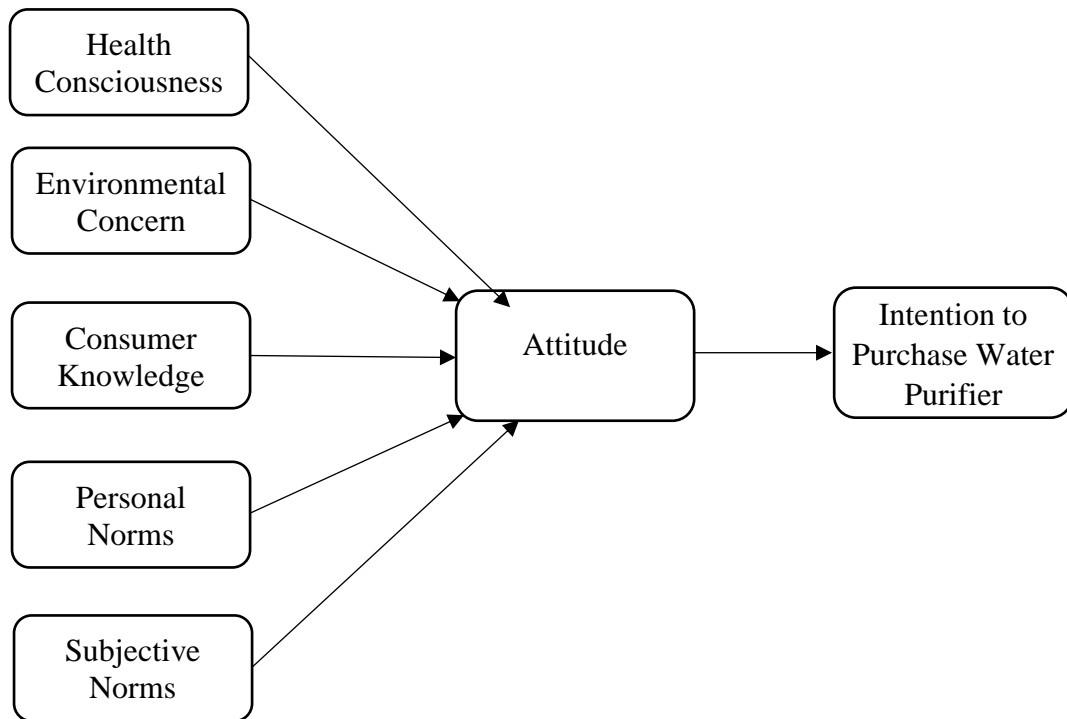
The study of Yang et al., (2014), explored the influential factors on consumer attitude and behavior intention and purchase intention in the context of organic food consumption. The above model Figure (2.3) illustrates the influence of different factors on consumer attitude and the correlation between attitude and purchase intention towards organic food.

## **2.5 Conceptual Framework of the Study**

The conceptual framework for this study is developed based on theoretical reviews and previous research. The framework is designed to investigate the influential factors on consumer attitude and purchase intention towards household water purifier. The model illustrates the relationship between personal characteristics, consumer attitude and purchase intention towards household water purifier. The conceptual framework of this study is presented in Figure (2.4).

**Figure (2.4) Conceptual Framework for the Study**

Personal Characteristics



Source: Adopted from the study of Yang et al. (2014)

Servals personal characteristics factors can influence on consumer attitude towards household water purifier. However, in this study health consciousness, environmental concern, consumer knowledge, personal norms and subjective norms are used as personal characteristics.

According to above conceptual model, consumer attitude and purchase intention are also analyzed after exploring the influencing factors on consumer attitude towards household water purifier. In the relation of consumer attitude and purchase intention, purchase intention depends on consumer attitude based on theory of planned behavior (TPB). Therefore, consumer attitude is independent variable and purchase intention is a dependent variable as relationship.

## **CHAPTER 3**

### **PROFILES AND BACKGROUND OF HOUSEHOLD WATER PURIFIER INDUSTRY IN MYANMAR**

This chapter presents the profiles and background of household water purifier business in Myanmar. Descriptive data such as profile of respondents are included in this chapter.

#### **3.1 Household Water Purifier Market in Myanmar**

A water purifier is a device that removes undesirable chemicals, biological contaminants, and suspended solids from water. The types of water purifiers available on the market vary. For example, a gravity-based water purifier is a cost-effective version of filtering water through gravity attraction. It does not require running water or electricity, due to which it is considered the best alternative for boiling water in areas where water or electricity is scarce. Manufacturers are now implementing advanced water purification technologies, like Gravity Purifiers, Reverse Osmosis (RO) Purifiers, Ultrafiltration (UF) Purifiers, Ultraviolet (UV) Purifiers, Sediments Filters, etc. (TechSci Research, 2020).

As information from marketers of plumbing business group, Myanmar household water purifier market is started to heat up in 2010 and still developing as compare with other countries in the Asia Pacific region. The industrialization and therefore the growing use of pesticides have deteriorated the naturally accessible water within the country and brought on contamination in water bodies which include lakes, rivers and tube-well water. This has regularly improved the call for water purifiers to fulfill the necessity of clean water in the residential and commercial segments. Besides this, the degradation of water condition and growing consumer awareness concerning safe water consumption is making a positive impact on the market. Moreover, with the improvements in technology, makers and marketers are introducing newer models of purifiers, such as the 7 Stages RO purifier with pre-filtration system and UV disinfection system, which can decrease the presence of the harmful particles from the water, retaining its natural flavor, remove chlorine, inorganic compounds like arsenic and disinfects water containing bacteria and viruses.

