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Impacts of Product Attributes, Pricing, and Marketing Activities on Purchase Intention of Child Fever Medicines in Myanmar

Dr. Min Yan Paing

Master in Public Health, Parul Institute of Public Health, Parul University, Vadodara, Gujarat.

Email: 2419381010020@paruluniversity.ac.in | minyanpaing333@gmail.com

Abstract

This study investigates the influence of customer perceptions of product attributes specifically product quality, performance, packaging, compliance, pricing, and promotional activities on mothers' purchase intentions toward SaRa Syrup, an economy-priced paracetamol brand for children. The research was conducted by marketing personnel from Biogesic Syrup, the market leader in the premium-priced paracetamol category, with the objective of evaluating the competitive position of SaRa, which has emerged as the second market leader within two years. A quantitative research design was employed using a quota sampling method, and data were collected from 100 mothers in Myanmar who use SaRa Syrup. The findings reveal that perceptions of price, brand name, and promotional activities have a significant positive impact on purchase intention, whereas packaging and compliance show no significant influence.

Keywords: Customer Perception, Product Attributes, Pricing, Advertising and Promotions, Purchase Intention

1. Introduction

1.1. Research Background

The market moves fast, and competition is intense. Strong customer bonds matter. Clear understanding of buying drivers matters more. Price influences decisions, yet price alone does not explain purchase behavior. Perceived product quality, perceived risk, brand identity, and perceived value shape purchase intention in OTC medicines (Study on OTC Drugs, 2020). Packaging, brand familiarity, trust, social influence, and advertising also affect consumer choice across OTC categories (Srivastava & Wagh, 2020). Myanmar's OTC pharmaceutical market continues to expand. Revenue is projected to reach about US\$293 million by 2025, with analgesics leading growth due to rising self-care adoption, including paracetamol syrups. Online channels remain limited but show early growth (Statista, 2025).

Advertising effectiveness is evident in Myanmar. In Yangon, advertising content quality, not media platform selection, increases click engagement, which then raises purchase intention (Noe & Nuangjamnong, 2024). Electronic word of mouth, measured through likes, comments, and shares, also strongly influences OTC purchase decisions (Mekawie et al., 2019). Within this setting, strategic marketing requires systematic analysis of how product attributes, pricing, and marketing activities influence consumer behavior toward child fever medicines. Without this insight, competitive pressure from established and emerging brands cannot be addressed effectively.

The child paracetamol syrup market in Myanmar is expanding rapidly, driven largely by the new entrant SaRa Paracetamol. The total category grows at about 12 percent annually, while SaRa records a growth rate of 79 percent and achieves a 28 percent volume share within two years (Study on OTC Drugs, 2020). Over the same period, market leader Biogesic Syrup shows slower growth and a decline in relative market share. Its volume share falls to 39 percent, representing a six percent decrease over two years (Study on OTC Drugs, 2020).

SaRa positions as an economy brand targeting broad SEC C and D segments, with primary competition against Biogesic in the C segment. The brand applies aggressive transactional selling through dispensing doctors and trade channels using high discount rates. SaRa also invests in television advertising and selected direct-to-consumer engagement programs. Biogesic, positioned as a premium brand, emphasizes high quality, advanced technology, and its Taste Rite formulation.



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Biogesic seeks to assess the strength of SaRa's brand equity and the effectiveness of its brand message. The SaRa message highlights child fever relief formulated with USA raw materials and good taste. Researchers aim to evaluate consumer perceptions of product attributes, product quality, brand image, pricing, and advertising and promotion activities as drivers of purchase intention toward SaRa syrup among SEC C mothers in Myanmar. These mothers act as primary decision-makers for child fever treatment at home. Myanmar's economic downturn, unstable exchange rates, and rising living costs reduce affordability and shift consumers toward economy-priced brands. To sustain market leadership, Biogesic needs evidence-based insight into SaRa's competitive advantage within the broad C segment. Understanding consumer perceptions will guide refinement of brand messaging, pricing strategy, and integrated marketing communications. These insights will support stronger differentiation and more effective responses to changing consumer priorities in Myanmar's OTC market.

