

The Effect of Product Development, Health Consciousness on Purchase Intention and Decision

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Abstract

Cigarette products in Indonesia have developed from conventional cigarettes, cigars, and shisha to electric cigarettes or commonly known as vapes. Indonesia ranks as the country with the third-largest number of smokers globally, even though people know that the consumption of tobacco products can cause harm to their bodies. Warning labels are printed on each pack of conventional cigarettes and e-cigarettes with sentences such as "smoking can damage health" (or similar meaning sentences) and pictures ranging from damaged human lungs, and perforated throat to pictures of fallen teeth. This behavioral phenomenon becomes interesting for further study. This research aims to analyze the influence of product development and health consciousness on purchase intention and its impact on the purchase decision of e-cigarettes in Tangerang City, Indonesia. This study is a quantitative research using a non-probability approach with purposive sampling. The number of populations in this study is 1,378,860, with a minimum sample of 385 respondents. Data were collected by distributing online questionnaires to smokers and non-smokers above 18 years old in Tangerang and then analyzed using SPSS. The results showed that product development has a positive significant impact on purchase intention and purchase decision, and purchase intention has a significant effect on purchase decisions, while other variables have a negative significant impact on each other.

Keywords

Product Development, Health Consciousness, Purchase Intention, Purchase Decision, Cigarette.

1. Introduction

Indonesia is proven to be a prosperous country due to a contribution of 96% to its high resource of tobacco (Faqir, 2021). According to the World Health Organization (WHO), the number of smokers has intensified over the past few years with 7 million active smokers and 1,2 million non-active smokers. Repeatedly every year, 8 million people die because of the rapid development of cigarettes (WHO, 2020).

In 2019, e-cigarettes became popular enough to influence people to be users which made the number of underage and adult conventional smokers to be reduced (Central Bureau of Statistics, 2021). At first, e-cigarettes were made exactly like conventional cigarettes, but over time they changed their appearance and features to make them more advanced so people would show more interest in the product. Alongside their other related variety of products, customization, and liquid flavor. E-cigarettes that have been developed by Hon Lik from China have dominated the market since 2003. The reason he developed the e-cigarettes is to help prevent his father from smoking (Barton, 2021). Since then, varieties of e-cigarettes started to enter the market in the U.S and Europe. Smokers that multiplied over the years have made society worry about the youth generation. From a previous study in 2018, on the development of tobacco and related products, early detection and preparation of businesses show that people are more interested in e-cigarettes with customization, variety of liquids, adjustable heat levels, and social trend using e-cigarettes (Staal et al., 2018).

Article 116 of Law no. 36 of 2009 regarding health in Government Regulation no. 109 of 2012 concerning the Safety of Materials Containing Addictive Substances in the form of Tobacco Products for Health. Furthermore, the Government Regulation no. 109 of 2012 also mentions special protection for children, namely Article 46 that there is a prohibition for anyone to order children who in this case are under the age of 18 years to take actions in the form of; selling, buying or even consuming tobacco-based products.

The government has come out with several regulations to control the consumption of tobacco such as Government Regulation of the Republic of Indonesia No. 19 of 2003 concerning Safety of Cigarettes for Health. Warning labels are printed on each pack of conventional cigarettes and e-cigarettes with sentences such as "smoking can damage health" (or similar meaning sentences) also pictures ranging from damaged human lungs, and perforated throat to pictures of fallen teeth as stated by the Government Regulation of the Republic of Indonesia No. 109 of 2012 and Minister of Health Regulation No. 28 of 2013 concerning the Inclusion of Health Warnings and Health Information on Tobacco Product Packaging. Through the Minister of Finance Regulation number PMK-146/PMK.010/2017 concerning Tobacco Products Excise Tax, the Indonesian government has also implemented the tobacco product excise tax policy that has been in effect since January 1, 2018.