In Myanmar's water filter market report (2022), the major imported countries of household water purifiers are China, Korea and Thailand. Moreover, Taiwan, Vietnam and India also imported water filters to retail market in Myanmar. Local business firms also producing basic type of water purifier such as ceramic filter but there has some limitation of quality and performance to compare with advanced technology products. The market distribution channel can be breakdown as retail stores, direct sales and online sales. End users can also be identified as household, shop, clinic, primary school, monastery, etc.

### **3.2 Background of Household Water Purifier Industry**

According to Nadarajan (2014), water purification product can be defined as a device used for the purpose of treating water in the home or at point of use in other settings. These devices are also called as point-of-use (POU) or point-of-entry (POE) water treatment technologies. Point-of-use systems can be installed in various places in the home, including the counter top, the faucet itself, or under the sink. Most current point-of-use technologies are intended to reduce microbial pathogens, chemical and radiological contaminants. Point-of-entry systems are installed where the water line enters the house and used to treat water used throughout the house ([www.epa.gov/safewater](http://www.epa.gov/safewater), accessed May 21, 2014). Filtration, ion exchange, reverse osmosis, and distillation are some of the treatment methods used. Both POU and POE treatment units requires routine maintenance. If they are not serviced on a consistent basis, contaminants may accumulate in the units and worsen the water quality. Household water treatment systems are among the most simple, affordable and effective methods of water purification. POU and POE systems are shown Appendix (B).

Price is a critical factor in adopting the use of water purifier or any product. In accordance with Schiffman and Kanuk (2000), how a consumer perceives a price – as high, as low, as fair – has a strong influence on consumer purchase intention. From the consumers' perspective, price is what is given up or sacrificed to obtain product (Zeithaml, 1988, as cited in Yang et al., 2014). Price is unquestionably one of the most important marketplace cues. According to Lichtenstein (1993), The general effect of price is due in part to the fact that price cues are present in all buying situations and represent, at least to all consumers, the amount of economic expenditure that must be sacrificed in order to participate in a given purchase transaction. Prices range from a few thousands for a basic

pitcher filter to over hundred thousand kyats for an advanced reverse osmosis unit. The prices of each type of RO water purifier can reach into the two hundred thousands and sometimes one million of kyats, depending on the type, method, location of installation, and requirement for plumbing, if any.

Apart from the traditional channel, water purifiers are also sold by direct marketers such as Kangaroo, Dr. Clean, Mahar Ayeyar, Myanmar Zaw Htoo, Supreme Water Doctor, Delta Water, Smart Water, etc. In Myanmar, water purifiers are sold directly by the major electronics and household product retailers such as Ocean, Sein Gay Har, Gamoe Pwint, Pro1, and plumbing shops. They carry a variety of brands such as Kagaroo, Triwin, Aqua Wave, Aua Hygienic, Dr. Clean, Kent, etc.. However, major retailers such as Ocean, Pro1 and others do not carry an extensive series of water purifiers due to the requirement for installation and service. These stores only carry the basic line of water treatment products. Most director marketers have their own plumbing team and they provide installation and maintenance services. All types of water purifiers are generally available from online order and retailers' physical store.

Water purification products have become a timely topic in consumer products. Concern over tap water quality has led to the expansion of water purification industry in the country today (Aini et al., 2007). Manufacturers and distributors of domestic water purification systems have mushroomed in the market. The vendors are marketing their products through multiple channels in order to attract more consumers into buying it. Most of the vendors claimed that their water purifiers are the most effective to remove contaminants from the tap water and tube-well water. However, there are still challenging to remove the chemical and heavy metal from water, especially arsenic, iron and manganese.

### **3.3 Profile of Respondents**

In this survey, the respondent's demographic factors are classified into six categories such as gender, age (years), size of family, education, occupation and household monthly income. For each question, respondents are given multiple choices, out of which the respondents have to choose the relevant one. The following Table (3.1) shows the numbers and percentages of respondents with different demographic factors.

**Table (3.1) Profile of Respondents**

<b>Particular</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
<b>Total</b>	<b>210</b>	<b>100</b>
<b>Gender</b>		
Male	130	62
Female	80	38
<b>Age (Years)</b>		
20 – 25	9	4
26 – 35	33	16
36 – 45	74	35
46 – 55	65	31
Over 55	29	14
<b>Size of Family (Number of Family Members)</b>		
Less than 3 persons	53	25
3 – 6 persons	143	68
More than 6 persons	14	7
<b>Education Level</b>		
High School	23	11
Bachelor Degree	133	63
Master Degree & above	34	16
Diploma/Certificate	20	10
<b>Occupation</b>		
Own business	73	35
Company Staff	81	38
Government Staff	29	14
Student	6	3
Others	21	10
<b>Household Monthly Income</b>		
Kyat 500,000 & below	18	9
Kyat 500,001 – 1,000,000	73	35
Kyat 1,000,001 – 1,500,000	76	36
Kyat 1,500,001 & above	43	20

Source: Survey Data (2022)

According to Table (3.1), there are 210 respondents who were surveyed with a structure questionnaire. The majority of the respondents are male with the percentage of 62 of total 210. It can be said that male interest the water purifier more than female for this study. The most dominant age group among respondent is between 36-45 years which accounted for 35 percent to total respondents. Because these age group have drinking water related knowledge throughout their lives. The majority of the respondents were educated as 63% of the respondents had a bachelor's degree level of education. In the result, company staff is the largest group in terms of occupation which accounted for 38%. Occupations of minority is students which is 3% of total respondents.