1.2. Research Objectives

- To examine the impact of product quality, packaging, and brand image on mothers' purchase intention toward SaRa Syrup.
- To determine the influence of price perception on the decision-making process for child fever medicines.
- To analyze the effectiveness of advertising campaigns and promotional activities in driving purchase intention.
- To evaluate the competitive position of SaRa Syrup based on consumer feedback to inform strategic marketing decisions.

1.3. Justification of the Research

When only a small set of brands succeed, most others become indistinguishable. This erosion of differentiation weakens customer loyalty (Jalilvand & Mahdavinia, 2011). Research identifies perceived quality and perceived value as core drivers of customer satisfaction. These drivers link directly to organizational performance and competitive advantage (Ranjbarian et al., 2012). Brand-based value creation strengthens expected brand equity, which influences consumer intention and choice (Herrmann, 2007). Survival in competitive markets requires clear insight into consumer behavior. Such insight supports continuous improvement of brand attributes. It also sustains profitable loyalty among existing customers and guides strategies to attract new users. Together, these outcomes build organizational resilience within volatile, uncertain, complex, and ambiguous environments.

1.4. Research Questions

1. Do consumer perceptions of product quality, packaging, and brand image significantly influence their intention to purchase SaRa Syrup?
2. To what extent does price perception affect the purchase intention of mothers in the current economic context?
3. Is there a significant positive relationship between advertising/promotional activities and consumer purchase intention?
4. What are the key competitive advantages of SaRa Syrup that differentiate it from market leaders like Biogesic?

1.5. Scope and limitations of the research

This study was concentrated on the role of customer perception of product attributes, pricing, and promotions in the purchase process of SaRa paracetamol syrup and inspected the interceding effect of consumers' perceived value of SaRa syrup in the relationship between perceived quality and perceived price with their purchase intention.

In this research, the independent variables are consumers' perceptions towards SaRa syrup, consisting of product quality, price, safety, value, packaging, brand image, and promotion activities. The dependent variable is consumers' purchase intention towards SaRa paracetamol syrup by mothers. In this study, the respondents are mothers who bought SaRa Syrup at retail pharmacies, and 100 respondents were chosen from an unknown population countrywide to give their response. Quota sampling of 3 mothers each from 22 key cities, 20 mothers from Yangon, and 14 from Mandalay

in order to spread information. And it has been operated from Dec 2023 to Feb 2024 and used physical surveys for data collection.

SaRa paracetamol syrup, produced by the Thai-based Nakon Patana Company, entered the Myanmar market in 2017 through the Medi Myanmar Distributor Company. With an economy price point and consistent quality, it quickly gained consumer acceptance. Within just two years, SaRa rose to become the second-leading brand in the paracetamol syrup category, signaling strong competition against established players.

Biogesic paracetamol syrup, manufactured by United Laboratories of the Philippines, has been the market leader in Myanmar for over a decade. Distributed locally by JDS Company under the regional brand United Pharmaceutical Co., Ltd., Biogesic has built its dominance through strategic marketing and a strong ethical marketing team, with representatives stationed across 22 key cities. Today, both Biogesic and SaRa are not only competing in the child fever syrup segment but are also extending their rivalry into the adult paracetamol tablet market.

2. Literature Review

2.1. Research Literature

Purchase intention reflects a consumer's motives to choose a specific brand. It's understood as a positive inclination toward purchase, influenced by attitudes, perceptions, and external factors (Gurung, Shah, & Gurung, 2023; Morwitz, 2012). Recent evidence emphasizes how perceptions especially of price, quality, and overall value mediate between consumer attitudes and purchase intent (Singh et al., 2024). Models incorporating cognitive (e.g., fairness), emotional, and inferential (e.g., symbolic meaning) dimensions of price offer deeper insight into what drives consumers to act (Graciola et al., 2022).

Decision-making unfolds in stages, most often modeled as awareness → interest → desire → action (purchase) (Kotler & Armstrong, 2020 [adapted AIDA]). More advanced frameworks layer in factors like liking, conviction, and post-purchase sharing to capture deeper engagement (Lavidge's hierarchy of effects). In today's digital world, consumer engagement especially via virtual influencers boosts perceived value and intent to buy, although novelty effects vary by demographic (Liu et al., 2023).