Prohibition of smoking and propaganda about the dangers posed by cigarettes as if they did not exist in Indonesia. Especially Tangerang City, which is located in Banten province, where 38.2% of total active smokers mostly reside in that area throughout Indonesia. The level of 23.1% of active smokers surrounding Tangerang City surely raises great concerns for the government. A large number of active smokers in Banten, especially in Tangerang City makes people question the effectiveness of the Tangerang City Regional Regulation, which regulates KTR (No Smoking Areas) which has existed since 2010 (Tangerang News.com, 2020). Non-Smoking Areas as referred to in Law number 36 of 2009 Article 49, are as follows: health care facilities, a place for education, children's play areas, religious institutions, public transportation, workplace, public places, and other designated places (Tangerang News.com, 2020).

Reactions to those policies and warnings vary from each individual, many active smokers smoke without fear and some are intimidated by the image and start to stop smoking. The results from a previous study, of 294 adult smokers in the United States, show that the effectiveness of graphic warning labels depends on the individual's level of dependence on nicotine (Shadel et al., 2019).

1.1 Objectives

This research aims to find out if the regulations stated by the government are effective to maintain the distribution and consumption of tobacco and its related products throughout Indonesia. Including whether people who smoke pay attention to the consequences before and after using e-cigarettes that may contain nicotine, which could affect their health ultimately. Thus, alternating people's health consciousness to a healthier lifestyle and how to maintain them in the long term before it deteriorates any further due to long exposure to nicotine. Hence, analyzing the influence of product development and health consciousness on purchase intention and its impact on the purchase decision of e-cigarettes in Tangerang City, Indonesia could indicate they do affect each other.

2. Literature Review

Management

Management is a system that focuses on networking in the work process based on developing production, controlling, motivating, and managing tasks of each employee and the team itself (Kazakov & Turabaev, 2021). The process of managing an organization is done by optimizing activities that use resources effectively, both natural and human resources (Blok, 2019).

Marketing Management

Marketing management is an essential function of management in organizing, managing, and leading business activities, converting transactions of customer buying tendencies into demand, distributing goods and services to end-users, and ensuring profits and the achievement of company goals (Hadrian et al., 2021).

Consumer Behavior

Consumer behavior is an attitude shown by a customer when an individual is in the market for a product, influenced by many things such as self-desire, and external influences of advertising. Consumer behavior will choose things that are more relevant to a customer and something that attracts the customer's attention. This is proven by the existence of advertisements on the internet in the form of pop-ups that often appear on smartphones, which then develop into two-way advertisements by influencers that have many followers who will advertise a particular product on some social media platforms (Instagram, Facebook, Tiktok). The platform's algorithm will adjust with the user's recent activities, if a certain user likes the advertised product or products that are relevant to the ads, it will appear or pop up (Chopra et al., 2020).

Product Development

Product development is used as a strategy to grow a company by modifying or producing new products and offering them to existing market segments, product concepts are developed into physical products to realize that they can be transformed from ideas to actual products (Santoso & Oktafien, 2019). A previous study in 2020, regarding the effect of promotion and price on purchase decisions in PT Total Kreasi, shows that product development is always relevant to the times supported by good promotions that could have a positive impact on companies to increase purchasing power and sales level (Yusuf & Sunarsi, 2020).

Health Consciousness

Health consciousness ultimately appoints the extent to which individuals tend to take healthy actions and lifestyles that were affected by many factors (Hoque et. al., 2018). The result from the previous study in Vietnam 2020, on the effect of health consciousness and service quality on the purchase decisions of local Vietnamese people, shows that health consciousness holds an essential role in the purchase decision. Also, relevant to individuals who prioritize their health and consider several other factors such as side effects and long term in consuming the product, as well as focusing on improving a healthier quality of lifestyle (Tran et al., 2020).

Purchase Intention

Purchase intention is a form of a relationship between a consumer's plan to purchase particular products and the amount needed in a certain period (Santoso & Oktafien, 2019). In general, understanding a potential customer's intention is very effective in predicting customers' decisions to make a purchase and the factors that affect the completion (Nguyen et al., 2020). Previous studies showed that purchase intention can be influenced by many factors including health consciousness, product development, social influence, and perceived value (Watanabe et al., 2020; Nguyen et al., 2020; Yusuf, 2021).