As for family size (number of family members), 68% of the respondents came from household size of 3-6 persons. In terms of household income level, Kyat 1,000,001 – 1,500,000 per month is highest group in four household income level groups. Kyat 500,001 – 1,000,000 per month group is the second highest level with 73 respondents. Only 9% of the respondents claimed that they had Kyat 500,000 & below of monthly.

### **3.4 Research Design**

This study aims to examine the influencing factors on consumer attitude towards household water purifier and to analysis the effect of consumer attitude towards purchase intention of household water purifier. To achieve these objectives, both primary and secondary data were used in this study. Secondary data was obtained from textbooks, article from international journal, previous research papers and internet websites. To get the primary data, (210) respondents were asked their personal characteristics which influencing factors on attitudes towards purchase intention. The respondents were surveyed with the systematic survey questions.

The sample size was determined by using Taro Yamane's sampling size formula as following Formula:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n = corrected sample size,

$N$  = population size, and

$e$  = acceptable sampling error at 93% confidence level.

The population of three largest health care public groups (in Myanmar) on Facebook is  $N=524,000$ . According to answers, (210) respondents were sampled in this study.

This study was to investigate the relationship of different potential factors that might affect consumer attitude towards purified drinking water and the relationship between consumer attitude and purchase intention within the context of household water purifier. In particular, in order to identify the proper influence between individual factors on consumer attitude, if it was positively or negatively affected. Based on that, the formulation of Myanmar consumer attitude towards purified drinking water could be more interpreted. Besides, different measurements were constructed to measure each theoretical concept and a population is also specified. Therefore this study was categorized as a descriptive design which attempted to investigate the relationship between different variables. The Descriptive survey method is mainly used and analytical method was used in this study. Analytical method was used to analyze the effect of consumer attitude and purchase intention towards household water purifier in Myanmar.

A survey was carried out among Myanmar consumers in Myanmar. Total (210) respondents above the 20 years old who use health care groups on Facebook in Myanmar were collected for this study. The questions were divided into two parts, the first part were designed on the light of demographic factors which includes gender, age and income, the second part were related to the concept of different factors, attitude and purchase intention. A total amount of 36 questions were formulated based on theoretical concepts. The Section (A) of questionnaire are closed type multiple choice questions, so respondents are required to answer every questions. The questions in Section (B) are measured with a five point Likert Scale method (1 = Strongly Disagree to 5 = Strongly Agree). According to the classification of Best (1977), the responses are interpreted as follows: The mean value 1.00-1.80 is classified as strongly disagree, 1.81-2.60 is categorized as disagree, and 2.61-3.40 is regarded as neither agree nor disagree, 3.41-4.20 are categorized as agree, 4.21-5.00 is categorized as strongly agree of perception.



### 3.5 Reliability Test

Reliability analysis was undertaken in order to test internal consistency of the variable in the questionnaires. Cronbach's alpha is measure of internal consistency that is how closely related a set of particular are as a group. It is considered to be a measure of scale reliability.

**Table 3.2 Reliability Test**

<b>Category</b>	<b>No. of Particular</b>	<b>Cronbach's Alpha</b>	<b>Reliability Level</b>
Health Consciousness	4	0.968	Reliable
Consumer Knowledge	4	0.979	Reliable
Environmental Concern	4	0.944	Reliable
Personal Norms	4	0.966	Reliable
Subjective Norms	4	0.947	Reliable
Consumer Attitude	5	0.969	Reliable
Purchase Intention	5	0.974	Reliable

Source: Survey Data (2022)

According to above Table (3.2), the result showed that Cronbach's Alpha Coefficient value for all scales are higher than cut-off value of 0.7 indicating high reliability thus it can be expected that scales used in this study will produce reliable and valid data for factors affecting consumer attitude and purchase intention towards household water purifier to use it.

## **CHAPTER 4**

### **ANALYSIS OF CONSUMER ATTITUDE AND PURCHASE INTENTION OF WATER PURIFIER IN MYANMAR**

This chapter presents the relationship between consumer attitude and purchase intention towards water purifier. Simple statistical tools and methods were used to analyze. In this study, Multi-Linear Regression model was applied to analyze the relationship between consumer attitude and purchase intention towards household water purifier.

#### **4.1 Analysis of the Influencing Personal Characteristics on Consumer Attitude**

This section is for the analysis of the influencing personal characteristics on consumer attitude in the following. That analysis includes personal characteristics of respondents, influence factors on consumer attitude, consumer attitude.

##### **4.1.1 Personal Characteristics of Respondents**

Questionnaire Section (B) includes 5 questions related to personal characteristics of respondents. The characteristics include what are the consumer's health consciousness level of drinking water, how environmental concern affects consumer's attitude toward environmental friendly product, what are the consumer's knowledge of purified water and household water purifier and how about personal norms and subjective norm affect on household water purifier and purified drinking water. Each of the details means calculation tables are shown in Appendix (C). The influencing personal characteristics on consumer attitude towards household water purifier are compared and summarized the each of the overall means scores as shown in Table (4.1).