2.2. Key Variables

2.2.1. Product Quality and Purchase Intention

Product quality doesn't just show up in features it builds confidence. Recent research confirms it matters: quality perceptions directly shape consumer attitudes and control perceptions, which in turn drive buying interest (Sutanto & Wulandari, 2023). Pricing also matters, influencing intention through those same attitudes (Sutanto & Wulandari, 2023). This supports the idea that better quality nudges stronger purchase intention.

2.2.2. Brand Name (Image) and Purchase Intention

A brand is more than a name it's a promise. Strong branding boosts identity, communicates value, and drives emotional connection. Studies show brand image and identity strongly impact purchase intention, and that experience or "flow" can mediate these effects (Mao et al., 2020). Emotion-based branding especially shows a direct impact on purchase intention, with methods like celebrity endorsements enhancing that link (Yadav & Niharika, 2023). So, brand strength isn't fluff it's pivotal.

2.2.3. Packaging and Purchase Intention

Packaging isn't just protection it's silent persuasion. Visually engaging elements like color, imagery, and layout boost purchase intent, especially among younger buyers (Sharma & Sancheti, 2024). And sustainability matters: eco-friendly packaging enhances perceived product quality and attracts purchases, especially among green-conscious consumers (Widayat et al., 2021; Kaur & Singh, 2023). Packaging design clearly matters.

2.2.4. Product Price and Purchase Intention

Price is what customers pay, and it sends messages. Price perception influences purchase intention directly (Sutanto & Wulandari, 2023), and research shows perceived price shapes repurchase through brand experience and preference

(Almukarim & Yasri, 2022). Across industries whether food, auto, or beauty pricing plays a key role in intention (Ayub & Kusumadewi, 2021). Fair and affordable pricing nudges intention upward.

2.2.5. Advertising and Purchase Intention

Advertising isn't just information it builds emotion and connection. Emotional branding increases purchase intention, and celebrity endorsements help seal the link (Yadav & Niharika, 2023). Influencers also play a major role: when they're authentic and appealing, they push engagement, trust, and impulse purchase (Hollie-beek & Macky, 2019; Psychology & Marketing Meta-Analysis, 2024). Ads grounded in real emotion work.

2.3. Conceptual Framework and Hypothesis Development

Based on the theoretical foundation established in the literature review, a conceptual framework is proposed to visualize the determinants of purchase intention. This framework posits that consumer purchase intention toward SaRa Syrup is directly influenced by five independent variables: Product Quality, Brand Name, Packaging, Pricing, and Advertising/Promotions.

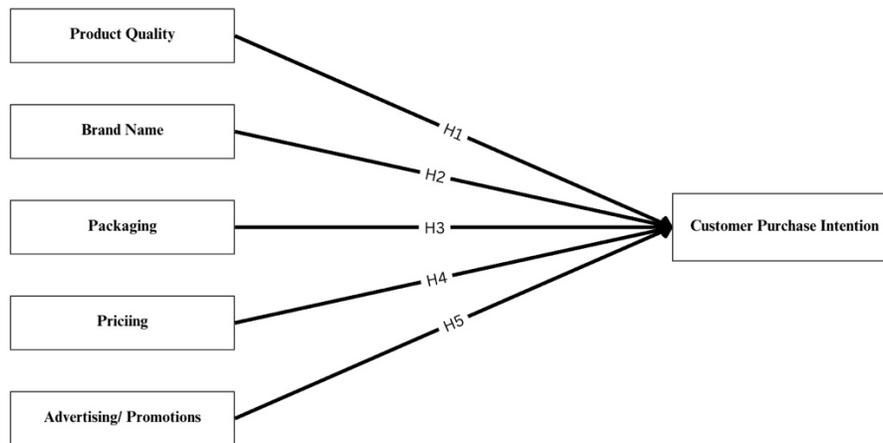


Figure 1: Conceptual Framework

2.4. Hypothesis Development

To empirically test the relationships proposed in the framework, the following hypotheses were formulated:

- **H1:** Consumer perception of Product Quality has a significant positive impact on Purchase Intention.
- **H2:** Consumer perception of Brand Name has a significant positive impact on Purchase Intention.
- **H3:** Consumer perception of Product Packaging has a significant positive impact on Purchase Intention.
- **H4:** Consumer perception of Pricing has a significant positive impact on Purchase Intention.
- **H5:** Consumer perception of Advertising & Promotions has a significant positive impact on Purchase Intention.