Purchase Decision

Purchase decisions contain the process of selecting, obtaining, and evaluating results that individuals thought to evaluate the options they could choose before the act (Yusuf, 2021). The act of consumer purchase decisions reflects what they desire and need to obtain to reach customer needs (Lazuardi & Rinaldi, 2020). Previous research by Cheung and Thadani (2012), Kim et al. (2008), and Indiani et al. (2015) stated that there is a positive and significant impact between purchase intention and purchase decision, which is supported by research on The Effect of Service Quality and Website Quality of Zalora.com on Purchase Decision as Mediated by Purchase Intention (Dapas et al., 2019).

3. Methods

Population, Sample Size, and Sampling Technique

Populations are numbers of individuals or things that share some similarities, like goals, identity, physical looks, and form (Templeton, 2021). The population of this study is people above 18 years old in Tangerang City, Indonesia with a total number of 1,378,860. They were deliberately selected for the respondents who had been categorized as suitable for the study. A sample is some individuals or things in certain regions that are chosen to represent a population since a particular technique is needed to do a correct sampling (Andrade, 2020). Meanwhile, the size of the sample was determined by collecting data from fully 385 respondents that were selected using the purposive sampling technique.

Data Analysis

A process of compiling certain data to prepare it for the next process in the study (reproducible, adaptable, and transparent). Analyzing data is done through a lot of steps, hence tools and methods are needed to keep things on track during the process such as SPSS, Python, and R (Mölder et al., 2021). The SPSS 25 is used to test the hypotheses by analyzing the collected data to study the relationship between the independent and dependent variables. In addition, the data were also analyzed using the Sobel test to test the indirect relationship.

4. Data Collection

This study uses primary source data through an online questionnaire that has been filled and recollected from 385 respondents according to the criteria of the research. The questionnaire is distributed to respondents with relevant experience and measured using a six-point Likert scale ranging from (1) strongly disagree to (6) strongly agree.

5. Results and Discussions

5.1 Validation and Reliability

Validation

A statement or indicator can only be valid if the corrected item-total correlation value is above 0,361. If the statement is valid, it means that the indicator is properly measurable for the research variables.

Table 1. Validity Test of The Indicator/Statement

Variable	Indicator	Validation		Conclusion
		Corrected Item-Total Correlation	R Tabel	
Health Consciousness	Q1	0,752	0,361	Valid
	Q2	0,729	0,361	Valid
	Q3	0,597	0,361	Valid
	Q4	0,592	0,361	Valid
Product Development	Q5	0,603	0,361	Valid
	Q6	0,641	0,361	Valid
	Q7	0,575	0,361	Valid
	Q8	0,658	0,361	Valid
Purchase Intention	Q9	0,864	0,361	Valid
	Q10	0,851	0,361	Valid
	Q11	0,928	0,361	Valid
	Q12	0,851	0,361	Valid
	Q13	0,921	0,361	Valid
Purchase Decision	Q14	0,906	0,361	Valid
	Q15	0,865	0,361	Valid
	Q16	0,882	0,361	Valid
	Q17	0,927	0,361	Valid
	Q18	0,899	0,361	Valid

From the result above, it can be seen that all of the indicators are valid where the corrected item-total correlation is bigger than 0,361. Another way to look at the correlation between the statement items in a variable and the total items in the same variable. It is said to be valid if the significance value of the correlation probability is below 0,05.

Table 2. Correlations of The Indicator/Statement

Pearson Correlation	Health1	Health2	Health3	Health4	
HealthConsciousness	.877**	.854**	.793**	.743**	
Sig. (2-tailed)	0.000	0.000	0.000	0.000	
Conclusion	Valid	Valid	Valid	Valid	
Pearson Correlation	Product1	Product2	Product3	Product4	
ProductDevelopment	.782**	.798**	.792**	.807**	
Sig. (2-tailed)	0.000	0.000	0.000	0.000	
Conclusion	Valid	Valid	Valid	Valid	
Pearson Correlation	Intention1	Intention2	Intention3	Intention4	Intention5
PurchaseIntention	.910**	.906**	.956**	.902**	.952**
Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000
Conclusion	Valid	Valid	Valid	Valid	Valid
Pearson Correlation	Purchase1	Purchase2	Purchase3	Purchase4	Purchase5
PurchaseDecision	.943**	.912**	.923**	.954**	.936**
Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000
Conclusion	Valid	Valid	Valid	Valid	Valid

