

# Consumer purchase intention analysis



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This management report is a biased critique of an article which is known as “consumer purchase intention for organic personal care product”. The report shows that the overall summary of this management report which is based on the environmental awareness towards the impact on US consumers' activities. Actually, there is huge non-selling of this organic personal care product which is extensively focusing on the marketing strategy but lacking care in customer behaviour. To avoid lacking customer behaviour, the author has based his research on TPB, which is also known as the theory of planned behaviour. And also, the entire report is based on research of US consumer buying behaviour, attitude, values, norms, and intention of purchasing, past experience, overall data analysis, and so on. Here in this management report, I have put in my effort to critique this article.

#### Introduction:

“Consumer purchase intention for organic personal care products” is an article written by Hee Yeon Kim and Fae-Eun Chung. Both authors are from the department of consumer science, from the Ohio State University in Columbus, Ohio, USA. The author has raised the awareness of environmental protection, which is also known as “green consumerism”. (Moisander, 2007)

The article is based on the growing huge amount of US consumers' activities that has been impacted by the variety of green products which has gained high popularity in a US market (Organic Trade Association, 2006). A problem with the highly growing organic personal care industry is that they are focusing on marketing strategy instead of having consumer behaviour, and it is said that the organic product industry will sink sooner if this industry will not

understand focus on consumer behaviour. And this article is mainly based on organic personal care products which are covered outside of the US market. And author's says that the purpose of this article is to research by using "theory of planned behaviour" in order to investigate the customer behaviour and values, norms and to know the previous experience of consumer purpose while buying organic personal care products. With a response group of 207 online members and with many ignorance was used for study the relationship in the variables. And through this result it was found that awareness of environment were positively manipulate with this industry and it was also founded that the relationship between previous experience of having buying purpose consumer and behavioural control was surrendered pretty good on the TBP model. It says that with this research retailer can have a great marketing strategy by advertising its product is safe and gives beautiful look and can offer consumer the affordable prices in order to develop the buying purpose of customer through organic personal care product. And these researches give US consumer approaches analysis towards the intention of buying purposes of consumer queries through organic personal care product which had manipulate consumers attitude. This article of research has been elaborated to TBP by investigating the relationship between previous experience of having buying purpose consumer and behavioural control. (Kim, H ; chung, f, 2012)

Conformance with principal of scientific investigation:

Purposiveness: Here Michael K. Green (1998, p. 165) states that " the purposiveness of company consist in conceiving of a goal and plan of action for realizing it, and then carrying this plan into action". Here in article the <https://assignbuster.com/consumer-purchase-intention-analysis/>

researcher has used theory of planned behaviour in order to analysis the consumer buying behaviour through organic personal care product which will also help in achieving the intention of consumer buying behaviour past experience and consumer attitude towards the company and consumer values and norms. In this article the researcher has choose such types objectives in order to achieve their goals therefore it can be said that it is purposiveness.

Rigor: Mentzer, John T (2008, p. 72-77) states that “ rigor is the constant examination of whether research can actually support and justify the claims it makes”. And it uses appropriate theories and methods which will regret the final part of something that research did not exposed. This means in this article the researcher has used theory of plan behaviour (TPB) analysis to research customer buying behaviour, past experience values and norms and then over all online participation was recruited in which 207 team members were participated which has helped to evaluate for the multiple regression relationship among the variables and then consumers attitude towards buying organic personal care product which has positive influence overall consumer buying shows that the research hence research is rigor.

Testability: According to Binder, Robert V (1994, p. 15) ” the testability terrain for object -oriented development is mapped in order to find shorter and cheaper paths to high reliability”. He says that includes 6 factors which are representation, implementation, built-in test, the test suite, test support environment and process capability. This mean the researchers has developed hypothesis testing sample in order to perform the examination of relationship between consumer attitude and consumer values towards

buying behaviour through organic shampoo and body lotion. Therefore the research can be said testability.

Replicability: Clive Seale (2012) states that “ replicability is the extent to which a re-study is made by feasible by the provision of sufficient information about research procedure in the first study”. He says that if the research meets the quality the closeness will be placed in the fact of determining. This means while testing sample consumer attitude and consumer values towards buying behaviour through organic shampoo and body lotion. The evaluation data shows that most of the time similarities results were found in attitude and intention between organic shampoo and body lotion hence, it can be said that the research is replicable.

Precision and confidence: Quiroz, Jorge (2012) states that “ confidence interval is usually constructed to assess the level of precision in the method validation studies”. It shown that the finding this research may not be suitable for other organic product which shows in confidence in statistics and no closeness found during the evaluation this may not be precision and confidence in my opinion.

. Objectivity : Business Wire(2006, New York) states that “ objectivity is used for real time processing of complex information, documents and process management, scientific computing and complex defense and security application”. And it also says that objectivity also increase the solution based on Data base such as government, telecommunications, internet infrastructure, manufacturing, bio technology, financial services, scientific and IT market. That means in the hypothesis sample which has stated that

consumer values and norms and past experience intention in buying towards the organic product were positively influenced which means although price of product un affordable there lots of appealing towards this organic personal care industry hence the research could said it is objective.