3. Methodology

3.1. Research Design

This study adopted a quantitative research design to examine the determinants influencing mothers' purchase intentions toward SaRa Syrup. Guided by the philosophical stance of realism and following a deductive research approach, the study utilized a mono-method survey strategy with a cross-sectional time horizon conducted between December 2023 and February 2024. Data were gathered through a structured, self-administered questionnaire, which had been pre-tested for clarity and validity. This instrument facilitated systematic data collection and enabled the use of statistical techniques for hypothesis testing.

3.2. Population and Sample Size

This study targets mothers who have experience purchasing SaRa paracetamol syrup from retail pharmacies. The population consists of mothers who buy SaRa syrup at drug stores, with nationwide coverage as the study scope. Since the total population size is unknown, the sample size is determined using Cochran's formula (Cochran, 1963). The calculation yields a required sample of 96 respondents at a 95 percent confidence level and a 10 percent margin of error. To ensure adequate geographic representation, the sample is rounded to 100 mothers. The distribution includes three mothers from each of 22 key cities, 20 mothers from Yangon, and 14 from Mandalay, allowing broad coverage and diverse consumer insights across Myanmar.

$$n_0 = \frac{Z^2 pq}{e^2}$$

e is the desired level of precision (i.e., the margin of error). 10%

p is the (estimated) proportion of the population that has the attribute in question,

q is 1 – p

Z value is 1.96 for 95% confidence level

Sampling was undertaken to ensure that the findings accurately represented the target population of mothers using SaRa Syrup in Myanmar. As studying the entire population was neither feasible nor cost-effective, quota sampling was employed to achieve balanced representation across key demographic categories. A total of 100 respondents were included, a size deemed sufficient for statistical analysis and meaningful interpretation of results. This sampling approach ensured that the data collected were both reliable and generalizable within the defined research context.

3.3. Contents of Questionnaire

In the study of consumer perception of the purchase intention of SaRa syrup for mothers, there are four main parts of the questionnaire: demographics, consumer perceptions, and consumer purchase intention. A total of '20' questions were involved in this research, and 2 demographic questions (number of children and occupation) were set up firstly, then '7' questions for product attributes, '5' for pricing, '5' for advertising/promotion, and '(questions for purchase intention. This study used the 7-point Likert scale method in each question for customer perception and purchase intention. Then, questions were asked by rating with a 7-point scale from "Completely Disagree," "Strongly Disagree," "Disagree," "Neutral," "Agree," "Strongly Agree," and "Completely Agree." The type of questions asked in this survey was closed.

3.4. Measurement and Instrumentation

This study uses a structured questionnaire to measure all variables. Respondents rate each item using a 7-point Likert scale ranging from strongly disagree to strongly agree. The items are adapted from prior peer-reviewed studies to ensure content validity and reliability. Minor wording adjustments align items with the OTC child fever medicine context in Myanmar.

Product Quality: Product quality is measured through consumer perceptions of effectiveness, safety, consistency, and taste suitability for children. The measurement items are adapted from Sutanto and Wulandari (2023), who link perceived quality with consumer attitude and purchase intention in healthcare-related products.

Brand Name or Brand Image: Brand image is measured through perceptions of trustworthiness, reputation, emotional appeal, and overall brand impression. The scale items are adapted from Mao et al. (2020) and Yadav and Niharika (2023), which examine brand identity, emotional branding, and their influence on purchase intention.