Reliability

A set of indicators or statements is said to be reliable in forming a latent or construct variable if the Cronbach Alpha value is above 0,7. If it is reliable, it means that the latent variable is consistent and reliable to be used repeatedly. The reliability value that has been measured is the value from all of the valid statement variables according to the validity test above, it shows that the Cronbach Alpha is indeed above 0,7 which is reliable.

Table 3. Reliability Test of The Variables

Variables	CA Stat	CA Tabel	Conclusion
Health Consciousness	0.832	0.7	Reliable
Product Development	0.801	0.7	Reliable
Purchase Intention	0.958	0.7	Reliable
Purchase Decision	0.963	0.7	Reliable

5.2 Numerical Results

Normality

This test was conducted to test the normality of the data from each model with the P-Plot and Kolmogorov-Smirnov tests and also aims to test whether the regression model of the confounding variable or the residual around the $y=x$ (45°) line has a normal distribution.

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	Unstandardized Residual
N		385	385
Normal Parameters ^{a,b}	Mean	.0000000	.0000000
	Std. Deviation	4.06714839	7.25382921
Most Extreme Differences	Absolute	.068	.077
	Positive	.046	.051
	Negative	-.068	-.077
Test Statistic		.068	.077
Asymp. Sig. (2-tailed)		.000 ^c	.000 ^c
Monte Carlo Sig. (2-tailed)	Sig.	.055 ^d	.058 ^d
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Based on 10000 sampled tables with starting seed 2000000.			

Figure 1. Normality - Kolmogorov-Smirnov Test

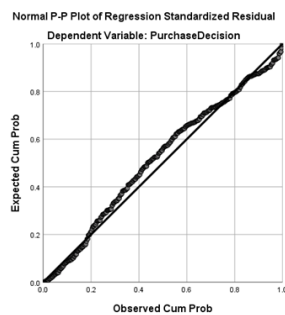


Figure 2. P-P Plot - Purchase Decision

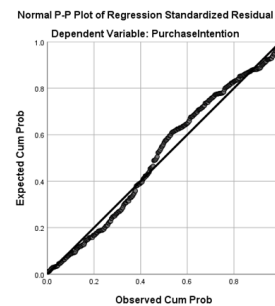


Figure 3. P-P Plot - Purchase Intention

From the result, the residual of the P-P Plot is indeed normally distributed, and aside from that the Kolmogorov-Smirnov Tests, the Z stats table value is 1,96 and the significant probability value $> \alpha$ is 0,05 the data is said to be normally distributed.

Heteroscedasticity

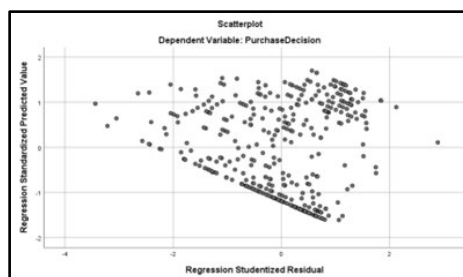


Figure 4. Scatterplot: Purchase Decision

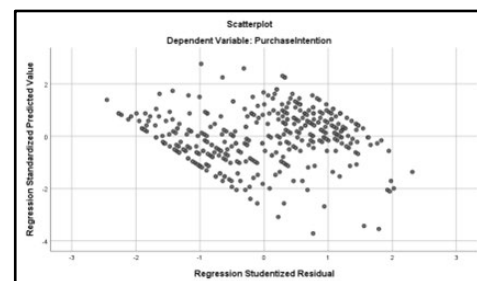


Figure 5. Scatterplot: Purchase Intention

From the Scatter Plot graphic, it can be seen that the residuals are random, this indicates that the model is free from heteroscedastic assumptions.

