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The Relationship Between Perception And Attitude With Intention To Buy OTOP Products Via The Internet System Of Consumers In The Upper Part Of The Northeastern Thailand

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Abstract

This research had its aims to study the relationship between the perception and attitude with intention to buy OTOP products via the internet system of consumers in the north upper part of the northeastern Thailand by using the quantitative research, fieldwork survey questionnaire as the tool in collecting the data from 400 samples, aged between 20 -50 years old, who live in Khon Kean and Udonthani province of Thailand and can make a decision in purchasing the products themselves, experienced in buying OTOP products and use an internet in their daily life. The technique used in this research was purposive sampling. The statistics used in data analysis included the descriptive statistics, mean, percentage and standard deviation. For hypothesis testing, the Pearson correlation coefficient was used. Based on the study, it was found that the perception and attitude of the consumers had a positive relationship with the intention to buy OTOP products via the internet system of the consumers in the north upper part of the northeastern Thailand. The results of this study resulted in the marketing strategy development of the OTOP products via the internet which would help Thai local products to be distributed in the national and international markets.

Keywords perception, attitude, intention to buy, OTOP products, OTOP products via the internet system:

1. Introduction

Buying products via the online system has become increasingly important due to the continuous increase of the internet popularity. Also, the purchase behavior, experience of buying products and using services via the internet has increased. Based on the statistics of internet usage per week from 2001 to 2013, the number of people using the internet in daily life has increased steadily. The main objectives of internet usage are: searching for information and using e-mail (The Office of the Department of Electronics, 2013). Also, the statistics of previous orders or product purchase via the internet, classified by types of products and services ordered, age group, education level, 2013, showed that the number of previous orders, product purchase and services via the internet system has increased. Chang, YaPing, Dong, XueBing, Sun, Wei, (2014)

mentioned that the internet influences purchase intention because it is the telecommunication and interaction as real which is comfortable and secured.

Some factors in the past found that the usage and entertainment perception had the positive relationship with the intention to purchase the retail products via the internet system (T Ramayah and J Ignatius, 2005) and the important factor that influences purchase intention was an attitude. The research on the factors affecting the intention of consumers to purchase online often studied in two perspectives: technology perspective and the perspective of trust. The result of the study of the online buyer perception of trust, technology, attitude and intention to purchase the products via the internet system found that the trust, risk perception and technological ease in the past had a direct influence on the attitudes towards online purchasing (Heijden HV Et al., 2010). This led to the study of perception, attitude and intention to purchase the products via the internet system.

The OTOP products have been promoted and developed to sell via the internet system because of their higher growth rate in Thailand (Community Development Committee). Therefore, the promotion of OTOP products to be distributed in different regions of the country should be focused continuously. The OTOP products are categorized into 5 groups: utensils and decoration items, food, cloth and garments, herb, neither-food nor drug and beverage. They have been developed and enhanced by the various agencies of private and government sectors continuously until they become unique in their packing design with higher quality, standard, and usage. In particular, cloth products are very popular both in domestic and international regions (Department of Community Development, Ministry of the Interior, 2012). Mainly, E-Sarn OTOP products are the cloth products. In the past, there was the gathering for inventing and creating artworks in a free time of the local villagers after rice planting such as silk, hand-made cotton products, utensils, basket-works and potteries to sell in order to support their families. These products are promoted and developed as OTOP products (E-Sarn and Indochina Studies Club, Naresuan University, 2012). Therefore, there should be a promotion of the sales channels of OTOP products, particularly via the internet system in the upper part of northeast Thailand.

2. Literature review

In this study, a literature review was conducted and the relevant theories were reviewed as follows:

2.1 Perception theories

Choochai Samithiklai (2013) states that perception refers to the process by which the individuals selected and interpreted the meaning of the stimuli, meaningful and consistent with their perception processes, occurred because of perception, consisted of 3 stages:perceived selection, organized awareness and interpretation.

A study by Celik Hakan (2011) found that the perception has a positive effect on the intention to buy the products online. Supannika Supalata (2011) found that the benefit perception has an influence on intention of consumers to buy the products via the internet system of Thai people.

Duangkamon Lapkancanapong (2010) found that the risk perception has a negative impact on intention to buy the products online and to use the internet service.

2.2 Attitude theories

Kotler and Keller (2012) stated that the attitude is to assess the emotional and behavioral tendency toward any parties, ideas or concepts in the aspects of 'satisfied feeling' or 'dissatisfied feeling' for a long period of time.