Packaging: Packaging is measured through visual appeal, clarity of information, ease of use, and perceived environmental friendliness. Items are adapted from Sharma and Sancheti (2024) for visual design aspects and from Widayat et al. (2021) and Kaur and Singh (2023) for eco-friendly and quality-related perceptions.

Product Price: Price perception is measured through perceived affordability, fairness, value for money, and price suitability relative to quality. The measurement items are adapted from Sutanto and Wulandari (2023) and Almukarim and Yasri (2022), who study price perception and its effect on purchase and repurchase intention.

Advertising and Promotion: Advertising effectiveness is measured through perceived message clarity, emotional appeal, credibility, and influence on interest and trust. The scale items are adapted from Yadav and Niharika (2023) for emotional branding and from Hollebeck and Macky (2019) for engagement-driven promotional communication.

Purchase Intention: Purchase intention is measured through likelihood of purchase, willingness to choose the brand over alternatives, and intention to recommend. The items are adapted from Sutanto and Wulandari (2023) and Mao et al. (2020), which assess behavioral intention in consumer product contexts.

3.5. Pilot Test

A pilot test has to be done to check the consistency, reliability, effectiveness, and compactness of survey questionnaires before we conduct the real survey. Pilot tests can expose faults and faintness in the constructed questionnaires. The researchers did the pilot test with 10 mothers by distributing the physical survey form to Shwe Oh Chain Pharmacies in Yangon. Respondents' feedback is collected, and the researcher improved it to cultivate the expression and translated it to languages in Myanmar for uncomplaining and understanding of the respondents.

3.6. Data Collection and Response Rate

Data collection is requesting, gathering, questioning, and determining information on the concerned variables in a standard methodical style that permits one to answer recognized research questions, test the proposed hypothesis, and evaluate the outcomes of the survey. The survey questionnaire is distributed in physical form to mothers who bought SaRa at retail pharmacies, responding at a 100% rate.

3.7. Ethical Issues

There are extensive issues for ethical considerations regarding the principles of research conduct. These are trustworthiness, reliability, objectivity, carefulness, directness, admiration for academic property, privacy, accountable publication, and so on. In this research, the collected data, outcomes, data analysis, and key findings are taken from actual data from '100' respondents. For objectivity, the researcher avoided the bias in any phase containing research and sampling design, data analysis, and interpretation. The researchers carefully review the collected data and analyze these data critically to ensure the credibility of the accurate results. All the outputs were saved and organized to share the data and outcomes along with new tools that are being developed to publish the research's key findings as assistance to further knowledge and advance science. The sources of data (both primary and secondary), earlier theories, key findings, and final conclusions described in the research have been credited to the original authors

as references and citations. The respondents' answers are kept as confidential and will not be used for any commercial purpose.

4. Results and Discussion

SPSS software version 23 was used for data entry and data analysis in this research study. After data collection, all questionnaires were reviewed to ensure completeness and accuracy. The data were then edited and coded systematically to prepare for analysis. Once cleaned, the data were entered into SPSS version 23 for statistical processing. Reliability analysis was conducted as the first analytical procedure. This step aimed to assess the internal consistency of the measurement items used in the questionnaire. The analysis included all 28 items measured on a seven-point Likert scale. Reliability testing ensured the consistency of responses across items within each construct. The results confirmed the suitability of the data for subsequent statistical analyses.

4.1. Cronbach's Alpha Reliability Test

When we evaluate the survey, we have to know that the tools we use are nice to get the consistent and reliable response even if the questions were substituted with other comparable questions. Cronbach's alpha is a reliability index associated with the variations by the accurate score of the "fundamental construction." Construction is the measured hypothetical variable (Hatcher, 1994). Cronbach's Alpha coefficient > 0.5 is not acceptable, 0.5 to 0.6 is questionable, 0.6 to 0.7 is weakly acceptable. (Nunnally, 1998) has specified that value 0.7 to be an acceptable reliability coefficient.

Table 1: Reliability Test

Variable	Cronbach's α	Number of Items
Product Quality	0.72	5
Brand Image	0.75	5
Packaging	0.70	4
Product Price	0.68	4
Advertising and Promotion	0.73	5
Purchase Intention	0.76	5
Overall Scale	0.734	28

In this study, Cronbach's Alpha coefficient is > 0.7 , and the data are reliable and workable for all 28 variable factors.