Auto Correlation

Since both models have the Durbin-Watson value that is at $1,7 < \text{Durbin-Watson} < 2,3$, it is not autocorrelated with the assumption that H_0 : the model is not autocorrelated, meanwhile H_1 : the model is autocorrelated.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.531 ^a	.282	.278	7.27279	1.844
a. Predictors: (Constant), ProductDevelopment, HealthConsciousness					
b. Dependent Variable: PurchaseIntention					
Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.888 ^a	.789	.787	4.08313	1.996
a. Predictors: (Constant), PurchaseIntention, HealthConsciousness, ProductDevelopment					
b. Dependent Variable: PurchaseDecision					

Figure 6. Autocorrelation - Durbin-Watson Value

Multicollinearity

This test is used to determine whether or not there is a deviation from the classical assumption of multicollinearity, namely the existence of a linear relationship between independent variables in the regression model. A model is said to meet the assumption of multicollinearity if the VIF value of each independent variable is < 10 , following its results since it has the VIF value below < 10 it is free of multicollinearity assumption.

Multicollinearity	Collinearity Statistics	
	Tolerance	VIF
Health Consciousness	.905	1.105
Product Development	.731	1.368
Purchase Intention	.718	1.393

Figure 7. Multicollinearity Assumption Test - VIF Value

Goodness of Fit

Coefficient Determination (Adjusted R Square)

To measure how much variation in the dependent variable can be explained by variations or changes in the independent variable. The larger the r square value, the better the model. Purchase Intention variations can be explained by all independent variables (Product Development, Health Consciousness) by 27,8% for all respondents, the rest by other variables outside the model. Purchase Decision variations can be explained by all independent variables (Product Development, Health Consciousness) and mediating variables (Purchase Intention) of 78,7% for all respondents, the rest by other variables outside the model.

5.3 Graphic Results

Hypothesis Tests

F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7937.234	2	3968.617	75.030	.000 ^b
	Residual	20205.327	382	52.894		
	Total	28142.561	384			
a. Dependent Variable: PurchaseIntention						
b. Predictors: (Constant), ProductDevelopment, HealthConsciousness						

Figure 8. F Test ANOVA - Purchase Intention

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
2	Regression	23739.350	3	7913.117	474.637	.000 ^b
	Residual	6352.011	381	16.672		
	Total	30091.361	384			
a. Dependent Variable: PurchaseDecision						
b. Predictors: (Constant), PurchaseIntention, HealthConsciousness, ProductDevelopment						

Figure 9. F Test ANOVA - Purchase Decision

From the test results above, each significance value is 0,00 which is smaller than alpha 0,05. It can be concluded that the model is fit, and that each independent variable has a linear relationship with the dependent variable for each model.

T-Test

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	8.893	3.413	2.605	.010
	HealthConsciousness	-.782	.136	-5.730	.000
	ProductDevelopment	1.304	.114	11.479	.000

Figure 10 A. T-Test Coefficient - Purchase Intention

Purchase Intention = $8,889_0 - 0,782 \beta_1 \text{ Health Consciousness} + 1,304 \text{ Product Development}$

Health Awareness has a direct and significant negative effect on Purchase Intention with a coefficient of -0,782, with a value of $|t \text{ stat}| = 5,730 > t \text{ table} = 1,96$ and a value of $p\text{-value} = 0,000 < \alpha = 0,05$. This means that every 1 point increase in Health Consciousness will decrease Purchase Intention by 0,782 assuming other variables are constant.

Product Development has a direct positive significant effect on Purchase Intention with a coefficient of 1,304, with a value of $t \text{ stat} = 11,479 > t \text{ table} = 1,96$ and a $p\text{-value} = 0,000 < \alpha = 0,05$. This means that every 1 point increase in Product Development will increase Purchase Intention by 1,304 assuming other variables are constant.