Kuntali Ruanrom (2010) noted that attitude is an opinion or belief within the human mind. The attitude is occurred to anything that one sees or hears whether it is the object, place, product or service that is tangible and not tangible.

A study by Santi Budiman (2012) found that attitude has a positive influence on consumers being pirated. The higher positive attitude supports the purchase intention. On the other hand, the purchase intention to buy the pirated pockets of consumers is reduced.

Jaafar SN and Lalp P. E (2011) found that the attitude of consumers influences on food products with labels. Other variables also associated with the intention to buy the 'Brands' products which are the most important factor affecting consumer intention to buy a food product with the label.

2.3 Purchase intention theories

Schiffman and Kanuk (2010) noted that the purchase decision of consumers is the process that the consumers are aware of the best choice from all available choices of products. The consumers ranked the choices in terms of their benefits gained and disadvantages, and made a decision to choose the best choice.

The study of Ming-Yi Chen-I Teng (2013) found that the satisfaction and familiarity are the results from the ease of use and powerful functionality. The effective functionality and benefits are positive for the purchase intention.

Kwek CL, Tan HP and Lau TC, (2010) found that the stimulation of purchase intention and online sales have a positive effect on purchase intention of consumers. The ease is the most important factor for online purchase intention.

Waseem Afzal (2010) found that perception and personal ease influence the intention to buy and sell online.

3. Hypothesis

There are two hypotheses in this study as follows:

Hypothesis 1: *the perception of consumers has a positive relationship with the intention to buy the OTOP products via the internet system.*

Celik Hakan (2011) found that the perception has a positive influence on the intention to buy the products via the internet system.

Tirapon Sakunepakdee (2553) found that the image perception of the store, product quality perception and referred prices are important for the value perception of consumers at the middle

level in the same direction. The value perception has the related rate with the tendency of consumer intention to buy the products from the curtain store in Chonburi province.

From such studies, this research has determined the hypothesis testing the relationship between perception and intention to buy the OTOP products via the internet system, leading to the hypothesis as follows:

Hypothesis 2: *Consumer attitude is positively correlated with the intention to buy the OTOP products via through the internet system.*

Supanika Suphapala (2011) found that attitude to buy the products influences on the consumer's intention to purchase the products via the internet system in Thailand.

Kanika Tonam and Sompon Vantamail (2011) found that attitude of the elderly has a positive relationship with the purchase intention of the elderly to purchase the products via the web, being a factor to promote marketing.

Santi Budiman (2012) found that attitude had a positive influence on consumers being pirated. The attitude was more positive for the purchase intention. On the other hand, the consumer's intention to buy the pirated pockets reduced.

Jaafar SN and Lalp P. E (2011) found that the consumer attitude influences on food products with labels. Almost of other variable factors associated with the intention to buy the 'Brands' products, being the most important factor that influences the consumer's intention to buy the food products with a label.

From such studies, this research has determined the hypothesis, testing the relationship between the attitude and intention to buy the OTOP products via the internet system. This led to the hypothesis as follows:

4. Methodology

This study used a questionnaire to collect the data in all regions of the country.

4.1 Sample

The population selected was the consumers, aged between 20 - 50 years old, who can make a decision to buy themselves. They were at the age that were able to buy, experienced in purchasing OTOP products, used the internet in daily life (The Office for National Statistics, 2013), and lived in the upper part of the northeast Thailand: Khon Kaen and Udonthani province.

4.2 Sampling

This study used the quota sampling to collect the representative samples from various provinces in each region of Thailand, divided into 2 groups, Khon Kaen and Udon Thani provinces. The second step uses the purposive sampling by survey means of the personal interviews. 400 questionnaires were used to collect the data from the samples: male and female, aged between 20 - 50 years old, were able to make a decision to buy by themselves, were in the age with the ability

to make a purchase, experienced in purchasing the OTOP products and used the internet in daily life.

4.3. Tools used to collect data

The study used 400 questionnaires as the tool to collect the data. The questionnaire was tested for its validity and reliability prior to the data collecting process.

This study used the primary data which were divided as follows.

1) Taking the questionnaire to test for its validity by bringing it to present to the advisor to examine its structure and content validity both before and after the trial (Pre-Test) in order to get complements, clarity and consistency with the study objectives.

2) Taking the revised questionnaire to be pre-test with 30 samples for testing its reliability.