4.2. Demographic Information

Table 2: Distribution of Respondents by Number of Children and Occupation

Variable	Category	Frequency (%)
Number of Children	One Child	46.0%
	Two Children	32.6%
	Three Children	21.4%
Occupation	Housewife	51.0%
	Working Mother	49.0%

The demographic profile of respondents indicates that the majority of participating mothers have one child (46%), followed by those with two children (32.6%) and three children (21.4%). This suggests that most respondents belong to smaller family units, which may influence purchasing decisions for children's healthcare products such as paracetamol syrup. In terms of occupation, housewives (51%) and working mothers (49%) are almost evenly represented, ensuring a balanced perspective between stay-at-home and employed mothers in evaluating product attributes and purchase intentions.

4.3. Result of the Descriptive Analysis

Descriptive analysis shows clear differences in how respondents perceive each key variable. Overall product quality records a high mean score above the agreement threshold, indicating positive perception among SaRa users. Mothers generally view the product as acceptable in quality, offering good value for money, with taste and child compliance rated most favorably. Packaging also receives a strong overall mean score, driven mainly by confidence in child safety against accidental overdose, while visual and informational aspects are rated as acceptable rather than outstanding. Brand name perception shows moderate agreement, suggesting trust in the SaRa brand but not strong emotional attachment. Pricing perception highlights high price sensitivity among users. Respondents agree SaRa is chosen mainly for affordability and indicate a strong likelihood of switching to Biogesic if price differences narrow. Advertising and sales promotion receive the lowest overall mean score among variables. Doctor and nurse prescriptions strongly influence purchase decisions, while mass media advertising, retail staff recommendations, and consumer events show neutral to low influence. Overall, results indicate SaRa adoption is driven primarily by acceptable quality, safety, and price advantage rather than strong brand or promotional appeal.

Table 3: Overall Mean Scores by Variable

Variable	Overall Mean Score
Product Quality	5.17
Packaging	5.35
Brand Name	4.93
Pricing	4.81
Advertising and Sales Promotion	4.37

The research instrument was evaluated for internal consistency using Cronbach’s Alpha, alongside a descriptive analysis of the mean scores for each variable.

Descriptive Trends: The mean scores indicate a generally positive perception across all dimensions (assuming a 7-point Likert scale). Packaging (5.35) and Product Quality (5.17) emerged as the strongest-performing variables, suggesting these are the primary drivers of consumer satisfaction or perception in this study.

Areas for Improvement: "Advertising and Sales Promotion" received the lowest mean score (4.37). While still above the neutral midpoint, this suggests that the current promotional strategies are less impactful compared to the physical attributes of the product (quality and packaging).

4.4. Descriptive Analysis on Consumer Purchase Intention

Table 4: Consumer Purchase Intention

	Mean	Std. Deviation
I choose para syrup prescribed by doctors and nurses.	6.19	1.461
I will buy para syrup for its attractive packaging.	4.02	1.363
I will buy para syrup recommended by drugstores.	4.39	2.025
I will buy para syrup by my own decision facilitated by advertising (TV, radio, print, and digital).	4.18	1,971
I will buy para syrup because of its affordable price.	4.81	2.182
I will buy para syrup because of its efficacy.	5.54	1.366
I will buy para syrup because of its good compliance.	5.67	1.164
I will buy any para syrup; the brand name is not important for me.	4.17	.943
I will use only one brand of para syrup what I trust most.	4.31	.982

SaRa users mostly agree that usage of SaRa is due to prescription by doctors and nurses (mean score 6.19). Secondly, they agree due to its good taste and compliance (Mean Score 5.67). Thirdly, because of its efficacy, that is, fast action to fever (mean score 5.54), and then also due to its affordable price (mean score 4.81).

Apart from these variables, the others are neutral in their responses.