Generalizability: Lee, Allen S (2003, p. 221) states that " it is major concern to those who do and use research". It means that the research shows analysis of two products are not applicable to other product categories of organic personal care product and it is also says that there may be needs of further study with diversity of product types to achieve highest generalizability.

Parsimony: Maj, S P; Veal, D. (2010, p. 3) state that " parsimony is used for defining structural knowledge with in field of research". Hence the research is structural and well presented with simple explanation therefore it is parsimony.

#### Aims and Rationale

According to bryman and bell (2007) " statement should be open and needs to be resulted which should highlighted to be accomplished and then it should reflect the aspiration and expectation of the research topic which will not need to be numbered". He says that after making aims there should be the objectives that needs to achieved aims and objectives of research should be specific task that will accomplish the goal of the project which should be analytical to accomplish that aims. And it should be feasible and focused which means to be addressed the more urgent project to be resulted.

### Objectives:

Here in this article author has made his objective based on examine the US consumer buying behaviour towards the organic personal care product based on theory of plan behaviour which means to analysis the consumer buying behaviours, attitude, values, and norms from the past experience which are being highlighted by the researcher of this article in order accomplish the research aim. That means objectives of research are clearly mentioned above.

### Questions:

Researchers have made their questions targeting to organic shampoos and body lotions. And then question were related to the consumer values, TPB constructs, and consumer past experience which were measured in seven scale. Whereas demographic and socioeconomics were also related. Such as health consciousness, environmental consciousness, appearances consciousness, attitude, subjective norms, perceived behaviour control, past experience and purchase intention with in online survey only few members could have participated and many of them have regression during question and answer because of price being unaffordable. This means has been clearly stated.

### Hypothesis:

Hypothesis was made on the basis of sample of product such as organic body lotion and shampoo in order to evaluate the regression of differences between consumer attitude and consumer intention in between those two

products. Data of hypothesis found to be little complicated and bias of organic product.

Rationalise:

Emly R. (2013) states that “ Rationale is done before starting the research project. And the rationale is the reason for researcher conducting their research in the first place.”

The research is based on the awareness of US consumers through the environmental consciousness and here what the different authors say is “ US consumers’ activities had an impact on environmental protection. (Kangun et al, 1991). as the green product has been popular in US market the more consumer focused on greener product. (Nimse et al, 2007). Although the green product has earned so much popularity in US market there is only focused on marketing strategy instead of focusing to consumer behaviour so to understand the consumer behaviour the research done on the basis of consumer attitude, intention, values and norms of buying behaviour towards the organic personal care product. Research clarified that if the organic product will not understand consumer behaviour soon the company will be in lose. So the research is based on how the organic product is going to be sustained with in the US market. ((Kim, H ; chung, f, 2012)

Design and methodology:

Design:

AQR (2013) states that “ The importance of research project that includes factors such qualitative approaches or the sample that is targeted in order to  
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interview or observed, numbers of interviewed, research location, questioners outline, and task and material to be introduced”.

That means the research is design on the basis developing some questioner based on sample of organic shampoos and body lotions targeted to consumers that uses the organic personal care product were interviewed within US. Out of 202 were responded where 53. 5% of them were females and others remaining were 44. 3 age male some of them argued their view regarding on environmental consciousness and other respondent positively. And investigation of questioners includes question such as consumers value, norms, TBP constructs and consumer past experience. Such types question was interviewed through the source online panel. Which means it is clearly research clearly designed.

Methodology:

Tutor India (2010) states that “ it is the data collecting system for research which may be collected for either theoretical or practical research. Research methodology important factor could be validity of research data”. It also says that research methodology is followed by the research design which maid is experimental or theoretical.

This mean the researchers conducted online investigation with 207 group of member in California which means multiple regression were used for analysing the data of relationship among the variables. In this research shows verification in each and every term of analysis of the article therefore there is no question regarding through this article. Therefore it can be said the research is methodologically clear at all.

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#### Limitation:

USC library (2013) states that “ the data analyses which are directly being impacted by characteristics of design and methodology is limitation of the study which controls generalizability and utility of finding”. It is says that the data will be chosen to design the study and method which are used for creating internal and external validity.”

This mean the research has evaluate no such applicable analysis comparing to other organic product according to the data and it says that to have greater generalizability organic personal care product should have other varieties of product.

#### Finding:

AQR(2013) states that ” The main conclusion of the research project which suggest the project to be indicates or usually refers to the result somewhat the recommendation drawn from”.

The result of analysis which indicate over all environmental consciousness and appearance consciousness are being positively influenced attitude through the organic personal care product which means according to the data analysis in the research consumer relationship of attitude and intention found to be similar between two product. Hence finding is clear.

#### Conclusion:

Over all it can be concluded the research is based on Impact of US consumer activities towards the environmental awareness. Here author has done

research in understanding US consumer buying behaviour towards the organic personal care product. Hence over all consumer buying behaviours towards environmental consciousness, appear consciousness and health consciousness are seems to be positively influenced. Consumption organic product care product can be seen that of consumed more by females then male And data analysis shows that evaluation of regression in relation of attitude and intention seems to be similar between two products. Therefore the author seems to be having a successful research of organic personal care Product Company. And also the author have suggested the retailer can have great marketing strategy by focusing on more of ecology of beauty, product safety and by providing affordable prices attracting to the customer towards the buying behaviour through organic personal care product.