

Title: How country of origin, perceived quality, and trust influence intention to purchase sars covid medications

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Abstract: To maintain business survival and continuous research and development in the medical product industry, investigating the factors that influence the public's intention to buy Sars Covid medications is a primary mission for all the related medical institutions. This research aimed to examine how product attributes (country of origin and perceived quality) influence user attitude (consumer trust) and user decision-making (the intention to buy medications). Researchers collected data from 800 Thai people who were previously infected with COVID-19 using a convenience and snowball sampling method. Data were analyzed using a path analysis technique. Results indicate that consumer trust was influenced by country of origin and perceived quality. Furthermore, the intention to buy Sars Covid medications was influenced by trust and perceived quality, but not country of origin. Finally, consumer trust mediated an association between country of origin and intention to buy the medications. These results provide supportive evidence to the proposed theoretical model which underlines the relationships between product attributes, user attitudes, and user purchase decisions on Sar Covid medications. Particularly, this research contributes to the understanding of how country of origin and perceived medication quality influence patient trust which paves the way for their decision to purchase the medications for their future consumption. Thus, recommendations have been provided to all related medical institutions to consider labeling the country of origin on the medication packages, promoting medication quality to the patients, and enhancing patient trust. Therefore, these can positively lead to high purchase decisions among the patients.

Keywords: Country of origin, Perceived quality, Consumer trust, Purchase intention, Health, Medications, Pandemic, World Health Organization

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