4.5. The relationship between influencing factors for consumer perception and purchase intention

To analyse the relationship between independent variables: product attributes, brand name, pricing, advertising, and promotions) and the dependent variable (purchase intention), we did correlation analysis in order to measure the strength or degree of relationships between them. In this study, we use Pearson’s correlation coefficient from the SPSS. Pearson’s correlation coefficient (R) is a measurement of the linear relationship between two variables (Kirch, 2008).

Results of Correlation Analysis

Table 5: Results of Correlation Analysis

	Product Quality		Product Packaging	Brand Name	Pricing	Advertising and Promotions	Purchase Intention
Product Quality	Pearson Correlation	1					
	Sig. (2-tailed)						
Product Packaging	Pearson Correlation	.130	1				
	Sig. (2-tailed)	.197					
Brand Name	Pearson Correlation	.309**	-.042	1			
	Sig. (2-tailed)	.002	.680				
Pricing	Pearson Correlation	.365**	-.029	.396**	1		
	Sig. (2-tailed)	.000	.772	.000			
Advertising and Promotions	Pearson Correlation	.378**	-.026	.559**	.376**	1	
	Sig. (2-tailed)	.000	.797	.000	.000		
Purchase Intention	Pearson Correlation	.598**	.016	.677**	.559**	.694**	1
	Sig. (2-tailed)	.000	.872	.000	.000	.000	

**Correlation is significant at the 0.01 level (2-tailed).

According to Correlation Analysis Table, customer perceived product quality is very moderately and positively related with customer purchase intention.(R is +5.9).It can accept that consumers buy Sara due to their perception of overall good product quality of this product; high efficacy, acceptable quality, good taste and safe for kids.

Brand Name perception is very moderately, positively related with purchase intention (R is + 6.77) that they are using this product for its brand awareness. Price perception is very moderately and positively related with purchase intention (R +5.6) due to its affordable price. Advertising and promotion awareness are also very moderately and positively related with purchase intention which show that SaRa is doing impactful tactical marketing strategies. Perception on product packaging is R value 0.016 with purchase intention indicating very weakly relationship between these two variables. It indicates that however the product packaging, they may or may not buy the products regardless of consideration of these attributes of SaRa.

4.6. The impacts of influencing factors for consumer perception on consumer purchase intention
Results of Multiple Linear Regression Analysis

To examine the influence of product attributes, brand name, pricing, and promotional activities on mothers' purchase intention, a multiple linear regression analysis was conducted. This analysis determines the extent to which the independent variables (Product Quality, Packaging, Brand Name, Pricing, and A&P) predict the dependent variable (Purchase Intention).

Model Fit and Significance

The model summary, as presented in Table 6, indicates a strong correlation between the independent variables and purchase intention (R = 0.858). The coefficient of determination (R² is 0.736), which implies that 73.6% of the variance in consumer purchase intention can be explained by the five independent variables included in this model. The adjusted R² of 0.722 further confirms the model's robustness.

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.858 ^a	.736	.722	.333

Table 7: Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	29.046	5	5.809	52.315	.000 ^b
Residual	10.438	94	.111		
Total	39.483	99			

The statistical significance of the regression model was tested using Analysis of Variance (ANOVA). As shown in Table 7, the F-test result is 52.315 with a significance level of 0.000 (p < 0.001). This confirms that the regression model is statistically significant and fits the data well. Therefore, it can be concluded that the combination of product quality, brand name, pricing, and promotional activities significantly predicts mothers' purchase intention toward SaRa Syrup.

Table 8: Results of Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients	T value	Sig.
	B	Std. Error	Beta		
(Constant)	.784	.319		2.461	.016

Consumer Perception on Product Quality	.249	.050	.302	5.005	.000
Consumer Perception on Product Packaging	.003	.032	.005	.091	.928
Consumer Perception on Brand Name	.250	.051	.325	4.909	.000
Consumer Perception on Pricing	.141	.043	.199	3.265	.002
Consumer Perception on Advertising and Promotions	.186	.038	.324	4.832	.000

The hypothesis testing results reveal clear insights into the relationship between consumer perceptions and purchase intention for SaRa Syrup.