According to Table (4.1) the mean score of health consciousness is the highest. Therefore, people deeply interest their health care and concern to protect their health. That is closely followed by personal norms variable mean that people deeply accept the important to take care of the quality of drinking water for human health. And they are very pleased to use household water purifier in their social environment. They are also much

attention on environmental issues and willing to use environmental friendly products. Consumer knowledge is lowest influencing factor with 3.52 mean score value. Therefore, it can be concluded consumer are less knowledge in water purifier and they want to receive product and service information from various sources.

**Table (4.1) Personal Characteristics of Respondents**

<b>Sr. No.</b>	<b>Particular</b>	<b>Mean</b>
1	Health Consciousness	4.33
2	Environmental Concern	3.65
3	Consumer Knowledge	3.52
4	Personal Norms	4.16
5	Subjective Norms	3.66

Source: Survey Data (2022)

Based on the finding, hence overall mean score of health consciousness is 4.33, it can be said that the most of respondents are very health conscious. Today, most of the people really care health when having food or drinks. Most people drink water to make sure they get enough essential minerals and to maintain for optimal health. Regarding to results, people believed that drinking water quality improvements, such as effective household water treatment system can have a significant health impact.

In this study, since overall mean value of environmental concern is 3.65, it can be said that the respondents have concerned on environmental affairs. The result shows that environmental concern is partly explained the lack of trust in public tap water quality and marketing by the bottled water industry. Plastic production processes are responsible for non-renewable resource depletion and for the emission of harmful pollutants into the environment. Household water purification considerably reduced health and environmental impacts.

Since overall mean score of consumer knowledge is 3.52, it highlights the respondents have concerned on information and knowledge. The result has identified that consumer knowledge as an important antecedent of water consumption. People understand that purified drinking water provides a better way for people to stay hydrated. Among its many benefits, it aids in digestion, boosts athletic performance, detoxifies the body, and

promotes clearer skin. A consumer's water related knowledge will be influenced their attitude to water treatment and consumption.

Since overall mean value of personal norms 4.16, it can be said that the respondents reflect the individual's sense of responsibility for implementing specific actions. The result showed that the most people consider to take care of the quality of drinking water for human health. The respondents believed that the clean drinking water is to reduce the risk of water related disease and support for the health of their families and themselves. And this factor is proved to have a strong influence on their attitude towards quality of drinking water.

In this study, since overall mean value of subjective norms is 3.66, it can be concluded that the respondents have perceived qualities of life and care are expected by their friends, family and the society to perform the recommended behavior. The result has identified that people considered social pressure to behave as the others in their drinking water. In other words, people can accept their valued person's opinion for using of high quality drinking water which get from household water purifier.

#### 4.1.2 Consumer Attitude

The five survey questions are used as variable to examine attitude toward water purifier for home. The following Table (4.2) shows the mean values and standard deviation of the variable of consumer attitude of household water purifier.

**Table (4.2) Consumer Attitude Towards Household Water Purifier**

<b>Sr. No.</b>	<b>Particular</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Good to buy water purifier for the home.	4.08	0.71
2	Using water purifier is wise decision for health.	4.08	0.72
3	Using household water purifier is being a modernized lifestyle.	3.91	0.82
4	Cost incurring for water purifier is good value for money.	3.93	0.81
5	Using household water purifier make me feel secure for family health.	4.02	0.74
	<b>Overall Mean</b>	<b>4.00</b>	

Source: Survey Data (2022)

Regarding to consumer attitude, household water purifier is well known product for health care and useful home appliance. The reason is that the consumers have already had health related knowledge and know benefits of water purifier before purchase. According to Table (4.2), the highest mean score value is 4.08 for both statements “Using water purifier is wise decision for health” and “Good to buy water purifier for the home”. The lowest mean score value is 3.91 on “Using household water purifier is being a modernized lifestyle”. The overall mean value of Consumer Attitude is 4.0. Thus, there is positive consumer attitude on household water purifier.

#### 4.1.3 Influencing Personal Characteristics on Consumer Attitude

In this research, to find the influencing personal characteristics on consumer attitude, multilinear regression analysis is conducted in which the mean value of consumer attitude is regressed with the mean values of five variable: health consciousness, environmental concern, consumer knowledge, personal norms and subjective norms. Table (4.3) shows the effect of influencing personal characteristics on consumer attitude.

**Table (4.3) Influencing Personal Characteristics on Consumer Attitude**

Independent Variables	Unstandardized Coefficients		Beta	t	Sig	VIF
	B	Std. Error				
Constant	.360	.188		1.919	.056	
Health Consciousness	.034	.065	.031	.527	.599	2.523
Environmental Concern	.139***	.044	.169	3.165	.002	2.098
Consumer Knowledge	.010	.050	.011	.203	.839	1.987
Personal Norms	.452***	.072	.434	6.271	.000	3.519
Subjective Norms	.292***	.059	.312	4.950	.000	2.918
R	.850					
R Square	.722					
Adjusted R Square	.715					
F Value	105.839 ***					
Durbin Watson	2.157					

Source: Survey Data (2022)

\*\*\* Significant at 1%, \*\* Significant at 5%, and \* Significant at 10% Level

According to Table (4.3), the value of R square 0.722 percent thus this specified model could explain 72.2% variation of the consumer attitude which is predicted by five variables since the overall significant of the model, F value, is highly significant at 1 percent level, this model can be said valid. A Durbin Watson value is between 1.5 and 2.5. Thus, the sample is enough. All the VIF values are less than 10. It shows that there is no multicollinearity problem in this case.