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	1.722	1.933	.891	.374
	HealthConsciousness	-.257	.080	-3.217	.001
	ProductDevelopment	.150	.074	2.022	.044
	PurchaseIntention	.872	.029	30.367	.000

Figure 10 B. T-Test Coefficient - Purchase Intention

Purchase Decision = $1,722 + -0,257_1 \text{ Health Consciousness} + 0,15 \text{ Product Development} + 0,872 \text{ Purchase Intention}$

Health Consciousness has a significant negative effect on Purchase Decision directly with a coefficient of -,257, with a value of $|t \text{ stat}| = 3,217 > t \text{ table} = 1,96$ and a $p\text{-value} = 0,001 < \alpha = 0,05$. This means that every 1-point increase in Health Consciousness will decrease Purchase Decision by 0,257 assuming other variables are constant.

Product Development has a direct positive significant effect on Purchase Decision with a coefficient of 0,150, with a value of $t \text{ stat} = 2,022 > t \text{ table} = 1,96$ and a $p\text{-value} = 0,044 < \alpha = 0,05$. This means that every 1 point increase in Product Development will increase the Purchase Decision by 0,150 assuming other variables are constant.

Purchase Intention has a direct positive significant effect on Purchase Decisions with a coefficient of 0,872, with a value of $t \text{ stat} = 30,367 > t \text{ table} = 1,96$ and a $p\text{-value}$ of $0,000 < \alpha = 0,05$. This means that every 1-point increase in Purchase Intention will increase the Purchase Decision by 0,872 assuming other variables are constant.

Indirect Influence/Effects

$$t \text{ sobelt} = \frac{0.782 * 0.872}{\sqrt{782^2 0.136_a^2 + 0.872^2 0.029_b^2}} = 5.64$$

Health Consciousness has a significant negative effect on Purchase Decision indirectly through purchase intention with a coefficient of -0,68, with a value of $t \text{ stat} = 5,64 > t \text{ table} = 1,96$ and a $p\text{-value}$ of $0,000 < \alpha = 0,05$. This means that every 1-point increase in Health Consciousness will decrease Purchase Decision by 0,68 assuming other variables are constant.

$$t \text{ sobelt} = \frac{1.304 * 0.872}{\sqrt{1.304^2 114_a^2 + 0.872^2 0.029_b^2}} = 10.69$$

Product Development has a significant negative effect on Purchase Decision indirectly through purchase intention with a coefficient of 1,13 with a value of $t \text{ stat} = 10,69 > t \text{ table} = 1,96$ and a $p\text{-value}$ of $0,000 < \alpha = 0,05$. This means that every 1 point increase in Product Development will increase the Purchase Decision by 1,13 assuming other variables are constant.

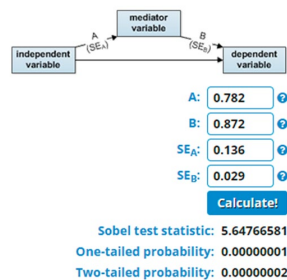


Figure 11. Sobel Test1

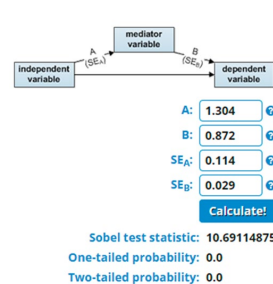


Figure 12. Sobel Test 2

5.4 Proposed Improvements

Based on the test results in this study, it can be concluded that health awareness does not affect people's interest in buying e-cigarettes because they already have the common awareness that cigarettes are dangerous and could affect human health and lifestyle. It all comes back to the risk taken by the individual to keep smoking or not. Meanwhile, if there is product development in the industry, the public can consider it as a supporting factor to keep buying e-cigarettes.

6. Conclusions

In this study, primary source data was collected and processed with SPSS using validation test, reliability test, normality test, heteroscedasticity test, autocorrelation, the goodness of fit, and hypothesis tests. Through these tests, the results showed that health consciousness has a negative significant impact on purchase intention, while product development has a positive significant impact on purchase intention. Health consciousness also has a negative significant impact on purchase decisions, while product development has a positive significant impact on purchase decisions. Another result is that purchase intention has a significant effect on purchase decisions. Indirectly, health consciousness and product development each have a negative significant impact on purchase decisions through purchase intention.

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