For H1, the analysis shows that consumer perception of product quality has a significant impact on purchase intention. With a test statistic of $t = 5.005$, greater than the critical value of 1.96, and a significance value of $p = 0.000$ (less than 0.05), the null hypothesis was rejected. The regression coefficient of 0.302, which is positive, confirms that product quality perception positively and significantly influences consumer purchase intention for SaRa Syrup.

In H2, brand name perception was also found to significantly impact purchase intention. The test statistic was $t = 4.909$, higher than 1.96, with a $p\text{-value} = 0.000$. Again, the null hypothesis was rejected. The regression coefficient of 0.325 indicates that brand name perception has a positive and significant effect on consumers' purchase intention.

However, in H3, product packaging did not show a significant effect on purchase intention. The test statistic was $t = 0.91$, lower than the critical value of 1.96, and the $p\text{-value} = 0.928$, which is far greater than 0.05. Therefore, the null hypothesis was accepted, suggesting that packaging does not influence consumers' decision to purchase SaRa Syrup.

For H4, price perception was found to have a positive and significant effect on purchase intention. The test statistic was $t = 3.265$, exceeding 1.96, with a $p\text{-value} = 0.002$. The null hypothesis was rejected, and the positive regression coefficient of 0.199 confirms that consumer price perception positively influences purchase intention for the syrup.

Finally, H5 indicates that advertising and promotions significantly impact purchase intention. The test statistic was $t = 4.832$, higher than the critical threshold of 1.96, with a $p\text{-value} = 0.000$. The null hypothesis was rejected, and the regression coefficient of 0.324, positive in direction, confirms that advertising and promotional activities play a vital role in enhancing consumers' intention to buy SaRa Syrup.

5. Conclusion and Recommendation

This study explored consumer perceptions of SaRa Syrup and their effect on purchase intention, generating key insights for Biogesic Syrup's competitive positioning. Results show that SaRa is widely perceived as affordable and effective, with mothers especially those with two or more children displaying stronger price loyalty than brand attachment. Most purchasing decisions are driven by affordability and familiarity rather than advertising influence. Product quality and brand name were identified as the most significant factors influencing purchase intention, while packaging and compliance had minimal impact. Consumers value SaRa for its pleasant taste, ease of use, and perceived safety, reinforcing its high value-for-money image. Nevertheless, Biogesic continues to hold superior brand equity and stronger long-term trust among various consumer segments, providing an advantage if it strategically enhances its pricing and communication approaches.

Advertising and promotional activities showed only a moderate effect on purchase intention, with medical professionals' recommendations proving far more influential than direct consumer campaigns. This suggests that Biogesic could strengthen its position by deepening engagement with doctors and nurses, while SaRa should reconsider its media and promotional strategies to build stronger consumer trust. Strategically, Biogesic should highlight its technological strengths, particularly the "Taste Rite" innovation, as a differentiator beyond price. Incorporating flexible pricing, temporary promotions, and trade discounts could reinforce affordability while preserving its premium perception. Broader research incorporating consumer and healthcare professional perspectives across wider regions would further enrich understanding of the paracetamol syrup market and guide more evidence-based marketing strategies.

6. Future Research

Future research should place stronger emphasis on understanding the perspectives of healthcare professionals, particularly doctors and pharmacists, regarding the product attributes, pricing, and promotional strategies of SaRa Syrup. Since medical recommendations significantly influence mothers' purchasing decisions, exploring how healthcare professionals perceive the credibility, efficacy, and safety of SaRa compared to Biogesic would offer critical insights for refining marketing approaches.

In addition, qualitative research focusing on packaging perceptions would complement the current quantitative findings by uncovering deeper insights into user experience and emotional responses. Although packaging did not show a statistically significant influence on purchase intention, mothers' perceptions of safety, convenience, and trust conveyed through visual design could still play a subtle but meaningful role in brand preference. Conducting focus group discussions or in-depth interviews with mothers from various socioeconomic backgrounds would help capture these nuances. Integrating such qualitative insights with quantitative evidence would enable both SaRa and Biogesic to develop more consumer-centered product and communication strategies in the competitive paracetamol syrup market.

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