Personal norms and subjective norms variables had the expected positive sign and coefficient of personal norms was deemed to be highly significant at 1 percent level. It means that increase in personal norms and subjective norms lead to enhance the consumer attitude. The results show that most factors have significant value and the main determination of attitude components of the consumers to be personal norms and subjective norm. Presently, drinking water choice, like any complex human behavior, is influenced by many interconnected factors, including various personal characteristics.

The variable environmental concern also has the expected positive sign and highly significant coefficient value at 1 percent level. It indicates that the increase in positive Environmental Concern lead to favorable consumer attitude. The result could be explained that consumer attitude affected by environmental related factors such as people consider the impact on environment in their buying decision and willing to pay higher prices for environmental friendly products.

The overall evaluation reveals that models explain the variation in independent variables because the estimation produced expected signs and significant coefficients for influencing factors. This specified model is valid. The increase personal norm, subjective norm and environmental concern have the positive effects on consumer attitude of household water purifier.

The standardize coefficient (Beta) of personal norms has the largest value 0.434 which highlights the greatest contribution of personal norms to increase the consumer attitude when the variance explained by other variable is controlled for. The respondents believed that household water purifiers are useful, it is supposed to use clean water for drinking and to reduce the risk of water related diseases for creating a better life for themselves and their families. Subjective norms has the second largest effect on consumer attitude. The reason can be that people know purified drinking water is essential part of daily life. Then, environmental concern has also positive effect on consumer attitude

because the respondents feel that purifying water at home stops buying bottled water. This clearly helps the environment to wasting less plastic and also reduce the environmental impacts from bottled water delivery in and out.

## 4.2 Analysis of the Effect of Consumer Attitude towards Purchase Intention

Understanding the effect of consumer attitude and how the consumers have purchase intention is important to get more advantage for the household water purifier business. In this section, the descriptive analysis on consumer purchase intention is provided and then the effect of consumer attitude on their purchase intention is examined by using simple linear regression analysis.

### 4.2.1 Consumer Purchase Intention

In this study, there are five survey questions used as variables to examine consumer purchase intention towards household water purifier. The mean score of each variable that related to purchase intention towards water purifier are known in following Table (4.4).

**Table (4.4) Purchase Intention**

<b>Sr. No.</b>	<b>Particular</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Intend to purchase a household water purifier because it is very beneficial for family.	4.00	0.73
2	Intend to purchase a household water purifier because it is convenience to use.	3.92	0.76
3	Willing to invest the cost for the household water purifier.	3.91	0.82
4	Intend to purchase household water purifier even if it costs more than traditional purifying methods.	3.87	0.83
5	Plan to purchase a household water purifier near future.	4.02	0.75
	<b>Overall Mean</b>	<b>3.94</b>	

Source: Survey Data (2022)

Regarding to consumer purchase intention, most of the respondents are planning to purchase household water purifier near future. They intend to purchase the water purifier because it is very beneficial for family as drinking water is essential for living and also important for health status. According to the Table (4.4), the highest mean score value is 4.02 for the statement of “Plan to purchase a household water purifier near future”. The lowest mean score value is 3.87 on the statement of “Intend to purchase household water purifier even if it costs more than traditional purifying methods”. Overall mean value for purchase intention is 3.94. Thus, it can be concluded that the respondents have purchase intention towards household water purifier.

#### 4.2.2 Effect of Consumer Attitude on Purchase Intention

To examine the effect of consumer attitude on their purchase intention, this study applies simple linear regression in which the mean value of consumer purchase intention is regressed with the mean value of consumer attitude. The results of the analysis is presented in Table (4.5).

**Table (4.5) The Effect of Consumer Attitude on Purchase Intention**

Independent Variables	Unstandardized Coefficients		Beta	t	Sig
	B	Std. Error			
Constant	.219	.125		1.750	.082
Consumer Attitude	.930***	.031	.903	30.298	.000
R	.903				
R Square	.815				
Adjusted R Square	.814				
F Value	917.949 ***				
Durbin Watson	1.809				

Source: Survey Data (2022)

\*\*\* Significant at 1%, \*\* Significant at 5%, and \* Significant at 10% Level

According to Table (4.5), the value of R square is 0.815 percent thus the specified model could explain the 81.5% of the variation of purchase intention of household water purifier. Since the overall significance of the mode, F value, is highly significant at 1



percent level, the model can be said valid. A Durbin Watson value is between 1.5 and 2.5. Thus, the sample is enough.

The variable Consumer Attitude has the expected positive sign and is highly significant at 1 percent level. It means that the Consumer Attitude lead to increase consumer purchase intention of household water purifier. The result has concluded a positive relation between consumer's attitude and purchase intention. The respondents willing to invest the cost for the household water purifiers because they believe that it is very beneficial for their families, that make them plan to purchase the water purifiers in near future.

The overall evaluation reveals that model can explain the variation in consumer attitudes of water purifier because the estimation produced the expected signs and significant coefficients for purchase intention. The increases in consumer attitude have the positive effects on purchase intention of water purifier.

## **CHAPTER 5**

### **CONCLUSION**

This chapter is organized with finding and discussions, suggestions and recommendation to understand consumer attitude and purchase intention towards household water purifier from the study of the paper. This chapter also includes the suggestions for the further study needs.