Table 1: The test of the reliability of the questionnaire.

Variable	Reliability (Alpha)
Awareness about the OTOP products via the Internet	0.848
Attitudes about OTOP products via the Internet	0.804
Intention to buy about 0.821 OTOP products via the Internet.	0.821

Table 1 shows the level of the Alpha is greater than the significance level of 0.7, it can be concluded that the questionnaire is reliable.

4.4 Data Analysis

The result processing was conducted by using 'SPSS for Windows' program to calculate the various statistics used in this study: 1) descriptive statistics including percentage, frequency, mean and standard deviation and 2) inferential statistics including Pearson correlation coefficient for testing the hypotheses.

5. Conclusions

5.1 Personal data:

The respondents were male accounted for 44% and females accounted for 56%, aged between 20 - 30 years old accounted for 71%, followed by those aged 31-40 years old, 21.5%, aged 41-50, 7.5%, respectively. In the aspects of computers knowledge and usage, most respondents had knowledge at very good level, accounted for 42.5 %, followed by 31.3 % of them who had the computer skill in the moderate level and 22.5% of them had a computer skill at the quite good level, 3.3% of them had a computer skill at the poor level and 0.5% of them had a computer skill at the very poor level. For the primary purposes of the internet usage, 73.5% of them use the internet of their entertainment, followed by web browsing (70.5%), the academic purpose (57.3%), making a purchase online (33.8%), sales (19%) and other (5%) respectively. The

longest duration of the internet access in average was 6 hours (32.3%), followed by a 4-5 hours (32.3%), 2-3 hours (13.5%), less than 1 hour (10%) and 1-2 hours (9.5%) respectively. The majority of respondents never buys OTOP products via the internet (72.5%) and for those who have ever purchased the OTOP product via the internet, accounted for 27.5%. For their recent purchase, 12.5% of them bought clothes and dress, followed by drinks (5.3%), the accessories and souvenirs (5%) and herb (3%) and food (2%) respectively. For the number of times on average of OTOP product purchase over the internet last year, the highest percentage was found in 1-2 times (11.3%), followed by 5-6 times (3.8%) and the least percentage was found in 'more than 10 times' (0.5%).

5.2 The data on the perception of OTOP products sold via the internet system

Overall, the consumer's perception of OTOP products sold via the internet system was in the high level (mean = 3.63). Based on the consideration of each item, it was found that the perception that the recognition of OTOP products with quality and standard certification was in a high level (mean = 4.0). This was the highest level, followed by the perception of OTOP products sold on the internet and can grab consumer's attention was at a high level (mean = 3.69). The perception of consumers that there are OTOP products sold via the internet was in the high level (mean = 3.68). In the case that the consumers have seen OTOP products sold via the internet frequently, the perception was in high level (mean = 3.66). In the case that consumers recognize that OTOP products sold on the internet have a good image, the perception was in the high level (mean = 3.64). In the case of consumer perception that OTOP products sold via the internet make the better recognition and realization, the perception was at the high level (mean = 3.63). In the case that the consumers recognize that OTOP products sold on the internet have information communication to the buyers to understand and make a decision to purchase, the perception was at the moderate level (mean = 3.53).

5.3 The data on the attitudes about OTOP products sold via the internet system

The overall attitude level of OTOP products sold on the internet by consumers was in the moderate level (Mean = 3.46). Based on the consideration of each item, it also found that the purchase of OTOP products via the internet makes it easy to compare prices; the attitude level was on the high level (mean = 3.86). This was the highest, followed by there is the variety of the OTOP product available via the internet to choose; the attitude level was on the high level (mean = 3.83). The purchase of OTOP products via the internet supports the quick product search; the attitude level was on the high level (mean = 3.79). OTOP products via the internet have broad information communication; the attitude level was on the high level (mean = 3.77). The purchase of OTOP products via the internet makes the consumers realize the details of the product well; the attitude level was on the high level (mean = 3.60). The OTOP products sold via the internet have highly reliable quality; the attitude level was in the moderate level (mean = 3.49). Overall, it can be said that the consumers feel good about OTOP products sold via the internet at the moderate level (mean = 3.25) and the lowest one was the item mentioning that OTOP products sold via the internet has fast delivery; the attitude level was in the moderate level (mean = 3.20) respectively.