#### **5.1 Findings and Discussion**

The household water purifier is one of the useful products and consumed as huge benefits for the whole family. Household water purifier industry is considered profitable industry in many countries, especially in developing countries including Myanmar. The water purifiers provide clean and better tasting drinking water. With better tasting drinking water, people are likely to drink more, which keeps their body properly hydrated for better health.

This study intends to find out which factors is the most influence on consumer attitude and purchase intention towards household water purifier in Myanmar. The study uses structure questionnaire aims to identify demographic factors, health consciousness, environmental concern, consumer knowledge, person norms, subjective norms, attitude toward household water purifier and purchase intention of the respondents. Apart from demographic factors, the rest are measured on five-point Likert scale.

According to overall mean analysis of health consciousness, the respondents are conscious of health for not only themselves but also their families, the more positive attitude they have towards quality water drinking. They believed that the best possible health is very important for their living lives. Based on overall mean value, it can be concluded that the respondents have high level of health concern.

The respondents agree that the environmental consideration is an important agenda in their daily life and pay much attention on environmental issues. Also they consider the environment impact and willing to buy environmental friendly products even higher prices.

According to overall mean value of environmental concern, it can be said that respondents have high level of environmental concern.

Based on the overall mean value, the respondents agreed that information and knowledge regarding products and services are one of the key factors for consumers. For consumer knowledge, respondents say that they know benefits of using high quality purified water. They used to find out other people's experience on using household water purifier and collect the product information of household water purifiers. Most of respondents have high level of knowledge and confident to use household water purifier.

From the result of personal norms, people know that the quality of drinking water for human health is important and it feels good to use clean water with conscience. They take responsibility to use clean water to reduce the risk of water related diseases for the whole family. According to overall mean value of personal norms, it can be said that respondents have high level of personal norms.

As the result from subjective norms, the impact of social pressure makes respondents consider to use high quality products especially for health. They agree that using household water purifier makes good impressions for their social environment especially important people in their lives. Based on impact of social pressure, they consider to use high quality products for health. When it comes to choose a product, they usually ask the advice from family and friends who can provide information. According to overall mean value, it can be said that respondents have high level of subjective norms.

According to mean value of consumer attitude, respondents agree that using water purifier is wise decision for health and that is good to buy for their homes. They feel secure for family health when they are using household water purifier at home and it provide modernized lifestyle. Also they believe that the cost of a water purifier is good value for the money. Overall mean value of consumer attitude, respondents say that there is positive consumer attitude on household water purifier.

Based on the mean value of purchase intention, respondents intend to purchase a household water purifier for their family because that is very beneficial and convenience to use at home. They are willing to invest the cost for the household water purifier even if it costs more than traditional water filtration methods. They have plan to purchase a household water purifier near future. As overall mean value, respondents have high level of purchase intention towards household water purifier.

This study examines the influencing factors on consumer attitude towards using purified drinking water. The result of regression analysis shows that health consciousness was found to be not significant in predicting the consumer attitude. Personal norms and subjective norms are proved to have highest influence on consumer attitude towards water purifier. It indicates that the consumers who take on more responsibility to reduce the risk of diseases by using of the purified water and they have positive individual beliefs to use it. The subjective norms factor indicates that the consumers who obtained more experiences or advice from social network regarding the good effects of using water purifier, it leads to positive attitude of consumer. Interestingly, environmental concern of consumers also affect their attitude.

The regression analysis on consumer attitude and intention to purchase shows that consumer attitude has a strongly positive effect on their intention to purchase. Therefore, it can be concluded that if the consumers have positive attitude towards purified drinking water, they will have intention to purchase household water purifier.

In conclusion, according to the results of this study, personal norms, subjective norms and environmental concern factors have the significant positive effect on consumer attitude and that positive attitude leads to purchase intention of consumers towards household water purifiers. Myanmar consumers hold a positive attitude towards household water purifier because of the respondents think it is wise, good and important to buy it. This represents a good evaluation of consumers concerning water purifier in general which leads to the formulation of a positive attitude.

## **5.2 Suggestions and Recommendation**

Based on the finding mentioned above, the marketers of the household water purifiers should target on people of age between 36 and 45 years old and most are company staff who are usually get proper work and are affordable to use purified water at home. The marketers should focus on mostly on male by female social influencer by letting aware of the benefits of using household water purifier.

Relating health consciousness factor, most of the consumers concern their health and drinking water quality in the highest mean score. Marketers should add product information updated such as quality, advanced technology, contaminant removal efficiency and recommendation for health. The marketers should provide sufficient trainings to sales

persons to aware about of product specifications, water quality and knowledge of water related diseases.

Regarding environmental concern factor, the manufacturers are suggested to provide improved water purification system design. It should have technologies and components to use limiting the environmental impact and saving the cost of running and servicing. The use of energy-efficient and water-efficient techniques all lead to reduced environmental impact directly. Optimum operation of systems minimizes the frequency of changing subsequent purification consumables, notably the purification packs. The manufacturer should apply sticker the certified labels on water purifier such as green leaf, ISO, etc. to aware the consumers.

Regarding consumer knowledge factor, the product manufacturers are suggested to provide more minerals and health benefits information in order to attract target consumers. Suggestion for marketers are to increase consumer's knowledge of household water purifier technologies, classes, types, cost and effectiveness. It is also essential to provide product specifications, user manual with Myanmar Language to get better awareness of consumers. And assuring product warrant such as within one year factory fault occurs, the marketers behave of manufactures shall compensate by replacing required parts and new products with free of charges, except the damages caused by voltage surges.