5.4 The data on purchase intention of OTOP products sold via the internet system

The overall level of consumer's opinions on the purchase intention OTOP products sold via the internet was moderate (mean = 3.3.21). Based on the consideration of each item, it was also found there is the high possibility that the consumers buy the product in the group of accessories, decorative items and souvenirs; the level of a purchase intention was moderate (mean = 3.47), followed by the textiles and clothes; the purchase intention level was moderate (mean = 3.39). For herbs, the purchase intention level was moderate (mean = 3.14). For beverage products, the purchase intention level was moderate (mean = 2.85). The least is that for food, the purchase intention level was moderate (mean = 2.79) respectively. The consumers will encourage their acquaintances to buy OTOP products sold via the internet; the purchase intention level was moderate (mean = 3.46). Finally, the there is a possibility for the consumers to buy OTOP products in the next 3 months; the purchase intention level was moderate (mean = 3.10).

6. Hypothesis test

Table 2: The result's analysis of the correlation between the perception and attitude with the purchase intention of OTOP products via the internet system

Levels of Correlation	Purchase intention of OTOP products via the internet system in overall		
	r	Sig	Interpretation
Overall perception of OTOP products via the internet system	.434**	.000	Moderate Correlation
Overall attitude on the OTOP products via the internet system	.477**	.000	Moderate Correlation

** Statistic significance level at 0.01

From the tested results, the perception of the OTOP products via the internet system in overall had the positive correlation with the purchase intention of OTOP products via the internet system in overall. The statistic significance level was at 0.01 and has the correlation in the middle level ($r = .434$, $\text{Sig} = .000$). Also the attitude on OTOP products via the internet system in overall has a positive relation with the intention to buy the OTOP products via the internet system with the statistic significance at 0.001 and has the moderate correlation ($r = .477$, $\text{Sig} = .000$).

7. Discussion

Hypothesis 1: The perception of consumers has a positive correlation with the purchase intention of OTOP products via the internet system.

The results of the test as shown in Table 2 indicate that the overall perception of OTOP products sold via the internet after considering all the factors in the variables of perception of consumers has a moderate correlation with the purchase intention OTOP products via the internet at the statistical significance level 0.000. This can be interpreted that:

The finding of this research is consistent with the study of Celik Hakan (2011) which found that the perception has a positive impact on the intention to buy the products online.

Hypothesis 2: The consumer attitudes have a positive correlation with the purchase intention of OTOP products via the internet.

The results of the test as shown in Table 2 indicates that the consumer attitudes have a moderate correlation with the intention to purchase OTOP products via the internet OTOP. After considering all the factors in the variables of the overall attitude on OTOP products via the internet, it was found that there was a moderate correlation with statistical significance level 0.000. This can be interpreted that:

The finding of this research is consistent with the studies of Kannika Tonam and Sompon Wantamail (2011) which found that the attitude of the elderly has a positive correlation with the intention to purchase the products via the web and Santi Budiman (2012) which found that the attitude has a positive influence on copyright violated consumers. Having a more positive attitude will strengthen the purchase intention.

8. Recommendations and application of the research results

8.1 Recommendations and application of the research results for the business or owners consumers

1) The business owner has to apply the strategies for by using OTOP product distribution marketing through the internet system. For some of them who are not selling products online, because consumers have a positive perception and attitude towards purchase intention of the OTOP products sold via the Internet, this would be the opportunities to expand their products and expand distribution channels to consumers. It also can add the value and enhance the products to be contributed to sustainable development.

2) The business owners should develop the product innovation as well as technology in the OTOP product design to create the value to the products and increase competitiveness in term of the different aspects of the products from that of the competitors because consumers have the perception of the OTOP products sold through the system, and have an intention to buy the products over the internet system in the next three months, and they have a positive tendency to buy OTOP products through the internet system.

3) The business owners should develop the products and technology because the products have a quality according to the product image in the consumer attitude. In the aspect of technology, there should an information updates all the time because the consumers have an intention to purchase OTOP products continuously.

8.2 Suggestions and application of the research results for the consumers

1) The consumers should study the purchase of the OTOP products sold via the internet in order to obtain safety and to reduce risks.

2) The consumers should study relevant information and attitudes of individuals who have experience in buying before making a purchase.

8.3 Suggestions for the future research

1) This research correlated with two variables, including perception and attitude with the intention to buy. So, the next study could further study other factors such as risk perception, benefit perception in buying OTOP products via the internet system in the term of their relation with the intention to buy.

2) The research studied only one type of OTOP products. The next research could further study the products in the subgroup in the term of different opinions towards them.

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