Regarding personal norms factor, most of the consumers individual concern their health, family health and risk of water related diseases in the highest mean score. Therefore, marketers should provide reliable and honest information about household water purifiers such as prevent water related diseases, recommend for color, odor, taste and various water capacity output for various family sizes. The study has found that personal norms have the strongest correlation with consumer attitude. Therefore, marketers should believe that the higher the personal norms of residents are, the better consumers of the water purifiers.

Regarding subjective norms, most of consumers take information about water purifier in the society in the highest mean score. Marketers should emphasize with cost effective product to get popular top brand in society. The marketers should increase the social awareness of their products by distributing the products into supermarkets, hypermarkets and hardware stores. Businesses that sell products need to access their target market and place their shop in a location that easily accessible to the public. The shop should prepare a water purifier ready to operate as live demonstration when consumers

reach in front of that water purifier. It means consumers easy to understand the product real operating that is good for product impression and also get the people awareness.

Regarding consumer attitude is one of the variables investigated in this research as a significant impact on the purchase intention towards household water purifier. According to results, marketers and sales staffs should try to get the customers' understanding on product cost and its value such as the product cost is not cheap but reasonable with the product quality and market price. The marketers should focus on end users to get more sales order by direct selling method such as door to door selling, online selling, etc. Important fact is the marketers have to support before and after sales services properly, consumer should satisfy and think that using household water purifier is being a modernized lifestyle.

Lastly, being optimistic on water purifier is an advantage for marketers. Household water purifier is most potential products for home appliances especially for targeting the family who live in Urban. Therefore, it will be attractive to consumer if creating the ads like the knowledge sharing programs, live demonstration and developing promotion programs.

### **5.3 Needs for Further Research**

The study findings draw attention to the underlying factors influencing water purifier purchase intention. Environmental concern and social impact influenced consumer attitude on water purifier directly. Further studies may consider assessing marketing mix (product, place, promotion and price) as the determinants of water purifier purchase intention. Besides that, peer influence and mass media influence may also effect water purifier product value and purchase intention. The previous studies also pointed the important influence as quality of water, the tap water and bottled water are contaminated with very high percentage of bacteria when they are examined even urban areas in Myanmar. Thus, further studies can be beneficial if the study focus on customer perception on water quality and it impacts on their purchase intention in Myanmar. As the water treatment market continues to significant growth, further research related to this field such as the effectiveness of water purifier are very much needed. The further study can be worthwhile by comparing the expectation of current users the lead to purchase water purifiers and the perceived experience of using water purifiers.

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## APPENDIX (A)

### QUESTIONNAIRE ON CONSUMER ATTITUDE &

### PURCHASE INTENTION TOWARDS HOUSEHOLD WATER PURIFIER

Dear respondent!

I am studying the MBA programme in Department of Management Studies at Yangon University of Economics. I am currently conducting a master thesis about of household water purifier in Myanmar. In order to investigate this topic further it is important that I get response from you. I sincerely request you to kindly spend a few minutes to complete the questionnaire. The questionnaire is anonymous and the data will only be used for this research.

If you have any questions, you can contact me on mgthuya@gmail.com.

Thank you in advance for your participation and cooperation.

**Definition of water purifier:** It is water purification system that moves water molecules through a semi-permeable membrane. Purified water is free from harmful bacteria and well as dissolved contaminants.

#### Section (A): Demographic Information

Please check the appropriate answer.

1. Gender

Male

Female

2. Age (Years)

20 – 25

26 – 35

36 – 45

46 – 55

over 55

3. Size of Family (Number of Family Members)

Less than 3 persons

3 – 6 persons

More than 6 persons

4. Education Level

High school

Bachelor Degree

Master Degree & above

Diploma/Certificate

Others: \_\_\_\_\_

5. Occupation

Own business

Company Staff

Government Staff

Student

Others (please specify): \_\_\_\_\_

6. Household Monthly Income

Kyat 500,000 & below

Kyat 500,001 – 1,000,000

Kyat 1,000,001 – 1,500,000

Kyat 1,500,001 & above

### Section (B): Personal Characteristics, Attitude and Purchase Intention

Please indicate the most appropriate response with the scale give below for each question.

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

No.	Description	1	2	3	4	5
<b>Health Consciousness</b>						
1.	I'm very self-conscious about my health.					
2.	I am conscious about my family health.					
3.	Living life in the best possible health is very important to me.					
4.	I'm concerned about the quality of drinking water for my health.					
<b>Environmental Concern</b>						
5.	I pay much attention on environmental issues.					
6.	The environmental consideration is an important agenda in my daily life style.					
7.	I always consider the impact on environment in my buying decision.					
8.	I am willing to pay a little bit higher prices for environmental friendly products.					
<b>Consumer Knowledge</b>						
9.	Benefits of using high quality purified water.					
10.	I used to find out other people's experience on using household water purifier.					
11.	I used to search for product information of household water purifier.					
12.	I have sufficient knowledge about using household water purifier.					
<b>Personal Norms</b>						
13.	It is important to take care of the quality of drinking water for human health.					
14.	It feels good for the conscience to use clean water.					
15.	I have a moral obligation to use clean water for the health of my family and myself.					
16.	I have a moral responsibility to reduce the risk of water related disease by using clean water.					
<b>Subjective Norms</b>						
17.	When it comes to choose a product, I normally behave as others do.					
18.	The impact of social pressure makes me consider to use high quality products especially for health.					

No.	Description	1	2	3	4	5
19.	Most people who are important to me would like me to use purified drinking water.					
20.	Using household water purifier makes good impressions of my friends on my life style.					
<b>Attitude Towards Household Water Purifier</b>						
21.	I think that it is good to buy water purifier for my home.					
22.	I think that using water purifier is wise decision for health.					
23.	I feel that using household water purifier is being a modernized lifestyle.					
24.	I think that cost incurring for water purifier is good value for money.					
25.	Using household water purifier make me feel secure for family health.					
<b>Purchase Intention</b>						
26.	I intend to purchase a household water purifier because it is very beneficial for my family.					
27.	I intend to purchase a household water purifier because it is convenience to use.					
28.	I am willing to invest the cost for the household water purifier.					
29.	I intend to purchase household water purifier even if it costs more than traditional purifying methods.					
30.	I plan purchase a household water purifier near future.					

Thank you very much for your kind participation.

## APPENDIX (B)

**Figure (B.1) Point-of-use (POU) Water Purifiers**



Source: [www.google.com](http://www.google.com)

**Figure (B.2) Point-of-entry (POE) Water Purifiers**



Source: Mahar Ayeyar & KENT

## APPENDIX (C)

**Table C.1 Personal Characteristics of Respondents**

Sr. No.	Particular	Mean	Standard Deviation
<b>Health Consciousness</b>			
1	Very self-conscious of health.	4.29	0.71
2	Consciousness on family health.	4.32	0.68
3	Living life in the best possible health is very important.	4.34	0.66
4	Concerning the quality of drinking water for health.	4.35	0.67
	<b>Overall Mean</b>	<b>4.33</b>	
<b>Environmental Concern</b>			
1	Attention on environmental issues.	3.73	0.83
2	Environmental is an important agenda in daily life style.	3.66	0.88
3	Impact on environment in buying decision.	3.61	0.94
4	Willing to pay a little bit higher prices for environmental friendly products.	3.60	0.94
	<b>Overall Mean</b>	<b>3.65</b>	
<b>Consumer Knowledge</b>			
1	Benefits of using high quality purified water.	3.73	0.75
2	Finding out other people's experience on using household water purifier.	3.50	0.83
3	Product information of household water purifier.	3.45	0.81
4	Sufficient knowledge about using household water purifier.	3.40	0.82
	<b>Overall Mean</b>	<b>3.52</b>	
<b>Personal Norms</b>			
1	Important to take care the drinking water quality for human health.	4.24	0.69
2	Feels good for the conscience to use clean water.	4.21	0.67
3	Moral obligation to use clean water for the health of the whole family.	4.11	0.76
4	Moral responsibility to reduce the water related disease by using clean water.	4.10	0.77
	<b>Overall Mean</b>	<b>4.16</b>	
<b>Subjective Norms</b>			
1	Choosing a product, its normally behave as others do.	3.65	0.83
2	Impact of social pressure make to use high quality products especially for health.	3.69	0.83
3	Most important people suggest using purified drinking water.	3.67	0.81
4	Using household water purifier makes good impressions of lifestyle.	3.64	0.83
	<b>Overall Mean</b>	<b>3.66</b>	

## APPENDIX (D)

### Regression Analysis for Influencing Personal Characteristics on Consumer Attitude

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.850 <sup>a</sup>	.722	.715	.38308	.722	105.839	5	204	.000	2.157

- a. Predictors: (Constant), Subjective Norms, Health Consciousness, Consumer Knowledge, Environmental Concern, Personal Norms  
 b. Dependent Variable: Consumer Attitude

#### ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	77.660	5	15.532	105.839	.000 <sup>b</sup>
Residual	29.937	204	.147		
Total	107.597	209			

- a. Dependent Variable: Consumer Attitude  
 b. Predictors: (Constant), Subjective Norms, Health Consciousness, Consumer Knowledge, Environmental Concern, Personal Norms

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval of B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 Constant	.360	.188		1.919	.056	-.010	.730		
Health Consciousness	.034	.065	.031	.527	.599	-.093	.161	.396	2.523
Environmental Concern	.139	.044	.169	3.165	.002	.052	.226	.477	2.098
Consumer Knowledge	.010	.050	.011	.203	.839	-.089	.109	.503	1.987
Personal Norms	.452	.072	.434	6.271	.000	.310	.595	.284	3.519
Subjective Norms	.292	.059	.312	4.950	.000	.175	.408	.343	2.918

- a. Dependent Variable: Consumer Attitude



## Regression Analysis for the Effect of Consumer Attitude on Purchase Intention

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.903 <sup>a</sup>	.815	.814	.31847	.815	917.949	1	208	.000	1.809

- c. Predictors: (Constant), Consumer Attitude  
d. Dependent Variable: Purchase Intention

### ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	93.099	1	93.099	917.949	.000 <sup>b</sup>
Residual	21.095	208	.101		
Total	114.194	209			

- c. Dependent Variable: Purchase Intention  
d. Predictors: (Constant), Consumer Attitude

### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval of B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 Constant	.219	.125		1.750	.082	-.028	.455		
Consumer Attitude	.930	.031	.903	30.298	.000	.870	.991	1.000	1.000

- b. Dependent Variable: Purchase Intention